D3.2 · NATIONAL CONFERENCE REPORT: GERMANY

National Conference Report

Creative Trust in the Age of AI — Digital Authenticity, Responsible Innovation and Sustainable Futures

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



CONFERENCE
Thu, 15 October 2026
10:00–13:00 (CEST) · Potsdam

VENUE · HOST
XU Exponential University
Hall Barbara · Marlene-Dietrich-Allee 12B

RESULT
28 participants
delivered as planned

Cover photo: National Creative Trust Conference, XU Potsdam, 15 October 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: Germany,** **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	XU Exponential University of Applied Sciences (Germany), with Luxembourg Creative Lab (Luxembourg) and BF Digital Innovation Studio (Bulgaria)

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ACTIVITY 3 · PROJECT RESULT · EXECUTIVE SUMMARY

Report at a glance

DATE AND TIME	Thursday, 15 October 2026 | 10:00–13:00 (CEST)
VENUE	XU Exponential University of Applied Sciences, Hall Barbara, Marlene-Dietrich-Allee 12B, 14482 Potsdam, Germany
ORGANISER / HOST	XU Exponential University of Applied Sciences
FORMAT	In-person national conference · five expert contributions · stakeholder validation lab · moderated Q&A
PARTICIPANTS	28 participants, representative of the DeepTech target audience
FEEDBACK	16 completed Activity 3 questionnaires (Q1–Q9) · moderated small-group validation

28
participants (target ≥ 20)

4.75
overall mean rating out of 5

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

16
actionable feedback points (target ≥ 15)

Key results

- **Delivered in full.** All twelve agenda items of D3.1 took place as planned, on time and with the confirmed speakers.
- **Target audience reached.** 28 participants from higher education, VET, freelance training, the creative sector and media attended — 140 % of the minimum of 20.
- **Very strong reception.** All 80 ratings (16 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 highest (4.88); labour-market relevance was relatively lowest but still high (4.62).
- **Ready for reuse.** No respondent reported a barrier to reuse; 14 of 16 (88 %) confirmed that their organisation could use the resources, 2 answered “maybe”.
- **Clear refinement agenda.** 16 concrete improvement points, all editorial or layout-related, concentrated in Module 4 (4) and Module 2 (3).

CONCLUSION

The German 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

GERMAN NATIONAL DISSEMINATION AND STAKEHOLDER-VALIDATION EVENT

The conference was the German national dissemination and stakeholder-validation event under Activity 3. It showcased the pilot-tested DeepTech education resources developed in Activities 1 and 2 and invited educators, creative professionals and industry stakeholders to test their usefulness, relevance and transferability before final refinement.

THE CENTRAL QUESTION

How can education and creative-sector organisations use generative AI confidently while detecting manipulation, protecting rights and maintaining public trust?

Two complementary perspectives — credible climate communication and circular-economy storytelling — showed how these principles apply in sustainability-related contexts, without shifting the event away from its DeepTech focus.

Objectives and achievement

NO.	OBJECTIVE	EVIDENCE	STATUS
01	Demonstrate practical approaches to deepfake literacy and verification for VET, higher education and the audiovisual sector PROJECT OBJECTIVE 1	Topic 2 live demonstration; Topics 3–5; Station A	✓ Achieved
02	Translate ethical AI principles into teaching and professional workflows — prompting, data privacy, IP and transparent disclosure PROJECT OBJECTIVE 2	Topics 1–3; Stations B and C; Q5 mean 4.69	✓ Achieved
03	Gather structured stakeholder feedback on tools, EQF Level 4 syllabi and explainer videos to strengthen transferability and labour-market relevance PROJECT OBJECTIVE 3	Validation lab; 16 questionnaires; 16 actionable points	✓ Achieved

How the day worked

1 **Five expert contributions**

2 **Two exchange breaks**

3 **Validation lab**

4 **Moderated Q&A**

5 **Written feedback**

6 **Networking**

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CONFERENCE PROGRAMME · 10:00–13:00

02 Programme as delivered

ALL TIMES CEST · 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 and moderator. No deviations from D3.1 were recorded.

