



ITCCH edustem

ITC EDUSTEM

ROMANIA

Legal name of organization	ITC EDUSTEM
Address	Ion Creanga Street, no.3/1, Târgu Mures, Romania
Type of Organisation	Profit / Private Business
PIC NUMBER:	890038633
OID:	E10272989

ERASMUS + PROJECTS:

We are currently involved as partners in two Erasmus + projects:

KA210-YOU Digital Presence – Poland (04.04.2022 – 04.07.2023)

KA153-YOU Dijital Buradalik – Turkey (05.06.2022 – 05.06.2023)

***At ITC Edustem we believe that education can be reinvented by using
all modern tools that technology offers us.***

At ITC Edustem we try to develop creativity through innovation, using new technologies in all areas of educational curricula: Science, Technology, Language and Communication and Arts. We support innovation through the transdisciplinary approach of the proposed courses, we guide students to discover their creativity and originality out of familiar patterns, try to discover the talent of each student and guide him to performance and give the opportunity to the most involved participants to take part in real projects.

Our expertise areas are:

DESIGN - Web Design/Graphic Design/3D Design & Printing / Interior Design/Fashion Design/Game Design

PROGRAMMING - C++ / C#, HTML, CSS

ROBOTICS - Robo programming

MULTIMEDIA - Photo editing / Video editing / AR / VR / Animations

PC BASIC - Operating Systems / Software / Hardware/Edit text / Edit images

BUSINESS – Entrepreneurship / Public speaking / Pitching

EDUCATION – Educational Apps / E-learning

ARTS - Acting / Film directing / Graphic drawing/ Digital drawing/ Painting

COMMUNICATION - Creative writing / Communication / Media & Journalism / Storytelling / Personal development

The activity of the educational center ITC EDUSTEM is developed based on the STEAM type educational concept (Science, Technology, Engineering, Arts and Mathematics), having an interdisciplinary and applied approach, STEAM integrating the five disciplines into a learning paradigm that corresponds to the present or future requirements of the real world.

In our daily activity we work with young people between 8 and 18 years old, but most of them are between 12 and 18 years old. Our activity is divided into weekly courses dedicated to these young people, workshops, occasional events for both children and adults and the organization of summer camps every year. We have in our portfolio over 150 young people eager to learn and develop various skills.

In 2019 the company obtained a financing of 40.000 EUR within the Start Up Plus

program, co-financed from the European Social Fund through the Human Capital Operational Program 2014-2020. As a result of this financing, the company managed to acquire: computers, graphics tablets, virtual reality equipment Oculus Rift & Oculus Quest, 3D printer, Edison robots, photo-video equipment, Led TV, projectors, educational softwares, multifunctional xerox and much more.

From the beginning of 2020 we established a plan of measures to promote sustainable development in our services and company management. The integration of sustainable development was mainly oriented towards the environmental component. A sound ecosystem and resource management are vital in the context of promoting sustainable economic growth, are closely linked to low-carbon development and also contribute significantly to strengthening the capacity to withstand the effects of climate change. For development to become sustainable, economic development must be decoupled from the negative impact on the environment and based on sustainable production and consumption patterns. Sustainable development aims to reduce the impact on the environment as much as possible, through activities dedicated to environmental protection, energy efficiency, climate change mitigation and adaptation, biodiversity, disaster resilience, risk prevention and management. In the sense of the concept of sustainable development, the field of “environmental protection” aims at: a) control and reduction of air, water and soil pollution; b) protection of natural resources; c) waste management, including hazardous waste.

Taking into account these provisions, **the sustainable development plan implemented in our company** was:

1. All purchased equipment are new, applies "clean" technologies that do not harm the quality of the environment.
2. Promotion and education on environmental protection - all e-mails of our company will contain a slogan on environmental protection, such as: **“Print this e-mail only if absolutely necessary. Save a tree!”** Also, another slogan will be displayed on all materials of our company and on the website: **"Think about the environment, do not print unnecessary documents!"** being thus disseminated on the widest possible scale.
3. Implementation of the selective waste collection system by acquiring a set of baskets for selective waste collection, on color codes, respectively: - The blue color involves the

storage of waste paper and cardboard - Yellow means the storage of metal and plastic waste - The green color involves the storage of glass waste - The color orange implies the storage of household waste

4. Introduction of these measures (2 and 3) in the Internal Regulations of the company

5. During the courses, students will be informed in each session of the importance of environmental protection - At the end of each course session we leave ten to fifteen minutes to discuss with the children about the environment, pollution, sustainable development and the measures that each can take individually.

At the same time, the company supports the transition to a low-carbon and resource-efficient economy:

- The equipment purchased are very new technologies that have among the lowest energy consumption.
- The consumption of materials is practically non-existent, being educational courses.
- In communications with collaborators, we use only electronic means of communication

Regarding social innovation, we signed a partnership contract with the organization SAVE CHILDREN - Mures, through which we established that at each robotics course organized we will donate a scholarship for a child from a disadvantaged category. Once every 3 months, several hours will be allocated from the work schedule, for campaigns of responsibility and awareness of the importance of training students in the field of robotics, in schools and disadvantaged classes.

