



Brussels, May 10th, 2007

Subject: Launching the “New ELIG” – Press release

Intel & Giunti Labs to co-chair and lead the renewed European Learning Industry Group

The European learning industry is repositioning itself. The former eLearning Industry Group (eLIG) has become the European Learning Industry Group (ELIG). This is more than a cosmetic change – it reflects a major shift in the marketplace.

Along with a new name and a new logo a new leadership team has been established. Joe Hegarty, Director of Business Operations, Intel Innovation Centres and Fabrizio Cardinali, CEO Giunti Labs have been elected co-chairs. The executive committee comprises now 5 members – in addition to the chairs these are Todd Korth, Regional Director – Europe, Middle East, Africa, Education and Research, Sun Microsystems, Elaine Stephen, Director of Dublin SW Lab, IBM Ireland and Sabine Schumann from PAU Education. Richard Straub has been appointed ELIG Secretary General.

“The term eLearning has been overused”, says Joe Hegarty and he pursues “technology is now clearly embedded in all modern learning solutions. The challenge today is innovation in learning by leveraging capabilities provided by technology”. Adds Fabrizio Cardinali: “We need reshape the European learning content production and help the Publishing Industry to achieve the content personalization challenge to best support the dynamic and changing skills requirements for Europe's workforce in a lifelong learning process”.



The European Learning Industry Group will provide industry thought leadership and policy input to the European Commission and national governments and at the same time function as a networking and partnering platform for its members. To fulfil its broader mission ELIG plans to double its membership base from currently 36 members within the next 18 months.

Richard Straub, the ELIG Secretary General said, “ELIG is a unique network, with key industry players at its core and other stakeholders from the public and private sector in its broader membership thus bringing together thought leadership, pragmatism and action orientation”.

ELIG has engaged in important new partnerships with the European Foundation for Management Development (EFMD) and the MENON Research and Education Network. These organizations will complement the ELIG capabilities – by providing event support and management (EFMD) and network support and facilitation (MENON) as well as linkages to their member networks. In addition joint initiatives are being envisaged. ELIG is also engaging with the European Training Foundation (ETF) in a research project about public-private sector cooperation in transforming education in the MEDA region.

As Tom Friedman put it – the world is becoming “flat” with technology creating a level playing field for new competitors entering the global economy. The ability to innovate will make the difference and decide about winners and losers. To cope with the new challenges, education and learning must be themselves subject to fundamental innovation be it in Schools, Universities, professional training and lifelong learning at large. ELIG has will make a major contribution to shaping a learning society in Europe.

Notes

The European Learning Industry Group, ELIG, is an open consortium of leading ICT (information and communications technology) companies and eLearning content providers who seek to promote innovation in learning by leveraging new information and communication technologies throughout Europe, in schools, universities, the workplace and homes. The extended group also comprises key academic players, research insititutions and associations.



About Giunti Labs:

Giunti Labs (www.giuntilabs.com) is one of Europe's leading eLearning and Mobile Learning Content services and solutions provider. Giuntit Labs is part of Giunti Publishing Group, leading Southern Europe educational and cultural heritage Publisher.

About PAU Education

P.A.U. Education is a private entity based in Barcelona specialised in the conception and integral development of projects to assist companies, institutions or associations in responding innovatively and efficiently to social or educational challenges upon which they wish to act.

About MENON:

Established in 1999 in Brussels as a European Economic Interest Group (EEIG), MENON is a European innovation and research network providing information and advice to policy makers, education communities, and the ICT industry on issues related to innovation and changes in Education and Training, Lifelong Learning and Knowledge Society developments in Europe and worldwide. Members of MENON are the Lambrakis Foundation (Greece), FIM-NewLearning, University of Erlangen-Nürnberg (Germany), SCIENTER (Italy), the Tavistock Institute (UK), Tekkillinen korkeakoulu, Lifelong Learning Institute Lifelong Learning Institute Dipoli (Finland) and the Budapest University of Technology and Economics (Hungary).

About EFMD:

EFMD advances excellence in management development in Europe and worldwide by building links between leading business schools and companies, creating and disseminating knowledge on best practices and changing trends and providing access to benchmarking tools and accreditations (EQUIS, EPAS, CEL, CLIP). With more than 600 member organizations from academia, business, public service and consultancy in 70 countries, EFMD provides a unique forum for information, research, networking and debate on innovation and best practice in management development.

About the European Training Foundaton



European Learning Industry Group

Promoting innovation in learning for Europe



The European Training Foundation is an agency of the European Union. As a centre of expertise, the ETF assists the EU partner countries in developing quality education and training systems and in putting them into practice. ETF is based in Turin, Italy, and is operational since 1994

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List of ELIG Core Group Members

- Auralog
- Cambridge-Hitachi
- Cisco
- Equinet
- Giunti Labs
- Harvest Road
- HP
- ICU Global
- PAU Education
- U&I Learning
- Hatier
- EEDO Knowledgeware
- Editis
- IBM
- Intel
- SAP
- Wolters Kluwer Education
- Sanoma WSOY
- Sun Microsystems
- Sanako
- Syergetics

List of ELIG Consultation Group Members

- AGH-UST, Poland
- Austrian Computer Society
- C2K
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- Henley Management College
- IMD
- MTA SZTAKI, Hungary
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- Open University of the Netherlands
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- University of Reading
- University St. Gallen
- University of Amsterdam
- CEPIS
- Federation of European Publishers