D3.2 · NATIONAL CONFERENCE REPORT: BULGARIA

National Conference Report

From Synthetic Media to Responsible Practice — Building Digital Trust in Creative Education and Industry

- **Activity 3 · Project Result**
- **Creative Trust Conferences and Stakeholder Validation**



CONFERENCE	VENUE · HOST	RESULT
Mon, 09 November 2026	**New Bulgarian University**	**24 participants**
10:00–14:00 (EET) · Sofia	hosted by BF Digital Innovation Studio	delivered as planned

Cover photo: National Creative Trust Conference, NBU Sofia, 9 November 2026 · © DeepTech Consortium

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DeepTech for Creative Trust

Pr. Nr: 2025-2-LU01-KA210-VET-000371932

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DOCUMENT INFORMATION

Document details

DOCUMENT NAME	**National Conference Report: Bulgaria, Activity 3: Creative Trust Conferences and Stakeholder Validation**
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PROJECT	DeepTech for Creative Trust: Countering Deepfakes and Enabling Ethical AI in the Audio-Visual Industry
PROJECT NUMBER	2025-2-LU01-KA210-VET-000371932 · Erasmus+ KA210-VET Small-scale partnership in vocational education and training
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AUTHORS	BF Digital Innovation Studio (Bulgaria), with XU Exponential University of Applied Sciences (Germany) and Luxembourg Creative Lab (Luxembourg)

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ACTIVITY 3 · PROJECT RESULT · EXECUTIVE SUMMARY

Report at a glance

DATE AND TIME	Monday, 09 November 2026 | 10:00–14:00 (EET)
VENUE	New Bulgarian University (NBU) campus, 21 Montevideo Street, Ovcha Kupel, 1618 Sofia, Bulgaria
ORGANISER / HOST	BF Digital Innovation Studio | hosted at New Bulgarian University
FORMAT	In-person national conference · four expert talks and one resource showcase · stakeholder validation lab · moderated Q&A
PARTICIPANTS	24 participants, representative of the DeepTech target audience
FEEDBACK	15 completed Activity 3 questionnaires (Q1–Q9) · moderated small-group validation

24
participants (target ≥ 20)

4.75
overall mean rating out of 5

100 %
of ratings at 4 or 5 (target ≥ 85 %)

17
actionable feedback points (target ≥ 15)

Key results

- **Delivered in full.** All twelve agenda items of D3.1 took place exactly as planned, on time and with the confirmed speakers and facilitators.
- **Target audience reached.** 24 participants from higher education, VET, the creative sector, media and freelance training attended — 120 % of the minimum of 20.
- **Very strong reception.** All 75 ratings (15 respondents × 5 criteria) were 4 or 5; 75 % were the top score. Overall mean: 4.75 / 5.
- **Highest value for teaching.** Suitability for teaching or professional practice scored 4.93 — the highest single score across all three national conferences.
- **Ready for reuse.** All 15 respondents (100 %) confirmed that their organisation could use the resources; only 2 minor layout observations were made.
- **Clear refinement agenda.** 17 actionable points (15 improvement suggestions and 2 barrier observations), all editorial or layout-related, led by Module 1 (3) and Module 3 (3).

CONCLUSION

The Bulgarian conference achieved both Activity 3 functions: it disseminated the DeepTech resources to a representative audience and produced validated, actionable stakeholder evidence for their final refinement.

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CONTEXT · PURPOSE · OBJECTIVES

01 Conference overview and objectives

BULGARIAN NATIONAL DISSEMINATION AND STAKEHOLDER-VALIDATION EVENT

The conference was the Bulgarian national dissemination and stakeholder-validation event under Activity 3. It brought together VET and higher-education educators, trainers, designers, media professionals and creative-sector stakeholders to see the results of Activities 1 and 2 and to assess their usefulness, accessibility, transferability and labour-market relevance before final refinement.

THE CENTRAL QUESTION

How can educators and creative professionals recognise synthetic media, apply AI responsibly and translate principles of authenticity, consent and transparency into everyday practice?

An educational and user-experience lens (Topics 1–2) and a media-literacy and transferable-training lens (Topics 3–4) led directly into the DeepTech resource showcase and the stakeholder validation lab.

