



Haaga-Helia marketing and communication students' Creative Agency Krea welcomes you to take part in [Krea Spring School](#) 2026 where you will work in a multicultural team to tackle a **hands-on sustainability storytelling and leadership challenge**. Together with a network of partner universities from around Europe, your team will inspire audience engagement through **AI-assisted scenario storytelling and digital community building aimed at fostering sustainable values and life changes**.

As learning outcomes of the course, you will gain practical competences to

- engage in online communities to foster inspirational dialogue and democratic debate about sustainable values and lifestyles
- show open-mindedness towards diverse cultural experiences, viewpoints, examples, and ideas
- co-create, test and assess teaching and learning methods that boost digital community engagement and value co-creation competences required from informed and active citizens in the digital era
- promote "knowledge, skills, values and behaviors needed for sustainable development" (UNESCO, 2018).

In practice, you will

- 1) engage in multicultural and multidisciplinary teamwork
- 2) conduct research into the sustainability values of young higher education students of 18-29 years of age
- 3) combine your imagination and emotional intelligence with generative AI to create engaging and relatable scenarios of sustainable future.
- 4) co-create video storytelling and engagement on digital channels to promote sustainable lifestyles.

Join us if you are interested in

- co-creation and multicultural teamwork
- research into sustainable development and sustainability values
- sustainability storytelling and sustainable leadership
- digital community engagement and value co-creation
- digital storytelling and audience engagement
- collaborative and reflective learning

The Krea Spring School 2026 course consists of two parts:

- **Pre-course online module and pre-course offline workshop & buffet dinner:**
 - **Online: Wednesday 29 April at 17:30-19:00 (CET); Wednesday 6 May at 17:30-19:00 (CET)**
 - **Pre-course workshop & buffet dinner: Monday 11 May at 18:30 – 20:30 Finnish time, Haaga-Helia UAS, Pasila Campus**
- **International intensive week (Tuesday-Saturday) on digital storytelling and sustainable leadership:**
 - **12–16 May 2026** (face to face in Helsinki, Haaga-Helia UAS, Pasila Campus)

After taking the course you:

1. know how to work towards a shared sustainability marketing and leadership goal in collaboration with a multicultural team of peers, university coaches, and industry stakeholders
2. can conduct research into sustainable development and sustainable living and values
3. can raise awareness of and generate interest in sustainable values and lifestyles by means of inspirational digital storytelling and community engagement
4. can reflect critically on your own learning and role as a change agent of sustainable living.

Support and guidance for the sustainability project:

To support your collaboration in multicultural teams, we offer you a creative space, an encouraging atmosphere, and step-by-step support for critical thinking and reflective learning. An international team of lecturers will coach you all the way through your community engagement and digital storytelling process.

To get practical ideas, everyday inspiration, experiences and visual footage related to social, environmental, economic, and cultural sustainability, we will visit the [UNESCO world heritage site of Suomenlinna](#), which is a historical sea fortress island in Helsinki. Suomenlinna is known for its commitment to [sustainable tourism](#).

We will also make use of the support materials available on this [digital storytelling project site](#). Finally, we will get professional guidance and hands-on help from the digital marketing experts of [Video Marketing Agency Ikimedia](#).

Interested in joining?

For further inspiration, read our blog articles about [Krea Spring School 2024](#) and [Krea Spring School 2025](#) - and **enroll for our blended intensive programme (BIP) by 28 February 2026** by sending email to tanja.vesala-varttala@haaga-helia.fi

Dr Tanja Vesala-Varttala

Principal Lecturer in Marketing and Communication

Business Programmes

Research Unit of Entrepreneurship and Business Development

Haaga-Helia University of Applied Sciences

Ratapihantie 13, FIN-00520 Helsinki, Finland

+358 (0)50 3100 715

What is Creative Agency Krea? Haaga-Helia students of Marketing and Communication run their own Creative Agency Krea (www.krea.fi). Krea provides students with hands-on experience in the field of marketing, media, and communications through company projects and professional stakeholder networks.

