

**MEDIA CREATIVA**

**ACTIVE LEARNING  
METHODOLOGIES**

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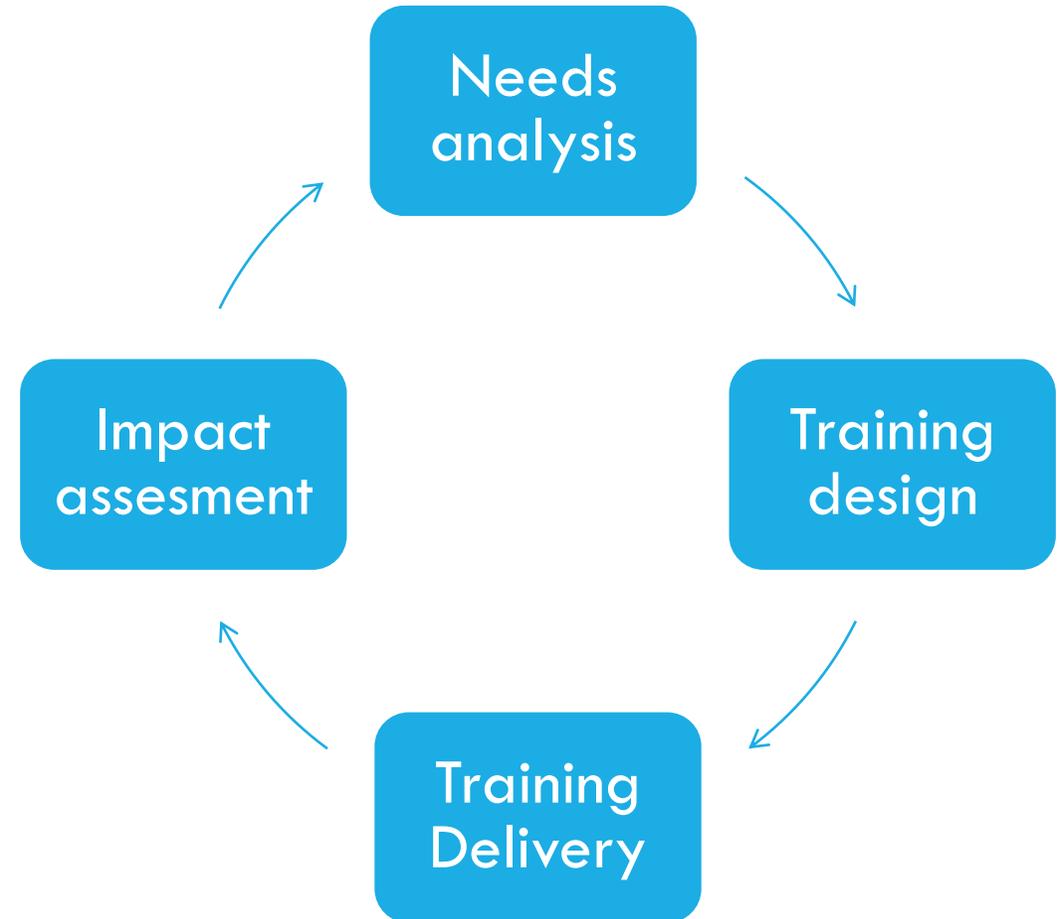
Some examples of our expertise on adult  
education programmes

KRAKOW, 29TH JANUARY 2020

# WHO WE ARE...

Media Creativa is a company specialized in the development of innovative solutions for learning.

We actively participate in all the processes that provide value to learning... from the needs analysis to the impact evaluation.



# WHO WE ARE...



Gamification, cooperative learning, problem-based learning, design-thinking, flipped-classroom, game-based learning, storytelling... are some of the methodologies we work with.

# AREAS OF EXPERTISE



## Media

### Research

Social research, socio-economic analysis, cultural studies



## Media

### Training

Design and delivery of training programmes and courses on different formats and topics



## Media

### International

Support for internationalization and networking activities

A group of four people are gathered in a meeting room with large windows. They are looking at several whiteboards that have papers and diagrams on them. The room is brightly lit by natural light from the windows. The text 'SOME EXPERIENCES ON ADULT EDUCATION' is overlaid in white, bold, sans-serif font across the center of the image.