Objectives and achievement

NO.	OBJECTIVE	EVIDENCE	STATUS
01	Demonstrate transferable approaches to deepfake detection, source verification and critical media judgement PROJECT OBJECTIVE 1	Topics 3 and 5; Station A; Q5 mean 4.73	✓ Achieved
02	Discuss responsible AI, pedagogical application, data protection, intellectual property and human oversight in creative workflows PROJECT OBJECTIVE 2	Topics 1–2; Stations B and C	✓ Achieved
03	Obtain documented stakeholder feedback and practical adoption proposals to refine and integrate the EQF Level 4 resources PROJECT OBJECTIVE 3	Validation lab; 15 questionnaires; 17 actionable points	✓ Achieved

How the day worked

1. **Four expert talks + resource showcase**
2. **Two networking breaks**
3. **30-minute validation lab**
4. **Moderated Q&A**
5. **QR feedback survey**
6. **Networking**

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CONFERENCE PROGRAMME · 10:00–14:00

02 Programme as delivered

ALL TIMES EET · DELIVERED IN FULL ACCORDING TO D3.1

DELIVERY STATUS

The conference took place exactly as planned. All twelve agenda items were delivered in the scheduled order and time slots, with the confirmed speakers, facilitators and moderator. No deviations from D3.1 were recorded.

TIME	SESSION · LEAD	STATUS
10:00–10:15	**Opening, welcome and "How the day works"** Irina Lalova (BF Studio) · Assoc. Prof. Dr. Iliya Kozhuharov (NBU)	✓ Delivered
10:15–10:40	**Topic 1 · Creative Trust in Design Education** Assoc. Prof. Dr. Iliya Kozhuharov · Dean, School of Undergraduate Studies, NBU	✓ Delivered
10:40–11:05	**Topic 2 · Human-Centred AI Design: Trust, Transparency and Accessibility** Keti Tserovska, M.A. · Product Designer, Market Logic Software AG	✓ Delivered
11:05–11:20	**Break 1 · Coffee and peer exchange** All participants	✓ Delivered
11:20–11:45	**Topic 3 · Deepfakes, Communication and Media Literacy** Yordan Karapenchev, Ph.D. · Sofia University "St. Kliment Ohridski"	✓ Delivered
11:45–12:10	**Topic 4 · From AI Skills to Practical Digital Training** Boris Baev · Founder, IGS Bulgaria	✓ Delivered
12:10–12:25	**Break 2 · Coffee and networking** All participants	✓ Delivered
12:25–12:50	**Topic 5 · DeepTech in Practice: Tested Resources and Ethical AI Workflows** Irina Lalova · BF Studio facilitation team	✓ Delivered
12:50–13:20	**Validation lab · "Review, rate, recommend"** Irina Lalova · BF Studio facilitators	✓ Delivered
13:20–13:40	**Moderated Q&A · Applying the Resources** All speakers · moderator Irina Lalova	✓ Delivered
13:40–13:50	**Common Q1–Q9 questionnaire and closing** BF Studio organising team	✓ Delivered
13:50–14:00	**Networking and departures** All participants	✓ Delivered

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Speakers and facilitators

SPEAKER	ROLE	SESSIONS
Assoc. Prof. Dr. Iliya Kozhuharov	Dean, School of Undergraduate Studies, New Bulgarian University	OPENING · TOPIC 1
Keti Tserovska, M.A.	Product Designer, Market Logic Software AG	TOPIC 2
Yordan Karapenchev, Ph.D.	Chief Assistant Professor, Sofia University “St. Kliment Ohridski”	TOPIC 3
Boris Baev	Founder, IGS Bulgaria	TOPIC 4
Irina Lalova	BF Digital Innovation Studio — project host and validation facilitator	OPENING · TOPIC 5 · LAB · Q&A

SPEAKER CONTRIBUTIONS · THEMES 1–5

03 Summary of expert contributions

WHAT WAS PRESENTED · TAKEAWAY · LINK TO THE DEEPTECH RESOURCES

01 Creative Trust in Design Education: Originality, Identity and Responsibility

10:15–10:40 · Assoc. Prof. Dr. Iliya Kozhuharov

KEY MESSAGES

- Originality, visual identity and human creative agency
- Opportunities and risks of AI-assisted imagery in design learning
- Authentic visual communication and professional responsibility
- How curricula can encourage critical appraisal of synthetic content

TAKEAWAY

Teaching decisions that preserve originality, attribution and accountable AI use.

PROJECT CONNECTION

Modules 1, 3, 4 and 5; curriculum integration; Objectives 2 and 3.

02 Human-Centred AI Design: Trust, Transparency and Accessibility

10:40–11:05 · Keti Tserovska, M.A.

KEY MESSAGES

- Trustworthy UX / UI in AI-supported products
- Making synthetic or AI-assisted output understandable
- Informed user choice, explainable interactions and accessible content
- When human review and precise labels improve credibility

TAKEAWAY

Simple disclosure and human-centred design practices that work in teaching and industry.

