D3.1 · CONFERENCE PROGRAMMES AND AGENDA: BULGARIA

From Synthetic Media to Responsible Practice

Building Digital Trust in Creative Education and Industry

- **National Creative Trust Conference**

WHEN

Monday, 09 November 2026 · 10:00–14:00 (EET)

WHERE

New Bulgarian University (NBU) campus

21 Montevideo Street, Ovcha Kupel, 1618 Sofia, Bulgaria · room / auditorium to be confirmed

FEEDBACK SURVEY

Co-funded by the European Union

DeepTech for Creative Trust

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

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DOCUMENT INFORMATION

Document details

DOCUMENT NAME	**Conference Programmes and Agenda: Bulgaria, Activity 3: Creative Trust Conferences and Stakeholder Validation**
REVISION TYPE	Final
REVISION DATE	June 2026
AUTHORS	XU Exponential University of Applied Sciences (Germany), Luxembourg Creative Lab (Luxembourg), Budakov Films (Bulgaria)

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ACTIVITY 3 · NATIONAL DISSEMINATION AND VALIDATION

Event at a glance

DATE AND TIME	Monday, 09 November 2026 | 10:00–14:00 (EET)
VENUE	New Bulgarian University (NBU) campus | room / auditorium to be confirmed
ADDRESS	21 Montevideo Street, Ovcha Kupel, 1618 Sofia, Bulgaria
ORGANISER / HOST	BF Digital Innovation Studio (Bulgaria) | hosted at New Bulgarian University
PROJECT	DeepTech for Creative Trust: Countering Deepfakes and Enabling Ethical AI in the Audio-Visual Industry
PROJECT REFERENCE	2025-2-LU01-KA210-VET-000371932
FORMAT / AUDIENCE	In-person national conference | at least 20 external educators and stakeholders, plus project representatives
WORKING LANGUAGE	Bulgarian (project resources available for review in the partner languages)

Conference purpose

The Bulgarian national event brings together VET and higher-education educators, trainers, designers, media professionals and creative-sector stakeholders to share and validate the outcomes of DeepTech Activities 1 and 2. It is both a dissemination conference and a structured consultation on the usefulness, accessibility, transferability and labour-market relevance of the Training Programme, course syllabi, explainer videos and practical tools.

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?

Three specific conference objectives

01 Demonstrate transferable approaches to deepfake detection, source verification and critical media judgement (PROJECT OBJECTIVE 1)

02 Discuss responsible AI, pedagogical application, data protection, intellectual property and human oversight in creative workflows (PROJECT OBJECTIVE 2)

03 Obtain documented stakeholder feedback and practical adoption proposals to support refinement and integration of EQF Level 4 resources (PROJECT OBJECTIVE 3)

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How the day works

1	2	3	4	5	6
Four expert talks + one project resource showcase	Two networking breaks	30-minute stakeholder validation lab	Moderated Q&A	Common QR feedback survey	Final networking

Interactive prompts connect each contribution to teaching or professional application.

CONFERENCE PROGRAMME · 10:00–14:00

Agenda at a glance

All times are local to Sofia (Eastern European Time, EET). Session titles and talking points are proposed for speaker approval; the timetable is a ready-to-use organising draft.