# SOME EXPERIENCES ON ADULT EDUCATION

# WATERSIDE PROJECT

Senior Volunteering Programme

Seniors 50+ interested on environmental protection activities

Sending 6 seniors from Getxo to Cawsand

Hosting 6 seniors from Cawsand, organising activities with local schools





# WATERSIDE PROJECT

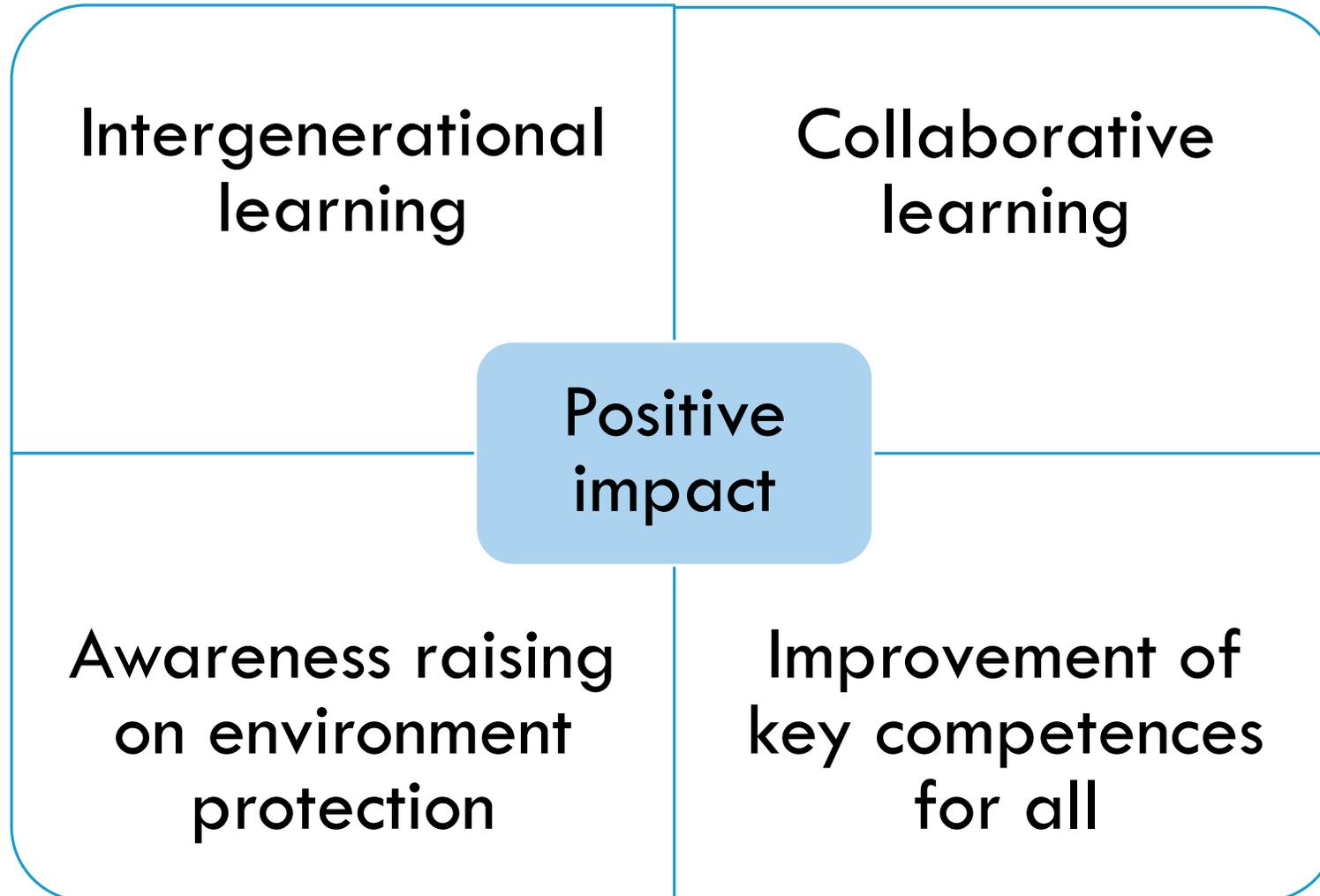


Activities developed according to specific instructions, previously decided with the seniors and the schools, among more than 60 options.

Some examples:

- **Gardens all over the world:** search of different types of gardens, and understanding what impact have the landscape and climate on growing and preserving a garden.
- **Exploring different seeds:** discuss shapes, sizes, colours, smells and their expectations of what the crops will be. Planting of the seeds.
- **Making Natural Dyes from Plants:** Roots, nuts and flowers are used to dye t-shirts.

# WATERSIDE PROJECT



# ENTREPRENEURSHIP GINKANA



Ginkana addressed to university students

Co-organised with the area of Innovation and Entrepreneurship of Deusto University