PROJECT CONNECTION

Modules 3–5; accessibility, responsible workflows and transparency.

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03 Deepfakes, Communication and Media Literacy: From Doubt to Evidence

11:20–11:45 · Yordan Karapenchev, Ph.D.

KEY MESSAGES

- How synthetic visuals and voice content affect message credibility
- Source and context checks
- Assessing misleading narratives without overclaiming
- Communicating uncertainty and verification findings responsibly

TAKEAWAY

A multi-step verification mindset that can be taught and used in communication workflows.

PROJECT CONNECTION

Modules 1, 2, 5 and 6; deepfake literacy and professional media verification.

04 From AI Skills to Practical Digital Training

11:45–12:10 · Boris Baev

KEY MESSAGES

- Translating learning outcomes into microlearning and blended formats
- Fit between assessment tasks and professional practice
- Simple digital delivery considerations
- Reuse and integration of existing resources in organisational training

TAKEAWAY

At least one practical adoption route for the DeepTech resources.

PROJECT CONNECTION

Activity 2 syllabi and videos; Modules 4 and 6; EQF Level 4 transfer.

05 DeepTech in Practice: Tested Resources and Ethical AI Workflows

12:25–12:50 · Irina Lalova, BF Studio

KEY MESSAGES

- The six-module “Ethical AI for Creative Trust” learning pathway
- Walk-through of a verification checklist and an ethical-AI disclosure step
- Selected EQF Level 4 learning outcomes and an explanatory video
- What participant ratings and comments will improve

TAKEAWAY

Participants saw the Activity 1–2 outputs immediately before assessing them.

PROJECT CONNECTION

Direct transition from Activities 1–2 to Activity 3 validation and refinement.

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PARTICIPATION

04 Participants

ATTENDANCE AND QUESTIONNAIRE RESPONSES ARE REPORTED SEPARATELY

24	120 %	15	63 %
participants attended	of the minimum target of 20	completed questionnaires	questionnaire response rate

The conference reached 24 participants who are representative of the DeepTech target audience: higher-education and VET educators, creative-sector and media professionals, and freelance trainers. Personal attendance data are retained by BF Digital Innovation Studio and are not published.

Profile of questionnaire respondents

15 of the 24 participants completed the common Activity 3 questionnaire. Higher-education educators form the largest group, reflecting the NBU venue and the academic networks of the speakers.

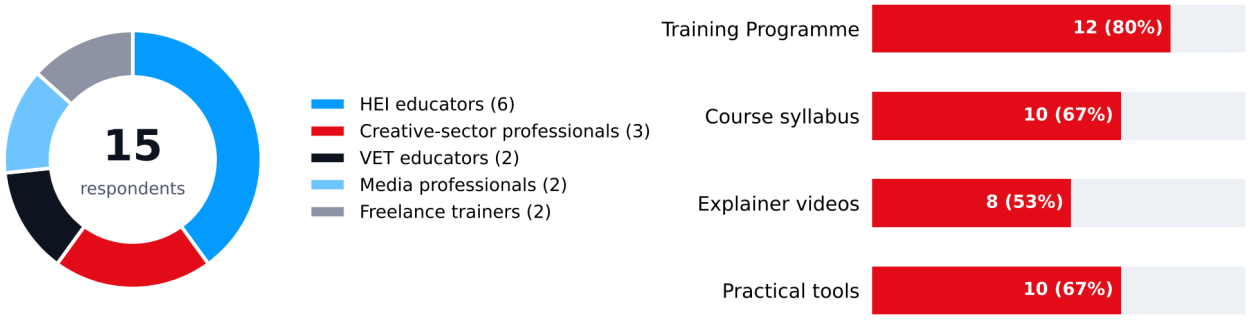


Figure 1. Respondent profile (Q1, left) and resources examined (Q2, right; multiple answers) — Bulgaria, n = 15.

RESPONDENT GROUP	COUNT	RELEVANCE FOR DEEPTECH
HEI educators	6	Integration into university modules on media ethics, AI literacy and creative technologies
Creative-sector professionals	3	Workflow fit and labour-market relevance
VET educators	2	Primary EQF Level 4 target group; VET teacher training
Media professionals	2	Verification and disclosure in communication workflows
Freelance trainers	2	Reuse in creative-staff workshops and organisational training

