

Brussels, May 14, 2007

Dear ELIG Member,

you have recently received the letter from the new ELIG Chairs, Joe M. Hegarty and Fabrizio Cardinali. In this letter they made also reference to my new role and to me sending you a more specific memo.

First of all – let me anticipate a question that some of you may have. In contrast to my time as eLIG chair, I am not representing any company in my new role. Based on my own choice by end of 2005 I have no more permanent employment contract with any organization. I have now contractual relationship with a number of organizations – you find my current roles in the attachment to this letter, should you be interested.

Second – I am excited for having been chosen by the ELIG executive committee in a competitive tender as secretary general because I am deeply convinced of the important role that ELIG can and should play in the future. The marketplace has been changing and the way how technology is being used for learning is evolving rapidly. ELIG is unique in its capacity to bring together thought leadership and pragmatism in an ecosystem perspective tightly connected to the various stakeholder groups. With the re-branding of ELIG and the broadening of its mission, ELIG is not only “well and alive” but it is ready to move into new terrain.

Third – instead of building our own full infrastructure and capabilities which may be unaffordable for a small organization, the decision has been taken to go with a small core-team and otherwise to buy in services from partner organizations. **Annemie Boonen**, whom many of you know from her activities in Europe and other eLearning related initiatives will take the role of the **ELIG secretariat programme manager**.

ELIG has an agreement with the MENON network (<http://www.menon.org/>) for providing back-office support functions and network facilitation. We are also working with the MENON board to establish a strategic relationship and cooperation between our two networks. Furthermore there is an agreement with the EFMD (<http://www.efmd.org>) to provide us with event management capabilities as well as partnership in the field of corporate learning and business and management education.

Also, the cooperation with the European Commission will be revitalized. We have received positive signals from DG Education & Culture as well as DG Information Society and Media. Further to this we will explore ways of cooperation with the e-Skills initiative with DG Enterprise.

ELIG wants to continue to provide policy input at various levels but we will not stop there. **We plan to act increasingly as a community platform for our members where they can engage in joint activities and communicate key messages to the marketplace. With the rapid developments of new learning technologies there is an ever increasing need to provide orientation and thought leadership.**

In the the ELIG executive committee it has been agreed to propose to you the following possibilities for initial engagement, based on offerings of our partners:

1. **Research Project with the European Training Foundation:** we have agreed with the ETF, a European Union Agency (<http://www.etf.europa.eu/>) to cooperate for a research project “The role of private sector to education & training reforms in the MEDA region”. In addition to desk research performed by the ETF those ELIG members who have interests in the regions will be interviewed and it is envisaged to discuss the results of the study in a conference next year in the region. Potential participating countries are Egypt, Jordan, Morocco, Algeria, Turkey and Israel. A separate communication within the next 6 weeks will kick-off this project and provide specifics for your possible participation.
2. **Access to Events and Conferences that may be of interest to our members with two concrete examples (more details attached to the e-mail):**
 - a. **Invitation by Guinti Labs to Training in Action** workshop in Sestri Levante from June 7-8, organized jointly with the Aviation Industry Computer Based Training Committee ([AICC](#)), Advanced Distributed Learning ([ADL](#)), [IMS](#) Global Learning Consortium and Open Knowledge Initiative ([O.K.I.](#)) of MIT Boston and endorsed by eLIG (the European Learning Industry Group) .
 - b. **Invitation by the EFMD to the Annual Conference in Brussels** from June 11-12 at the conditions of EFMD members. The theme of the conference is “Partnership for Innovation, Academia and Business”.

There is an agreement in principle with PAU Education to build a **state of the art website** to be ready before end of the year.

Given the need to provide orientation to the marketplace about the effective use of technology for learning ELIG has a role for broad-based communication to the market participants and stakeholders.

