

Press release

Three partners:

1. COFAC COOPERATIVA DE FORMACAO E ANIMACAO CULT (University Lusófona, Lisbon, Portugal) - Coordinator
2. UNIVERSITAT DE LES ILLES BALEARS (Palma, Spain) – Partner
3. UNIVERZITET U BEOGRADU (University of Belgrade – Faculty of Pharmacy, Belgrade, Serbia) – Partner **collaborate on HYGIEIA Project, funded by Erasmus+ Programme.**

The HYGIEIA project has been awarded a significant EU grant under the Erasmus+ KA2 Erasmus Mundus Joint Masters 2024 call. This prestigious grant supports high-level, integrated transnational study programmes at the Master level, delivered by an international consortium of higher education institutions and partners worldwide.

The HYGIEIA-Health and Wellbeing Across the Lifespan Master is set to revolutionize educational approaches in health and wellness, with the first edition scheduled for September 2025. The project is designed to provide scientific knowledge and competencies focused on risk prevention rather than treatment. Utilizing non-pharmacological approaches such as Nutrition, Lifestyle education, and the thoughtful use of Cosmetics, Food Supplements, and Digital Tools, HYGIEIA aims to harness the potential synergies of a holistic approach to health.

HYGIEIA is targeted at a new generation of professionals aspiring to build careers in health and wellness. It addresses a critical market need by filling a gap in the current educational offerings in this field. Moreover, the programme will contribute valuable evidence-based scientific knowledge to industries and businesses within the health sector.

Participants in the HYGIEIA programme will benefit from international mobility, with study opportunities in Portugal, Spain, and Serbia. The programme also includes numerous opportunities for interaction with industry and stakeholders through its global network of Associated Partners, integrating 17 different Institutions.

The HYGIEIA project will be coordinated by Lusófona University in Lisbon, with the University of Belgrade (Serbia) and the University of Balearic Islands (Spain) as key academic partners. The consortium also includes a wide array of stakeholders from academia, industry, SMEs, medical societies, and healthcare providers, ensuring a comprehensive and diverse educational experience.