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STAKEHOLDER VALIDATION · REQUIRED ACTIVITY 3 FUNCTION

05 Stakeholder validation and feedback results

30-MINUTE LAB “REVIEW, RATE, RECOMMEND” · COMMON Q1–Q9 QUESTIONNAIRE

Method

TIME	METHOD	EVIDENCE CAPTURED
12:50–12:55	Resource pack and rating criteria explained; participants assigned to mixed review tables	**Shared understanding of materials under review**
12:55–13:08	Small groups inspect samples; discuss clarity, applicability, accessibility and relevance	**Comparable feedback and reuse contexts**
13:08–13:17	Each table reports one strong feature, one improvement and one potential use case	**Moderated notes and prioritised actions**
13:17–13:20	Facilitator synthesises key points; participants complete the QR questionnaire	**Summary for BF Studio and LCL consolidation**

REVIEW STATION	PRIMARY REVIEW QUESTION
A · **Deepfake literacy**	Are verification instructions clear, teachable, evidence-oriented and fit for professional practice? (Modules 1–2, 6)
B · **Ethics, privacy, rights**	Are consent, authorship, IP and legal responsibilities understandable for educators? (Module 3)
C · **Responsible practice**	Are human oversight, disclosure and credibility practices easy to adopt? (Modules 4–5)
D · **Curriculum transfer**	Are learning outcomes, delivery approaches and media formats accessible and reusable in VET / HEI?

Proposal KPIs

INDICATOR	TARGET	BULGARIA	STATUS
External participants	≥ 20	24	✓ Exceeded
Satisfaction at 4/5 or higher	≥ 85 %	100 %	✓ Exceeded (+15 pp)
Actionable feedback points	≥ 15	17	✓ Exceeded

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Ratings per criterion

Five criteria were rated on a 1–5 scale. No rating below 4 was given; 56 of the 75 ratings (75 %) were the top score.

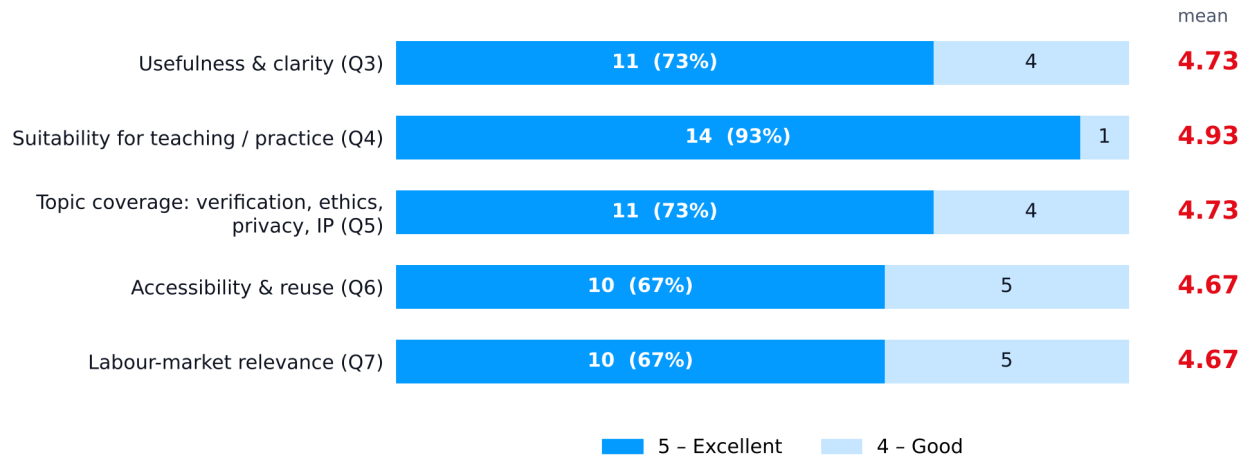


Figure 2. Number of 5 and 4 ratings per criterion, with mean — Bulgaria, n = 15.

INDICATOR	RESULT
Overall mean	4.75 / 5 — identical to Germany and within 0.01 of the three-country mean (4.74)
Strongest criterion	Suitability for teaching / practice — 4.93 (14 of 15 top scores), the highest single score across all three conferences
Relatively lowest	Accessibility & reuse and labour-market relevance — both 4.67 (10 of 15 top scores)
Barriers to reuse	2 minor observations on table spacing — no effect on reuse
Institutional uptake (Q9)	100 % “Yes” (15 of 15)

WHAT WORKED

Teaching fit — 14 of 15 respondents gave the top score for suitability. Structure — the modular design makes sections easy to locate and reuse. Academic integration — strong match with university courses on media ethics, AI literacy and digital communication.

WHAT TO IMPROVE

Readability of Module 1 — more space before Unit 2 and one long paragraph split in two (3 mentions). Legal content of Module 3 — a consistent style for legal terms and clearer copyright examples (3). Accessibility and labour-market fit (both 4.67) — uniform table layouts in Modules 2 and 6 and role-specific examples for design and media professions.