TIME	SESSION · LEAD	PURPOSE / FORMAT
10:00–10:15	**Opening, welcome and "How the day works"** Irina Lalova (BF Studio) and Assoc. Prof. Dr. Iliya Kozhuharov	Welcome, Activity 3 aims, resources and feedback process.
10:15–10:40	**Topic 1 · Creative Trust in Design Education** Assoc. Prof. Dr. Iliya Kozhuharov · NBU	Educational priorities: originality, digital identity and accountable creative practice.
10:40–11:05	**Topic 2 · Human-Centred AI Design: Trust, Transparency and Accessibility** Keti Tserovska, M.A. · Market Logic Software AG	UX/product design examples; how transparent interfaces support informed choices.
11:05–11:20	**Break 1 · Coffee and peer exchange** All participants	Informal reflection, professional introductions and networking.
11:20–11:45	**Topic 3 · Deepfakes, Communication and Media Literacy** Yordan Karapenchev, Ph.D. · Sofia University	Verification, source credibility and responsible communication.
11:45–12:10	**Topic 4 · From AI Skills to Practical Digital Training** Boris Baev · IGS Bulgaria	Reusable learning formats and industry-aligned competence building.
12:10–12:25	**Break 2 · Coffee and networking** All participants	Exchange between VET/HEI educators and creative-sector practitioners.
12:25–12:50	**Topic 5 · DeepTech in Practice: Tested Resources and Ethical AI Workflows** Irina Lalova · BF Studio facilitation team	Guided review of six modules, EQF Level 4 syllabi, explanatory videos and verification tools.
12:50–13:20	**Stakeholder validation lab · "Review, rate, recommend"** Irina Lalova · BF Studio facilitators	Small-group assessment; evidence-based proposals and adoption contexts.
13:20–13:40	**Moderated Q&A · Applying the Resources** All invited speakers; moderator: Irina Lalova (BF Studio)	Audience questions, institutional integration and sector needs.

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TIME	SESSION · LEAD	PURPOSE / FORMAT
13:40–13:50	**Common participant feedback questionnaire and closing** BF Studio organising team	QR survey Q1–Q9; outline of feedback consolidation and follow-up.
13:50–14:00	**Networking and departures** All participants	Final peer exchange and voluntary professional follow-up.

WHO YOU WILL HEAR FROM

Speaker and facilitator roster

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 1–2

Detailed session outlines

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

10:15–10:40 · Assoc. Prof. Dr. Iliya Kozhuharov, Dean, School of Undergraduate Studies, New Bulgarian University

PURPOSE

Frame AI literacy, authorship and digital trust as essential outcomes of future-facing creative education.

PROPOSED TALKING POINTS

- (i) Originality, visual identity and human creative agency
- (ii) Opportunities and risks of AI-assisted imagery in design learning
- (iii) Authentic visual communication and professional responsibility
- (iv) How higher-education curricula can encourage critical appraisal of synthetic content

AUDIENCE PROMPT

“Which skill should every emerging designer master before publishing AI-assisted work?”

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TAKEAWAY

Participants identify teaching decisions that preserve originality, attribution and accountable AI use.

PROJECT CONNECTION

Modules 1, 3, 4 and 5; curriculum integration; Objective 2 and the transferability focus of Objective 3.

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

10:40–11:05 · Keti Tserovska, M.A., Product Designer, Market Logic Software AG

PURPOSE

Translate responsible AI into visible product-design decisions that support clarity, inclusion and user confidence.

PROPOSED TALKING POINTS

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

AUDIENCE PROMPT

“How would you redesign an interface so users recognise AI involvement without unnecessary complexity?”

TAKEAWAY

Participants can describe simple disclosure and human-centred design practices that work in both teaching and industry.

PROJECT CONNECTION

Modules 3–5; accessibility, responsible workflows and transparency; adoption relevance for creative-sector employers.

Teaching bridge and discussion

The first two contributions establish an educational and user-experience lens. In the subsequent validation exercise, participants should consider whether the Training Programme and syllabi communicate authorship, consent, disclosure and usability clearly enough for their learners or colleagues.

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SPEAKER CONTRIBUTIONS · THEMES 3–5

Digital literacy and transferable learning

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

11:20–11:45 · Yordan Karapenchev, Ph.D., Chief Assistant Professor, Sofia University

PURPOSE

Address manipulated media as a practical challenge for communication professionals, educators and public trust.

PROPOSED TALKING POINTS

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

AUDIENCE PROMPT

“What would you check first before sharing an emotionally compelling video online?”