TIME	SESSION · LEAD	STATUS
10:00–10:10	**Opening, welcome and "How the day works"** Prof. Dr. Stefan Stein · Prof. Dr. Petyo Budakov	✓ Delivered
10:10–10:25	**Topic 1 · Creative Trust and the Future of Digital Education** Prof. Dr. Stefan Stein · President, XU	✓ Delivered
10:25–10:50	**Topic 2 · From Deepfake Detection to Ethical AI Education: The DeepTech Approach** Prof. Dr. Petyo Budakov · Head of Study Program, XU	✓ Delivered
10:50–11:00	**Break 1 · Coffee and peer exchange** All participants	✓ Delivered
11:00–11:20	**Topic 3 · Trust by Design: Transparency, Verification and Stakeholder Confidence** Olga Seravina · ESG Stakeholder Manager, SEFE	✓ Delivered
11:20–11:40	**Topic 4 · Local Action, Global Community: Building Trust in Climate Innovation** Pietro Sodano · Community Manager, Climate-KIC	✓ Delivered
11:40–12:00	**Topic 5 · Closing the Loop: How Materials Stay in Circulation** Claudio Fritz-Vietta · Circular Economy Entrepreneur, Allocate	✓ Delivered
12:00–12:10	**Break 2 · Coffee and networking** All participants	✓ Delivered
12:10–12:30	**Validation lab · "Try, assess, recommend"** Prof. Dr. Petyo Budakov / XU team	✓ Delivered
12:30–12:45	**Moderated Q&A · From evidence to classroom practice** All speakers · moderator Prof. Dr. Petyo Budakov	✓ Delivered
12:45–12:50	**Feedback survey, closing and next steps** XU organising team	✓ Delivered
12:50–13:00	**Networking and departures** All participants	✓ Delivered

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Speakers and facilitators

SPEAKER	ROLE	SESSIONS
Prof. Dr. Stefan Stein	President, XU Exponential University of Applied Sciences	OPENING · TOPIC 1
Prof. Dr. Petyo Budakov	Professor and Head of Study Program, XU Exponential University of Applied Sciences	OPENING · TOPIC 2 · LAB · Q&A
Olga Seravina	ESG Stakeholder Manager, SEFE – Securing Energy for Europe GmbH	TOPIC 3
Pietro Sodano	Community Manager, Climate-KIC	TOPIC 4
Claudio Fritz-Vietta	Circular Economy Entrepreneur, Allocate	TOPIC 5

SPEAKER CONTRIBUTIONS · THEMES 1–5

03 Summary of expert contributions

WHAT WAS PRESENTED · TAKEAWAY · LINK TO THE DEEPTECH RESOURCES

01 Creative Trust and the Future of Digital Education

10:10–10:25 · Prof. Dr. Stefan Stein

KEY MESSAGES

- Digital transformation and digital resilience
- The duty of educational institutions to build critical media judgement
- Trust and transparency as employability-related competences
- Cooperation with creative-sector stakeholders

TAKEAWAY

Deepfake literacy and responsible AI belong in future-oriented VET and HEI provision.

PROJECT CONNECTION

Objectives 1–3; educational rationale for Activity 1 resources and Activity 2 pilots.

02 From Deepfake Detection to Ethical AI Education: The DeepTech Approach

10:25–10:50 · Prof. Dr. Petyo Budakov

KEY MESSAGES

- Deepfake and manipulated-media red flags; source and context verification
- Ethical prompting, human oversight, data protection, copyright and disclosure
- The six-module Training Programme, EQF Level 4 syllabi and Activity 2 explainer videos
- Live mini-demonstration: Source → technical / context cues → reasoned verification note

TAKEAWAY

At least one actionable method or resource that participants can adopt in their own teaching or media workflow.

PROJECT CONNECTION

Direct showcase of Activities 1–2 and all five skill areas of the project Needs Analysis.

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03 Trust by Design: Transparency, Verification and Stakeholder Confidence

11:00–11:20 · Olga Seravina

KEY MESSAGES

- How AI-assisted texts, visuals and data summaries affect credibility
- Distinguishing sourced claims from plausible-looking synthetic content
- Human review and disclosure checkpoints
- Communication practices that support stakeholder confidence

TAKEAWAY

Basic verification and disclosure requirements for communicating with stakeholders.

PROJECT CONNECTION

Modules 2–5; labour-market relevance of the curricula.

04 Local Action, Global Community: Building Trust in Climate Innovation

11:20–11:40 · Pietro Sodano

KEY MESSAGES

- Local action as a source of authentic stories
- Building a shared community across borders
- Useful AI-assisted communication versus misleading imagery
- Simple fact-checking and disclosure steps for climate campaigns

TAKEAWAY

Source verification, public trust and responsible storytelling connected to one sustainability use case.