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Improvement suggestions by resource

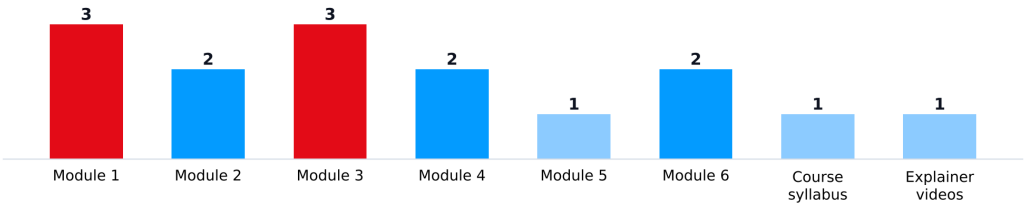


Figure 3. Concrete improvement suggestions (Q8) by resource area — Bulgaria, 15 points, all editorial or layout-related; plus 2 barrier observations (Q6).

Intended use

- University modules on media ethics, AI literacy and creative technologies
- VET teacher training
- Creative-staff workshops
- Student assignments on copyright

PARTICIPANT VOICE

“The progression from foundational concepts to practical verification is clear and engaging.” — HEI educator, Bulgaria

FINDINGS → ACTIONS

06 Lessons learned and recommendations

PROPOSED FOR PARTNERSHIP DECISION: ACCEPT / ADAPT / DEFER WITH REASON

#	RECOMMENDATION	DETAIL	EVIDENCE
1	**Editorial pass on Module 1**	Spacing before Unit 2, caption capitalisation, split one long paragraph	3 suggestions (Q8)
2	**Legal-term styling in Module 3**	One style for legal terms, spacing in the copyright section, example indentation	3 suggestions (Q8)
3	**Harmonise tables**	Uniform row and column spacing in Modules 2 and 6; keep headings with tables	Q8 + 2 barrier notes (Q6)
4	**Improve accessibility of reuse**	Consistent table layouts and accessible export formats for the final package	Q6 mean 4.67 — lowest
5	**Strengthen labour-market link**	Add short occupation-specific examples for design, media and communication roles	Q7 mean 4.67 — lowest
6	**Exploitation follow-up**	Contact the 15 organisations that plan to use the resources, starting with NBU modules	Q9: 100 % yes

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LESSON FOR DATA COLLECTION

15 of 24 participants (63 %) completed the questionnaire — above the German rate of 57 %. The dedicated questionnaire slot after the validation lab should be kept.

VISUAL EVIDENCE

07 Photo documentation

NBU SOFIA · 9 NOVEMBER 2026 · © DEEPTECH CONSORTIUM

Six photographs selected from the BF Studio conference photo archive. They document the conference at New Bulgarian University on 9 November 2026, with project-branded slides and the EU co-funding emblem. Images are used under the Erasmus+ visibility rules; identifiable participants appear only with consent.



01 Expert input on the classic (“waterfall”) UX process, presented on DeepTech slides.
09 Nov 2026 · © DeepTech Consortium



02 DeepTech slide “New UX process (AI-driven / iterative)” with the EU co-funding emblem.
09 Nov 2026 · © DeepTech Consortium



03 Expert session on writing content for AI-driven conversational search.
09 Nov 2026 · © DeepTech Consortium



04 Participants following the sessions in the tiered auditorium.
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05 Students and young creatives taking part in the conference.
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06 Full auditorium during the DeepTech presentation.
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IMPLEMENTATION · EVIDENCE · APPROVAL

08 Evidence package and partner confirmation

RETAINED BY BF STUDIO · SHARED WITH LCL · NO NAMED ATTENDANCE LIST PUBLISHED

EVIDENCE	CONTENT	STATUS
Conference programme (D3.1)	Approved agenda, speakers, session aims and validation method	✓ Retained
Attendance documentation	24 participants; separate count of speakers and staff	✓ Retained
Q1–Q9 questionnaire export	15 anonymised responses, Bulgarian dataset	✓ Retained
Photo and video documentation	BF Studio photo archive of 9 November 2026; selection in section 07	✓ Retained
Feedback analysis	Appendix: Feedback Analysis of the National Conferences (section 5, Bulgaria)	✓ Retained

PARTNER	BF Digital Innovation Studio (Bulgaria)
CONFIRMED BY	Mrs. Keti Tserovska, Creative Director
SIGNATURE · DATE	_____ · 12 November 2026

PARTNER DECLARATION

BF Digital Innovation Studio confirms that the Bulgarian National Creative Trust Conference was implemented as described in this report and that the listed evidence is retained in line with the Erasmus+ grant agreement and GDPR.

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