

The Potential of the Eco-Cultural Concept in Education

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The eco-cultural concept offers a promising framework for connecting education, cultural heritage, local identity, sustainability, and innovation. This contribution explores its potential as a catalyst for new educational approaches and cross-disciplinary collaboration within the KreativEU Alliance. Drawing on our experience from the Heritage Game, MultiHeritage, and EcoREGIS initiatives, we present different ways in which eco-cultural heritage can be transformed into meaningful educational activities and opportunities for students, teachers, and local communities. Particular attention is paid to the potential of place-based learning, gamification, digital tools, and international collaboration in connecting cultural and natural heritage with contemporary educational challenges. Rather than presenting eco-cultural heritage solely as a subject of study, we argue for its role as a shared educational platform capable of fostering creativity, interdisciplinary cooperation, and new learning opportunities across the KreativEU Alliance.