MAR011AS3AE-3003: Krea Spring School – Inspirational Storytelling 2026 (5 ects)

Haaga-Helia University of Applied Sciences, Helsinki, Finland 29 April–16 May 2026 (DRAFT)

	Date and time	Project Preparation	Collaborative Learning
1 online <u>DST1</u>	Wednesday 29 April 2026 17:30-19:00 CET 18:30-20:00 FIN 16:30-18:00 PT	Scenario storytelling <ul style="list-style-type: none"> ● Digital Storytelling Process ● Universal Creative Process ● Project brief: Scenario storytelling for envisioning sustainable futures Homework 1: <ul style="list-style-type: none"> ● Browse through this Sustainability Storytelling presentation by Futerra (2022) ● Learning Journal Step 1 – Research into scenario storytelling <ul style="list-style-type: none"> ● Using AI to Write Scenarios (Christy Tucker) ● Scenario Writing Tips (Fibres) ● Examples of Scenario Storytelling (YouTube) 	Pre-course assignment <ul style="list-style-type: none"> ● Complete this creativity test and reflect on your result ● Show and Tell: Choose a photograph of your favorite nature spot in your hometown and prepare to share a personal story about it with your team members Team building <ul style="list-style-type: none"> ● Creativity type & show and tell discussion
2 online	Wednesday 6 May 2026 17:30-19:00 CET 18:30-20:00 FIN 16:30-18:00 PT	Audience Insight: Sustainability values <ul style="list-style-type: none"> ● Stakeholder value discussions through dialogue & cross-sector partnerships ● Discussion about young HE students' (18-29 years) sustainability values Homework 2: <ul style="list-style-type: none"> ● Complete Team Canvas ● Learning Journal Step 2 – Scenario storytelling ideation with generative AI 	Team purpose, learning goals and team rules <ul style="list-style-type: none"> ● Team Canvas ● Embracing Conflict for Stronger Teams (2023)
3 Pre-course workshop Pasila Campus	Monday 11 May 2026 17:30-18:30 CET 18:30-20:30 FIN 16:30-17:30 PT	Scenario storytelling <ul style="list-style-type: none"> ● Fostering stakeholder dialogue and collaboration: Sharing insights from AI-assisted scenario ideation ● A pre-course workshop for getting to know each other and sharing ideas, including buffet dinner (integrated with Erasmus+ project SHUTTLE) ● Learning journal Step 3 – Which scenario storytelling idea brought up in your team resonated with you the most & why? 	Uncertainty tolerance <ul style="list-style-type: none"> ● Tolerance of ambiguity (2019) ● Tolerance of Uncertainty workbook (2020)

4 F2F DST2	Tuesday 12 May 2026 10:00-17:00 Pasila Campus	Concept planning <ul style="list-style-type: none"> • Team building games • Introduction to empathy mapping - exploring young adults' pains and gains of engaging in digital sustainability dialogues • Brainstorming and idea ranking • Thought leadership: goal and key message • Preparing a concept poster 	Team assessment <ul style="list-style-type: none"> • Mid-progress team assessment • Team presentations of storytelling concepts 	4
5 F2F DST3 DST5	Wednesday 13 May 2026 9:00-17:00 Pasila Campus	Scripting & engagement planning <ul style="list-style-type: none"> • Storytelling basics • Ranking and selecting digital channels • Engagement plan • Scripting your wow moments and intended impacts • KPIs and call to action 	Fostering dialogue <ul style="list-style-type: none"> • Revisiting team purpose • Engaging in dialogue about personal, collective and cultural values • What wow moments do you want to create, how and with what effect? 	
6 F2F DST4 DST5	Thursday 14 May 2025 12:30-21:00 Trip to Suomenlinna; ferry from Kauppatori at 12:20	Digital production & engagement planning <ul style="list-style-type: none"> • Photographs • Video shoots • Interviews • Content creation & triggers for stakeholder dialogue according to the engagement plan • Sharing experiences about AI-assisted scenario storytelling 	Team fun & inspiration <ul style="list-style-type: none"> • Team day in Suomenlinna 12:30 - • Finnish games (Mölkky) • Scenario storytelling project workshop with dinner and sauna (integrated with the E+ SHUTTLE project) 	
7 F2F DST4 DST5	Friday 15 May 2025 9:00-17:00 9:00-17:00 Pasila Campus	Digital production, publication & engagement Video Coach of the Day: Thomas Halloran, Video Marketing Agency Ikimedia <ul style="list-style-type: none"> • Digital content editing • Publication and engagement 	Digital engagement & value co-creation <ul style="list-style-type: none"> • Content creation & publication & inviting stakeholder dialogue 	
8 F2F DST5	Saturday 16 May 2025 9:00-12:00 Pasila Campus	Evaluation & follow-up <ul style="list-style-type: none"> • Project presentations (10 mins presentation + 5 mins to discuss your follow-up engagement plan & call to action) • Jury discussions & team awards • Learning journal Step 4: Self and peer assessment 	Follow-up engagement <ul style="list-style-type: none"> • Participation in online forums, social media interactions, etc. in line with KPIs 	

Background reading: [GreenComp - The European Sustainability Competence Framework \(2022\)](#)