

## Krea Spring School – Inspirational Storytelling (5 ects)

Haaga-Helia University of Applied Sciences, Helsinki, Finland, 16 April - 17 May 2024



Haaga-Helia marketing and communication students' Creative Agency Krea welcomes you to take part in [Krea Spring School](#) 2024! You will work in a multicultural team to tackle a digital storytelling challenge together with a network of peers and experts from partner universities from across Europe.

The Krea Spring School 2024 industry partners are a selection of local retail companies in Helsinki. During the course, you will conduct target audience research and create inspirational digital stories aimed at fostering sustainable life changes and responsible tourism. The storytelling project of the course will be based on the topic of "Sustainable Picnics on the [Sea Fortress Island of Suomenlinna](#)".

### Join us if you are interested in:

- creativity
- multicultural and multidisciplinary teamwork
- audience/customer/visitor experience research
- sustainability marketing and communication
- digital storytelling
- coaching-based autonomous learning

### The course consists of two parts:

- 1. Pre-course online module: project preparation and team building (2 ects):**
  - **16 April–7 May 2024** (Moodle and Zoom: Tue 16 April at 17:30 - 18:30 CET; Tue 23 April at 17:30 - 18:30 CET; Tue 7 May at 17:30 - 18:30 CET)
- 2. International intensive week: collaborative digital storytelling for sustainable tourism (3 ects):**
  - **13–17 May 2024** (intensive week of in-person teamwork in Helsinki, Finland)

**After taking the course you:**

1. know how to work towards a sustainability marketing goal in collaboration with a multicultural team of peers, university coaches, and industry stakeholders
2. can conduct target audience research to develop insight into your audience's needs and expectations related to sustainable travel and consumption
3. can raise awareness of and generate interest in sustainable travel and consumption by means of inspirational digital storytelling
4. can reflect critically on your own thinking and behavior as a change agent of sustainable living

To support your autonomous and collaborative learning in multicultural teams, we offer you a creative space, an encouraging atmosphere, and step-by-step coaching in digital storytelling. An international team of lecturers will coach you all the way through your collaborative learning process. During the course, you will also get professional support and guidance from hands-on video marketing experts.

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

**Still considering whether to join?** Read about our experiences from [Krea Spring School 2022](#) and browse our selected Krea Spring School aftermovies from past years: [2019](#); [2018](#); and [2016](#). In addition, have a taste of some of our digital stories co-created by students from different cultural and educational backgrounds: [Be like Tim](#) and [Make new friends in Loviisa!](#)

**More information:**

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