PROJECT CONNECTION

Modules 1, 2 and 5; EU-level transferability under Project Objective 3.

05 Closing the Loop: How Materials Stay in Circulation

11:40–12:00 · Claudio Fritz-Vietta

KEY MESSAGES

- Plain-language explanation of circular material use
- Evidence needed to support a reuse or recycling claim
- Avoiding misleading “before / after” narratives
- Transparent sources, human checks and ethical visuals

TAKEAWAY

The DeepTech verification mindset transferred to visual and factual claims.

PROJECT CONNECTION

Modules 2, 4 and 5; sector-facing examples for stakeholder validation.

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PARTICIPATION

04 Participants

ATTENDANCE AND QUESTIONNAIRE RESPONSES ARE REPORTED SEPARATELY

28	140 %	16	57 %
participants attended	of the minimum target of 20	completed questionnaires	questionnaire response rate

The conference reached 28 participants who are representative of the DeepTech target audience: higher-education and VET educators, freelance trainers and learning-and-development providers, creative-sector professionals, media professionals and industry stakeholders. The five speakers and the XU organising team are not included in this figure. Personal attendance data are retained by XU and are not published.

Profile of questionnaire respondents

16 of the 28 participants completed the common Activity 3 questionnaire. Their profile mirrors the mixed educational and professional audience of the event.

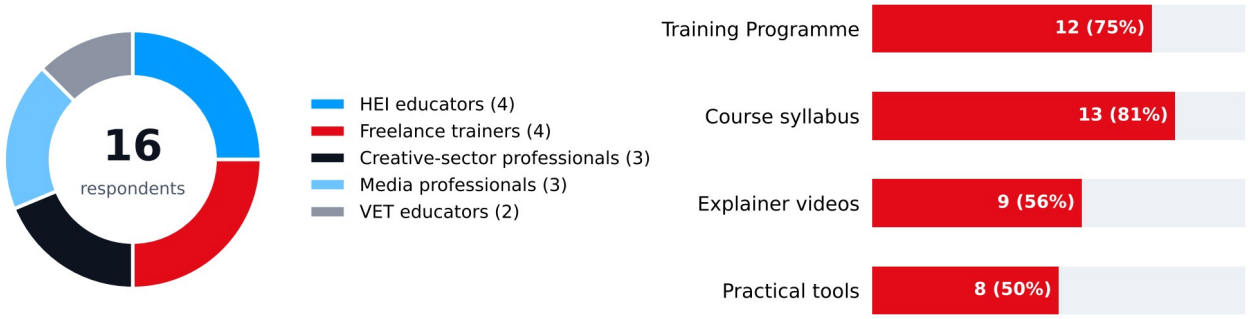

Figure 1. Respondent profile (Q1, left) and resources examined (Q2, right; multiple answers) — Germany, n = 16.

RESPONDENT GROUP	COUNT	RELEVANCE FOR DEEPTECH
HEI educators	**4**	Integration into university courses on responsible AI, copyright and authorship
Freelance trainers	**4**	Reuse in workshops, staff onboarding and trainer upskilling
Creative-sector professionals	**3**	Workflow fit and labour-market relevance
Media professionals	**3**	Newsroom and social-media team training; editorial responsibility
VET educators	**2**	Primary EQF Level 4 target group; classroom feasibility

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STAKEHOLDER VALIDATION · REQUIRED ACTIVITY 3 FUNCTION

05 Stakeholder validation and feedback results

20-MINUTE LAB “TRY, ASSESS, RECOMMEND” · COMMON Q1–Q9 QUESTIONNAIRE

Method

TIME	METHOD	EVIDENCE CAPTURED
12:10–12:14	Short introduction to the pilot-tested outputs and the rating criteria	**Shared understanding of what is validated**
12:14–12:23	Groups of 4–5 review assigned samples, record 1–5 ratings and concrete improvement proposals	**Comparable scores and recommendations**
12:23–12:28	Each group reports its highest-priority improvement and one transfer / use case	**Moderated focus-group notes**
12:28–12:30	Facilitator summarises common recommendations; participants complete the questionnaire	**Top issues and follow-up items logged**

REVIEW STATION	PRIMARY REVIEW QUESTION
A · **Deepfake literacy**	Are detection and source-verification activities practical, credible and teachable? (Modules 1–2)
B · **Responsible AI**	Are prompting, consent / privacy, IP and human oversight sufficiently actionable? (Modules 3–4)
C · **Trust and transparency**	Do the resources support professional disclosure and responsible verification? (Modules 5–6)
D · **Course implementation**	Are EQF Level 4 syllabi, learning outcomes and explainer videos clear, accessible and feasible to reuse?