TAKEAWAY

Participants understand a multi-step verification mindset that can be taught and used in communication workflows.

PROJECT CONNECTION

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

04 From AI Skills to Practical Digital Training

11:45–12:10 · Boris Baev, Founder, IGS Bulgaria

PURPOSE

Relate the five target competences to implementable digital training solutions for VET and creative-sector teams.

PROPOSED TALKING POINTS

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

AUDIENCE PROMPT

“What would make a 45-minute training unit immediately usable for your staff or learners?”

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TAKEAWAY

Participants can identify at least one practical adoption route for the DeepTech resources.

PROJECT CONNECTION

Activity 2 course syllabi and videos; Modules 4 and 6; EQF Level 4 transfer and Objective 3.

05 DeepTech in Practice: Tested Resources and Ethical AI Workflows

12:25–12:50 · Irina Lalova, BF Digital Innovation Studio facilitation team

PURPOSE

Make Activities 1–2 outputs visible immediately before their structured stakeholder appraisal.

PROPOSED DEMONSTRATION

- Introduce the six-module learning pathway
- Walk through an illustrative verification checklist and an ethical AI disclosure step
- Show selected course-syllabus learning outcomes and an explanatory video
- Outline what participant ratings and comments will improve

AUDIENCE PROMPT

“Where could your organisation realistically integrate one of these resources?”

PROJECT CONNECTION

Direct transition from Activities 1–2 results to the Activity 3 validation and final refinement process.

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STAKEHOLDER VALIDATION · REQUIRED ACTIVITY 3 FUNCTION

Structured validation methodology

The Bulgarian event is designed to produce documented stakeholder evidence for D3.2 and D3.3, not only visibility. Feedback is requested on the six-module Training Programme, EQF Level 4 syllabi, explanatory videos and practical tools and will inform final resource validation under D3.4.

30-minute validation lab: “Review, rate, recommend”

TIME	METHOD	EVIDENCE CAPTURED
12:50–12:55	Explain the resource pack and rating criteria; assign cross-sector review tables.	**Shared understanding of materials under assessment.**
12:55–13:08	Small groups inspect short samples and discuss clarity, applicability, accessibility and relevance.	**Comparable feedback and practical reuse contexts.**
13:08–13:17	Each table reports one strong feature, one improvement and one potential use case.	**Moderated focus-group notes and prioritised actions.**
13:17–13:20	Facilitator synthesises key points and directs participants to the QR questionnaire.	**Shared summary for BF Studio and the LCL consolidation.**

Resource review stations

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

Common participant feedback questionnaire

Use the same Q1–Q9 Activity 3 Google Form as the German conference. Participants should submit their own professional assessment. The Bulgarian dataset is exported separately and provided to LCL for comparative analysis and the consolidated report.

SCAN TO PROVIDE FEEDBACK

Survey: “DeepTech for Creative Trust – Activity 3 Participant Feedback Questionnaire”

Open the online survey

Recommended completion: 3–5 minutes. Provide a paper/accessible alternative when necessary.

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IMPLEMENTATION · EVIDENCE · RESPONSIBILITIES

Programme delivery and reporting checklist

Minimum conference evidence package

ITEM	EVIDENCE TO RETAIN / EXPECTED CONTENT
Conference programme (D3.1)	This agreed agenda, approved session descriptions, learning objectives, speaker list, venue and QR link.
Participation	Attendance records for at least 20 external educators/stakeholders, with internal project representatives recorded separately.
Event delivery	Speaker slides/handouts, topic photographs with appropriate permission, short event notes and outreach/publication links.
Stakeholder feedback	Q1–Q9 questionnaire export for Bulgaria, anonymised response analysis and moderated small-group observations.
Bulgaria conference report (D3.2)	Event summary, participant profiles/counts, delivered sessions, photographs, feedback synthesis and annex/evidence list.
Cross-country synthesis (D3.3)	Country dataset and concise findings transmitted to LCL for aggregation with Luxembourg and Germany.
Final package (D3.4)	Documented response to feedback and final versions of Training Programme, EQF Level 4 syllabi and explanatory videos.
Sustainability plan (D3.5)	Realistic curriculum uptake, open access, continued resource availability and partner/stakeholder follow-up.