Besides the experience in implementing the plans of sustainability measures in organization, within this project we come with the expertise in teaching multimedia courses, in creating digital multimedia content, in working with groups of young people and organizing summer camps.

So far, we have organized the following multimedia courses for young students: Video Production, Video Special Effects, Picture Animation & Photo Editing. Upon request, we can provide some of the work done in these courses. The trainer of these courses is Mr. Alexandru Marginean, a film director by profession, who knows how to share his talent and love for creating multimedia content with great skill.

Besides the multimedia courses organized at ITC Edustem location, we have the experience of creating seven summer camps:

- June 2019 in Sovata for a group of 24 children, aged between 11 and 15 years we organized a summer camp in which we held the courses **"Video Making: Special Effects"** where students learned editing techniques and special effects with the help of which they developed the necessary skills in making creative videos and **"Photo Box: Capture & Edit"** where the students created a portfolio of artistic photos using the studied photography techniques.
- September 2019 in Crit, a charming town in the heart of Transylvania, which gathered the most beautiful Saxon traditions and customs and managed to preserve them despite modern times, we organized the summer camp in which participants could choose between the two proposed courses : **"Video Making: Documentary"** a course that aims to make an exceptional documentary film, in which traditions, customs, local scenery were combined with the ingenuity and talent of our young directors and **"Digital Art: Editing Skills"** in which a team of small professionals designed and created a complex portfolio for the presentation and promotion of the tourist area. These camps were made in partnership with Itech Club.
- July 2020 in Targu Mures we organized **Film Summer School** in which participants learned that film production is a complex team "sport", in which they worked in partnership with passion and concentration, learning to collaborate, to take responsibility, to gain confidence through performance and to acquire digital skills essential in their development. Our story began with "The last witch in Europe who was burned at the stake in Targu Mureş in 1752..." and continued with an enthusiastic team of young students aged 12-16, coordinated by Mr. Radu Silviu Olareanu, Associate Professor Doctor at the University of Arts Targu Mures and Mr. Alexandru Marginean, director, who screened in the movie Carolina the fascinating story of the midwife and healer Borbala Farkas, convicted of witchcraft and burned at the stake on April 28, 1752.

Movie Carolina on YouTube: <https://youtu.be/5ZrrmgDmunw>

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- July 2021 in Sighisoara we organized the second edition of **Film Summer Camp**. A week with unforgettable stories. A week with and for artists, for those who want to learn to turn dreams into reality, for young people who love film, whether they create it or are part of the casting. Our story was written in SIGHISOARA FORTRESS, part of the UNESCO Heritage since 1999, the only inhabited fortress in Europe, a living fortress, which always attracts us with its charm, in the heart of which we established the "operational center" - HOTEL SIGHISOARA, with the enthusiastic team of students coordinated by Mr. Radu Silviu Olareanu, Associate Professor Doctor at the University of Arts Targu Mures and Mr. Alexandru Marginean, director. The result of this camp was the creation of the short film **The Legacy**, which presents Vlad Dracul, as an immortal young man who wants to send the world a simple message: that he is not a bloody ruler but just a man who he loves his country.

The Legacy on YouTube: <https://youtu.be/TxRullvs40Q>

- August 2021 in Sovata we had **Acting Summer Camp – Commedia Dell’Arte** where the participants studied theatrical techniques specific to classical drama, especially comedy, which helped them to stage one of the reference plays of that period – **The Liar by Carlo Goldoni** - https://youtu.be/3khRnp6wB_0

For summer 2022 we are preparing two new camps:

- **ENTREPRENEURSHIP CAMP** will take place between 24 and 30 July 2022 - With a focus on encouraging a positive entrepreneurial spirit, the program includes entrepreneurship training, business planning, marketing, fundraising, public speaking, emotion management and pitching.
- **Journalism and Acting Camp** will take place on August 16-22, 2022 - participants will have to choose one of the following courses: "**Journalist Profile**" or "**The Actor in Us**".

Due to the excellent curriculum of some courses in our portfolio, we were selected to take part in an extensive national program of excellence in education **Club of Excellence** organized by the Foundation for the Development of Romania Dan

Voiculescu.

Thus, through this program, we have the opportunity to address young people from all over the country and to teach them to use different multimedia applications to create digital content. Within this program in the period 2020-2021 we trained in the **Web Design Basic** and **Picture Animation** courses about 80 young people and in the **Creative Writing** course about 50 young people. Our trainers involved in this project are Alexandru Marginean and Brindusa Merutiu.

Regarding the expertise of the people involved in the project, **Claudia Duicu** and **Ioana Indreica** have the experience of implementing in an organizational framework a sustainable development plan and the experience of creating and developing the course curriculum from the ITC Edustem courses portfolio.

For the Erasmus + project we designate the following persons:

- Claudia Duicu, Project Coordinator
- Claudia Duicu, Financial Responsible
- Ioana Indreica, Responsible with dissemination and administrative tasks

Contact Person

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