Proposal KPIs

INDICATOR	TARGET	GERMANY	STATUS
External participants	≥ 20	28	✓ Exceeded
Satisfaction at 4/5 or higher	≥ 85 %	100 %	✓ Exceeded (+15 pp)
Actionable feedback points	≥ 15	16	✓ Exceeded

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Ratings per criterion

Five criteria were rated on a 1–5 scale. No rating below 4 was given; 60 of the 80 ratings (75 %) were the top score.

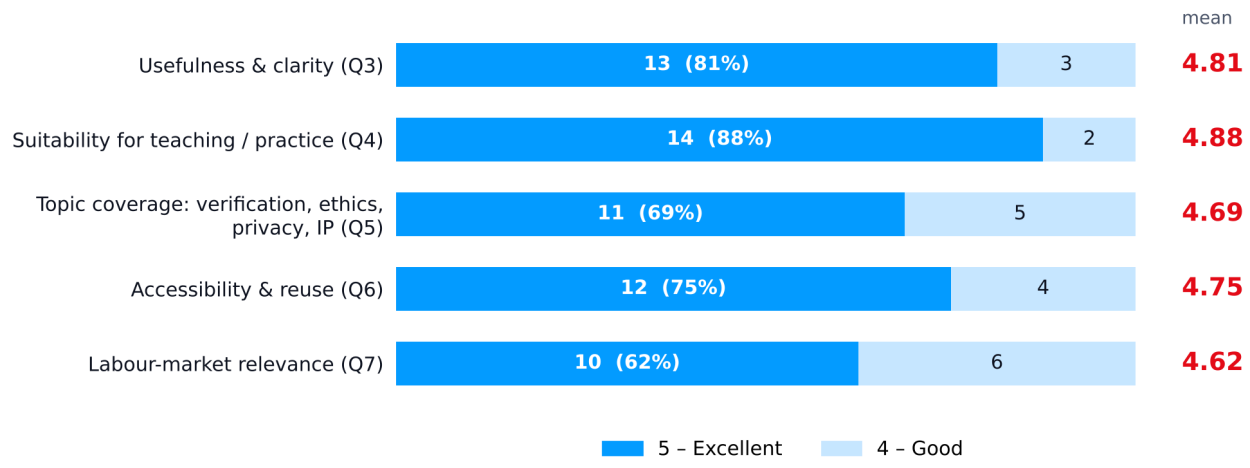

Figure 2. Number of 5 and 4 ratings per criterion, with mean — Germany, n = 16.

INDICATOR	RESULT
Overall mean	4.75 / 5 — identical to Bulgaria and within 0.03 of the three-country mean (4.74)
Strongest criterion	Suitability for teaching / practice — 4.88 (14 of 16 top scores)
Relatively lowest	Labour-market relevance — 4.62 (10 of 16 top scores); topic coverage 4.69
Barriers to reuse	None reported (16 of 16)
Institutional uptake (Q9)	88 % “Yes” (14) · 12 % “Maybe” (2) · 0 “No”

WHAT WORKED

Teaching fit — theory combined with realistic use cases, ready for workshops, seminars and onboarding. Clarity — ethical principles explained “without unnecessary jargon”. Professional relevance — clear links between deepfake literacy and editorial responsibility.

WHAT TO IMPROVE

Module 4 (4) — list indents, bullet punctuation, whitespace, table-header sizes. Module 2 (3) — bullet indentation, one style for technical terms, caption alignment. Course syllabus (2) — assessment-label capitalisation, consistent table headers.

