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Europe learns.



ELIG  
Annual Conference 2014  
18th to 19th of September  
LONDON  
Join us to change  
the way Europe learns

## Scalable Learning in a Fast Changing Environment - New Partnerships and Business Models

Innovation, creativity, entrepreneurial spirit and human potential have become the essential production factors of our modern societies.

Have our European education systems, our schools, our higher education institutions as well as our professional- and life-long learning organisations adapted to this challenge? Or are they still designed for the economic and societal demands of the past?

It is no longer sufficient to acquire knowledge during a formal education process and apply this knowledge in practice over ones lifetime (as in the past). Learning, un-learning and relearning are essential to keep up with changing requirements. While formal education has still an important role to provide foundational skills and knowledge, learning in practice from and with experience is becoming the main pillar for effective learning methods. The shaping of behavioural competences must accompany the skills building process - without the ability to collaborate, to work in teams, to understand ones own strengths and weaknesses the collective learning outcomes will be suboptimal.

European unemployment of young graduates, rising school drop-out rates, the glaring lack of entrepreneurial culture in many European countries and striking mismatches between skill demands on the modern job market and those provided by our education institutions speak a clear language. Fears that digital technology might increasingly make jobs redundant (first in factories and now in the services arena) are becoming widespread. Yet, the same technology enables new innovative learning approaches that can enhance and accelerate the lifelong learning process. With its unprecedented exponential development digital technology has the power to transform organisations, industries and economies. Social media and the recent MOOC movement show the power of scaling connections, interactions, sharing and collaboration.



The ELIG Annual Conference will bring together education, policy, learning business and innovation leaders to debate:

- How can we scale up learning at the speed of change – formal learning and experiential learning?
- How can we equip institutions and organisations with a new environment where learning becomes integrated into work?
- What are the economic and societal demands of learning in a fast changing environment?
- How can we build scalable learning that balances the acquisition of foundational skills with the ever-changing demands for specific domain and task-oriented learning? How can digital learning support this?
- What are new partnerships, learning venture funding and business models that can support this change? How can learning innovation be accelerated given the inherent conservatism of traditional learning Institutions?
- What practical steps can you take within your own organisation?

## Day 1 – Thursday, September 18<sup>th</sup>



10:00-12:00 ELIG Board Meeting (for Board members only)

12:00 Registration

13:00 Welcome and introduction  
by hosting Institute of Education London

- Chris Husbands, Director of the Institute of Education and Professor of Education
- Richard Straub, ELIG Secretary General
- Fadi A. Khalek, Vice President Higher Education & Applied Learning at Pearson and ELIG Chair

Opening ceremony

- Adrian Wooldridge, Management Editor of the Economist
- „The Coming Half-Revolution in Education“

Coffee Break

Introducing the theme of the conference

- Chris Dede, Prof. of Learning Technologies at Harvard's Graduate School of Education
- „The Problem of Scalability in Education“

15:00- 17:30 High-level panel & discussion

- Chris Dede, Prof. of Learning Technologies at Harvard's Graduate School of Education
- Sean C. Rush, President and CEO JA Worldwide
- Patricia Manson, Head of Unit for Inclusion, Skills & Youth at the European Commission
- Carl Lygo, CEO of BPP Holdings Ltd Vice-Chancellor, BPP University
- Geoff Mulgan, Chief Executive Officer at Nesta

20:00 Dinner, speech by

- Hermann Hauser, Entrepreneur and co-founder Amadeus Capital Partners (invited)



## Day 2 - Friday, September 19<sup>th</sup>

- 09:00 Views on „Stimulate entrepreneurship and innovation in education“, High-level panel & discussion
- Moderated by Michael Shaw, Deputy Editor Times Education Supplement, Programme Director (online learning) TES
  - Saad Rizvi, Senior Vice President for Efficacy in Pearson
  - Jonathan Cave, Senior Research Fellow, RAND Europe
  - Marc Ventresca, Strategy, Innovation and Marketing Faculty, Saïd Business School, University of Oxford (tbc)

10:30 Coffee Break

11:00

### 3 parallel tracks:

#### Track 1 „New learning environments“

- Sean Corcoran, General Manager Steelcase Education
- Martti Rævaara, Vice President of Academic Affairs at Aalto University
- Jean Francois Dehem, Secretary General EIT Foundation (tbc)

#### Track 2 „Social media, MOOCs & other digital opportunities in education“

- Diana Laurillard, Professor of Learning with Digital Technologies, Institute of Education

#### Track 3 „Fostering local Creativity, new partnerships & business models“

- Marleen Stikker, President and co-founder of Waag Society (tbc)
- Eleanor Murphy, International Partnerships, CDI Apps for Good
- Wouter van Tol, Corporate Citizenship Director, Samsung Europe
- Alfonso Molina, Professor of Technology Strategy, The University of Edinburgh
- Andreas Meiszner, ELIG, United Nations-University, University of Liverpool/Laureate

13:00 Lunch

### 14:00 Summary & closing statements

- Elmar Husmann, ELIG Deputy Secretary General
- Norbert Pachler, Professor of Education & Pro-Director (Teaching, Quality and Learning Innovation), Institute of Education, London University

15:00 Guided tour



## ELIG Annual Conference 2014 is supported by

