

ELIG Newsletter 2008/02, March 2008

New ELIG members

We are very happy to welcome the following organisations as new ELIG members to the ELIG core group:

- [CEGOS](#), France - Pascal Debordes
- [Praxéol](#), France - Denis Florean
- [UniNettuno](#), Italy - Prof. Maria Amata Garito and Francesco Paravati

and to the ELIG consultation group:

- [EDEN](#) - European Distance and E-Learning Network, Hungary - Andras Szücs
- [University of Innsbruck](#), Austria - Prof. Theo Hug

ELIG Annual General Meeting 2008

The next **ELIG AGM** will take place on Tuesday **October 14, 2008** in Sestri Levante (Italy), kindly hosted by [Giunti Labs](#) core member of the ELIG group. More information will follow in the next Newsletter.

Projects and working groups

The ELIG/ETF Project - short update: "The role of Learning Industries in Near East and Northern Africa."

- Interviews with education and training representatives in the MEDA region were carried out in recent months, respectively in Jordan and Morocco. In this context meetings with representatives from Ministries of Education, Ministries of Higher Education, Ministries of Labour and public and private training providers took place to discuss the role of Learning Industries for education and training reforms.
- The study will be published in early summer 2008.
- First findings of the study will be presented at the MEDA ETE Annual Forum <http://www.meda-ete.net/> in Turin on April 14-15, 2008 with participation of ELIG.
- The ELIG/ETF study will be presented at the ICL conference in Villach in September in a key-note speech. In addition a dissemination event is planned for beginning October in Brussels. Furthermore a joint workshop for policy makers has been agreed with the EC Delegation in Cairo for second half of October 2008. This will be complemented by a

seminar in Tunisia second half of November 2008. ELIG members will be informed in advance about dates of events for participation.

- For more information on the project please take a look at: <http://www.etf.europa.eu/>

ELIG Working Group on Industry Value Proposition

- Special Interest Group on Industry Value Proposition and Industry Image. Thought leaders (Piers Lea - Line Communications, Mike Feerick - Alison, Paul Grist - Blackboard) have joined the working group.
- Objective is to develop a generic campaign for the 2nd half of the year.
- The first documents and outcomes will be circulated to ELIG members by May and we will contact ELIG members to hear about their success stories.

ELIG Public Policy Group

- Following the meeting with David White in January, the Public Policy Group has relaunched its activities. Corinna Schulze - IBM, Luc Vervenne - Synergetics, Mike Feerick - Alison have already expressed their interest to join the Group. Other ELIG members are welcome to join. Please contact [Annemie Boonen](#)
- First draft list of action points is being defined and will be adapted in the coming months.
- Richard Straub participated on behalf of ELIG in the Industry Leadership Board meeting for eSkills with Commissioner Verheugen, March 4th.
More information: <http://www.e-skills-ilb.org/>

Working Group on Content and Publishing Industry

- Carin Martell, International Sales Manager of Giunti Labs has agreed to take the lead in this working group.
- Four areas for this group will be reviewed and decided within the next 4 weeks (such as content standards, digital content marketplaces, mobile content etc.)/ ELIG members who are interested to join this group are invited to communicate this to Carin Martell ("Martell Carin" c.martell@giuntilabs.com) with copy to Annemie Boonen (annemie.boonen@europace.be)

Calendar: upcoming activities and events

With this section, we would like to give an overview of activities and events where ELIG will be represented. We kindly invite ELIG members to provide us with information on conferences and events in which they play a role as organisers, participants, presenters,...

- **MEDA ETE Annual Forum** in Turin on 14 April, 2008: presentation of the first findings of the ELIG/ETF project.
More information: <http://www.meda-ete.net/>
- **Learning Impact 2008**: 12-15 May in Austin - Texas, IMS Global annual meeting. Intro keynote by Fabrizio Cardinali, Chair of ELIG.

- More information: <http://www.imslobal.org/learningimpact2008/agenda.html>
- **EDEN Conference**, Lisbon, 11-14 June, 2008.
More information: <http://www.eden-online.org/eden.php>
- **OpeniWorld**: Europe 2008 Federating resources through open interoperability, Lyon - France, 24-27 June, 2008. Intro keynote by Fabrizio Cardinali, Chair of ELIG: "Achieving Interoperability in European Learning Content Marketplaces"
More information: <http://www.openiworld.org/Europe2008.html>

News from ELIG members

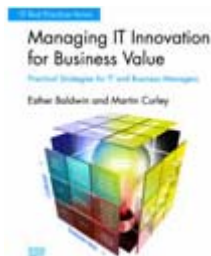
Through the ELIG Newsletter, we would like to share with you information from our member companies and organisations. We kindly invite ELIG members to provide us with information on special events, awards, book launches, etc. that are of importance to the ELIG community.

Changes in Learning: PodCast with Fabrizio Cardinali

PodCast with Fabrizio Cardinali, CEO Giunti Labs - Chair ELIG, speaking with Elliott Masie on changes in the world of learning. <http://learningsystems08.com/gunti>

Managing IT Innovation for Business Value - Book launch

One of the founding members of ELIG, Martin Curley from Intel has just published an important book, which relates to a significant element in which ELIG is active – IT innovation as one of the foundations of learning innovation.



Title: IT Innovation for Business Value

Recognising IT Innovation's place as a key discipline for achieving business value, a new publication called **Managing IT Innovation for Business Value - Practical Strategies for IT and Business Managers** (Intel Press) was launched on February the 4th. The book was written by Martin Curley and Esther Baldwin who are both recognised thought-leaders at Intel where Curley is Global Director of IT Innovation and Baldwin is Intel Research Proliferation Manager. The book is the second penned by Curley in the IT Best Practices Series, and was launched at the National University of Ireland (NUI) Headquarters in Dublin by Micheál Martin T.D, Minister of Enterprise, Trade and Employment.

["Managing IT Innovation for Business Value"](#) -

Martin Curley is Global Director of IT Innovation at Intel®

Esther Baldwin is Innovation Diffusion Manager at Intel®

www.intel.com

www.ivi.nuim.ie

Annemie Boonen, Programme Director European Learning Industry Group

Tel +32 477 59 41 61 Tel/Fax +33 1 4028 0947 annemie.boonen@europace.be