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Improvement suggestions by resource

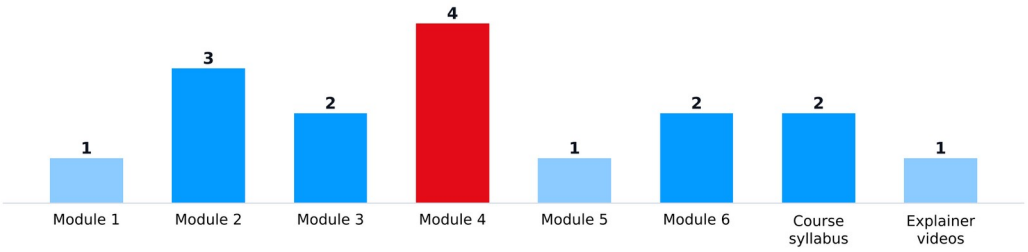

Figure 3. Concrete improvement suggestions (Q8) by resource area — Germany, 16 points, all editorial or layout-related.

Intended use

- University classes on responsible AI, copyright and authorship
- VET and audiovisual production workshops
- Newsroom and social-media team training
- Staff onboarding and trainer upskilling

PARTICIPANT VOICE

“The combination of theory and realistic use cases makes the programme especially useful.” — VET educator, Germany

FINDINGS → ACTIONS

06 Lessons learned and recommendations

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

#	RECOMMENDATION	DETAIL	EVIDENCE
1	**Editorial pass on Module 4**	Numbered-list indents, bullet punctuation, whitespace and table-header font sizes	4 suggestions (Q8)
2	**Consistency in Module 2**	Bullet indentation, one typographic style for technical terms, caption alignment	3 suggestions (Q8)
3	**Course syllabus formatting**	Assessment-label capitalisation and consistent table headers	2 suggestions (Q8)
4	**Strengthen labour-market link**	Add short occupation-specific examples (newsroom, studio, communication team)	Q7 mean 4.62 — lowest
5	**Deepen topic coverage**	Sharpen worked examples on privacy, IP and disclosure in Modules 3–5	Q5 mean 4.69
6	**Exploitation follow-up**	Contact the 14 organisations planning uptake and the 2 undecided respondents	Q9: 88 % yes, 12 % maybe

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LESSON FOR THE NEXT CONFERENCES

Realistic, sector-specific examples — including the sustainability cases of Topics 4–5 — made abstract trust principles tangible and should be retained in Bulgaria and Luxembourg.

LESSON FOR DATA COLLECTION

16 of 28 participants completed the questionnaire. Reserving dedicated time inside the validation lab and offering paper forms can raise the response rate.

VISUAL EVIDENCE

07 Photo documentation

XU POTSDAM · 15 OCTOBER 2026 · © DEEPTECH CONSORTIUM

Six photographs selected from the XU conference photo archive. Images are used for project reporting and dissemination under the Erasmus+ visibility rules; identifiable participants appear only with consent.



01 Opening: DeepTech for Creative Trust introduced on the main screen, with the EU co-funding acknowledgement.
15 Oct 2026 · © DeepTech Consortium



02 Hall Barbara during the morning sessions — participants from education, the creative sector and industry.
15 Oct 2026 · © DeepTech Consortium



03 Audience contribution during the discussion with the speakers.
15 Oct 2026 · © DeepTech Consortium



04 Expert contribution in front of the XU roll-up.
15 Oct 2026 · © DeepTech Consortium



05 Participants following the sessions, with notes for the feedback exercise.
15 Oct 2026 · © DeepTech Consortium



06 Participants reviewing digital resources together in a small group.
15 Oct 2026 · © DeepTech Consortium

PHOTO CREDITS

All photographs: DeepTech Consortium. The full photo and video record of the conference is retained in the XU archive and is available to the partnership and the National Agency on request.

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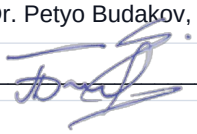
IMPLEMENTATION · EVIDENCE · APPROVAL

08 Evidence package and partner confirmation

RETAINED BY XU · 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	28 participants; separate count of speakers and staff	✓ Retained
Q1–Q9 questionnaire export	16 anonymised responses, German dataset	✓ Retained
Photo and video documentation	XU photo archive of 15 October 2026; selection in section 07	✓ Retained
Feedback analysis	Appendix: Feedback Analysis of the National Conferences (section 4, Germany)	✓ Retained

PARTNER	XU Exponential University of Applied Sciences (Germany)
CONFIRMED BY	Prof. Dr. Petyo Budakov, Professor and Head of Study Program
SIGNATURE · DATE	 · 01 November 2026

PARTNER DECLARATION

XU Exponential University of Applied Sciences confirms that the German 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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