Delivery responsibilities

ROLE	RECOMMENDED RESPONSIBILITY
BF Studio / Bulgarian host	Confirm venue, speaker coordination, registration, timekeeping, audiovisual setup, QR/paper survey access and D3.2 conference report.
Guest speakers	Deliver agreed topic, include a real-world illustration and an interactive prompt; contribute to Q&A and discussion.
NBU venue liaison	Confirm room and technical/logistical arrangements; welcome and support participation of NBU stakeholders as appropriate.
LCL / Activity 3 lead	Maintain the common validation methodology; consolidate feedback from the three national events.
XU / partner expertise	Support methodological quality and alignment with Activity 1 training resources, where applicable.

ACCESSIBILITY, ETHICS AND EU VISIBILITY

Use high-contrast, readable presentation materials and explain AI-created example media clearly. Offer QR and non-digital feedback options. Retain attendance and feedback data with appropriate privacy notices; publish only appropriately anonymised findings and authorised images. Include the Erasmus+ funding acknowledgement and EU emblem on outward-facing event materials.

Venue address: official NBU campus information, nbu.bg/en/about-nbu/new-bulgarian-university/university-campus. NBU room/auditorium is not supplied and remains to be confirmed. Speaker affiliations are supplied by the organising team and corroborated where publicly available.

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APPENDIX · COMMON EVALUATION · FACILITATION

Activity 3 participant feedback questionnaire

The Bulgarian conference uses the exact same Google Forms evaluation approach as the German and the Luxembourgish events, enabling a consistent country-level comparison. The facilitator introduces the resources before participants complete their own Q1–Q9 ratings and qualitative comments.

SCAN TO GIVE FEEDBACK

Open the online survey

NO.	QUESTION	RESPONSE FORMAT
Country	In which country are you based?	Country selection (use the actual participant location).
Q1	Which profile best describes you?	VET educator / HEI educator / creative or media professional / stakeholder / other.
Q2	Which resource(s) did you examine?	Training Programme / course syllabus / explainer video / practical tools.
Q3	How useful and understandable are the materials?	1–5 rating; optional explanation.
Q4	How suitable are they for teaching or professional practice?	1–5 rating; intended use context.
Q5	How well do the resources cover deepfake verification, ethics, privacy, IP and transparency?	1–5 rating; most important gap.
Q6	Are the resources accessible and suitable for reuse?	1–5 rating; barriers and optional details.
Q7	How relevant are the competences to current creative-sector / VET labour-market needs?	1–5 rating; specific example if available.
Q8	What is the single most important improvement you recommend?	Free text, citing a module, syllabus or video.
Q9	Could your institution or organisation use any of these resources?	Yes / maybe / no; intended application.

FOR THE MODERATOR

Moderator cue card

OPENING

“This is both a learning and validation event. We welcome your genuine professional assessment of the DeepTech resources so that the partnership can finalise materials that are useful across Bulgaria, Germany and Luxembourg.”

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INTERACTIVE BRIDGE

“As you listen, note one practical connection to your classroom, organisation or media workflow.”

VALIDATION PROMPT

“Identify what works best, any practical limitation and one clear change that would improve transfer or reuse.”

CLOSING

“Your own feedback will be considered alongside the other national conferences and will inform the final, openly accessible training package.”

Documentation and publication note

Document reference: D3.1 — Bulgarian National Conference Programme and Agenda. **Related results:** D3.2 Bulgaria Conference Report; D3.3 Feedback Consolidation Report; D3.4 Final Refined Package; D3.5 Sustainability and Long-Term Integration Plan.

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