Problem-based learning approach: to provide a solution to a local company

Challenges to be developed in teams and within a limited time



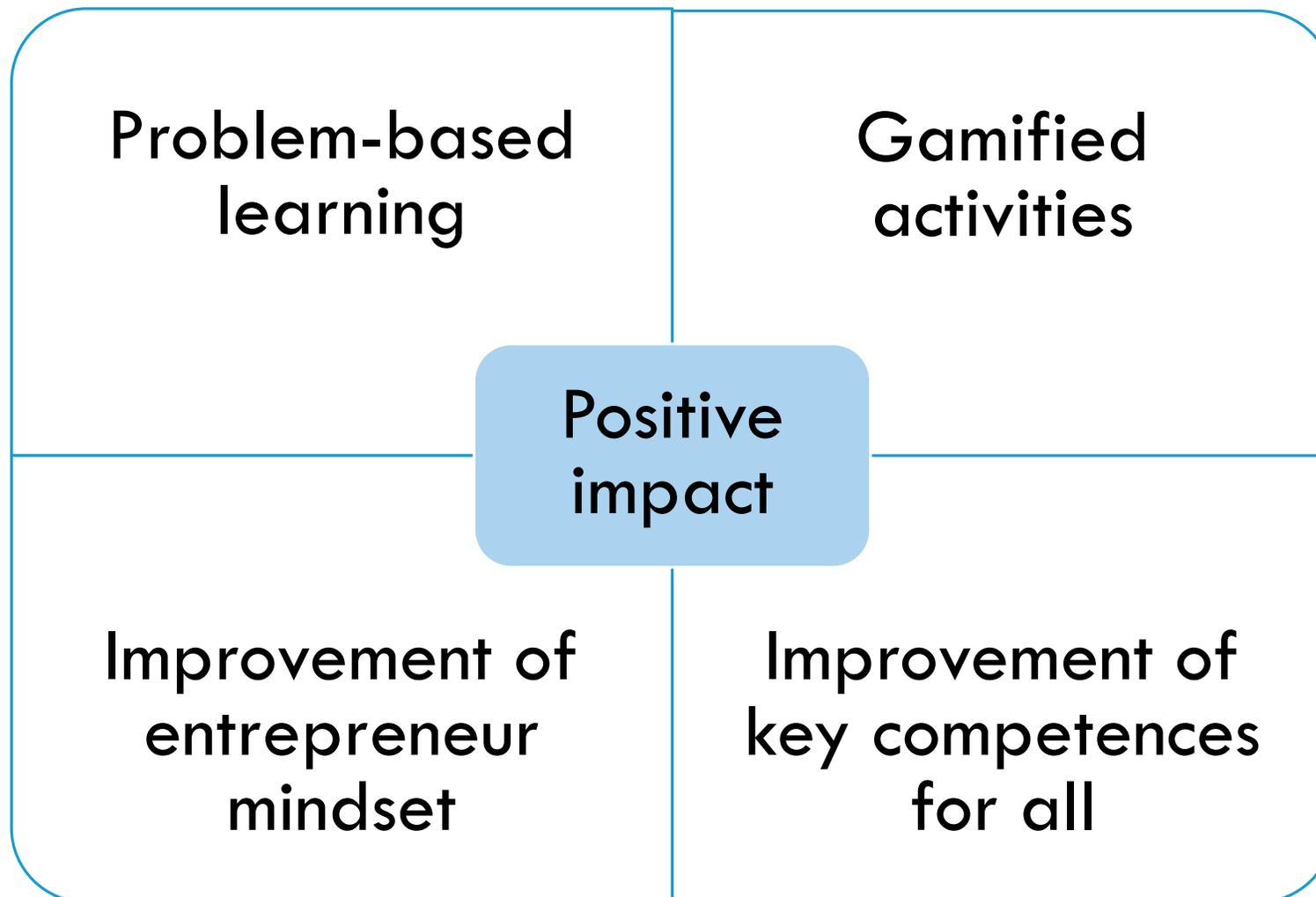
# ENTREPRENEURSHIP GINKANA

The participants had to support PUKAS company to become a “Happy Company”. They compete to provide the best solution, by implementing 3 challenges:

- **Pictocompany:** they have to create 2 scenarios showing the company today and in the future, using only magazines images or texts.
- **Costume party:** by using different objects, they have to represent the profile of one employee, and record a video that shows her/his need.
- **Comic experience:** using the templates, they create a comic story to explain the solution that will transform Pukas in a Happy Company.



# ENTREPRENEURSHIP GINKANA



# ESCAPE ROOM FOR EMPLOYMENT

Escape room adapted to the business world

Addressed to different collectives (young students, migrants...)

50 minutes to solve a crime: who killed the HR Manager + why.  
Following a reflection and assessment session of 1 hour

Clues and answers to be discovered by solving different challenges



# ESCAPE ROOM FOR EMPLOYMENT

The context of this activity is:

- **©ATRIO INTERNATIONAL COOKING ROBOTICS:** is the company where some candidates are covered for a recruitment interview (the participants). The company produces Cooking Robots, manufactured in China.
- **Mr. Sponcio, the Human Resources Manager:** appears killed in his office, the police blocks the building and all the participants are suspects. They must solve the crime or they will be arrested by the police and brought to prison.
- **5 characters are the main suspects:** the HR Manager assistant, the Production and Operations Manager, the General Manager, the ITCs Manager and the Programmers Manager.



# ESCAPE ROOM FOR EMPLOYMENT

The main features of this activity are:

- **Competences being developed during the activity implementation:** transversal competences such as creativity, initiative, problem solving, communication, time management, teamwork, etc.
- **Adaptation of the clues and challenges to the participants profile:** having the main context clear, any of the challenges and clues can be easily adapted to young people, low qualified people, migrants, etc.
- **6 Business Characters depicted to better understand roles and responsibilities within companies:** participants can get to know better how a company operates, how human resources can be organized and managed (good and bad practices), which skills and competences are most valuable...
- **Secrets, good and bad practices:** the stories behind each character and the plot of the crime allows us to introduce concrete examples of good and bad practices in the business world. We are introducing topics such as business ethics, corporate social responsibility, intellectual property, workplace harassment, work atmosphere, environment protection, etc.





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