



ELIG.org We change the way
Europe learns.

We inform

Annual Report 2011-2012





ELIG Annual Report 2011 – 2012

Dear ELIG Member,

we are pleased to present the ELIG Annual report 2011/2012 covering the period between the AGM 2011 in Helsinki and this year's AGM 2012 in Dublin.

This period has been of strategic importance for ELIG while we are at the same time happy to celebrate 10 years of ELIG as a leading European voice on innovation in learning. We have experienced break-through project wins in European projects relating to primary education and to corporate learning. These enhance the credibility and overall position of ELIG as a key player in the European context.

We have revised our strategy and have in particular extended our engagement in concrete initiatives that serve to contribute to change the way Europe learns. This new strategy goes along with a redesign of the ELIG graphics and campaign management. A website, newsletter and social network redesign will follow accordingly by the end of this year.

With the extension of our partner-network towards the OECD, UNESCO, the United Nations University, the European Committee of Regions, the European learning research centers, entrepreneurs, policy makers, civil society organizations and key individuals we will further strengthen our role as platform for cooperation, sharing and concerted actions of our members.

You will find more details in the Annual Report. We remain at your full disposal for answering any additional questions that you may have. We thank you for your trust and look forward to collaborate with you to shape the future of Learning in Europe and hence the future of the European Learning Industry.

Yours sincerely

Richard Straub, Secretary General

Elmar Husmann, Deputy Secretary General

We are Executive Committee

ELIG is an open group defined by a shared vision – to change the way Europe learns – with members representing the European learning and educational publishing, -technology and -service industry as well as leading public and private education and learning institutions.

ELIG is steered by the ELIG Executive Committee and supported by the ELIG Secretariat. We further benefit from the advice of the ELIG Advisory Board and the close collaboration with several ELIG Fellows in our initiatives.

ELIG draws on several partner organizations e.g. for the organization of events.

In 2012 two new members were appointed to the ELIG Executive Committee:

- ◆ **James Perham Marchant**, Senior Director, European Government Affairs, The McGraw-Hill Companies
- ◆ **Pascal Debordes**, Director of the International Partners Network, Cegos
- ◆ **Chair: Fabrizio Cardinali**, VP, Global Business Development, eXact learning solutions
- ◆ **Vice-Chair: Paul Hunter**, Director of Corporate Learning Network, IMD
- ◆ **Eric Baber**, Innovations Director, Cambridge University Press
- ◆ **Peter R. Hamilton**, Director Performance Learning Solutions, Intel
- ◆ **Rolf Granow**, Managing Director, OnCampus GmbH
- ◆ **Diem Ho**, Manager of University Relations EMEA, IBM
- ◆ **Richard Horton**, Senior Director of Education Strategy, Blackboard International
- ◆ **Fadi A. Khalek**, VP Higher Education & Applied Learning, Pearson
- ◆ **Martti Raevaara**, VP Academic Affairs (Education), Aalto University
- ◆ **Sabine Schumann**, Vice Managing Director, p.a.u. Education

Advisory Board

2012 saw a review of the Advisory Board due to the two year renewal process. In addition we mourn the loss of Jim Herbolich – Director of Network Services at EFMD and a long-time member of the Advisory Board. Jim had been seriously ill for some time and died peacefully in April 2012. He will be remembered by ELIG for his enormous dedication to the Advisory Board.

- ◆ **Michael Auer**, Head of the Center of Competence (CoC) Online Laboratories at Carinthia University of Applied Sciences
- ◆ **Roberto Carneiro**, Dean, Institute for Distance Learning & Former Minister of Education, Portugal
- ◆ **Pierre Dillenbourg**, Professor of Education and New Training Technologies, Swiss Federal Institute of Technology, Ecole Polytechnique Fédérale de Lausanne (EPFL)
- ◆ **Charles Jennings**, Director of Duntroon Associates
- ◆ **Nikitas Kastis**, Director, Lambrakis Foundation and President, MENON Network
- ◆ **Lutz P. Michel**, Chairman of D-ELAN, Owner & MD, MMB Institute for Media and Competence Research
- ◆ **Laura Overton**, Founder & Managing Director, Towards Maturity
- ◆ **Deniz Saral**, PhD, Director of Grenoble Ecole de Management's DBA Geneva Cohort Program in Collaboration with Webster University
- ◆ **Rebecca Stromeyer**, Founder & Managing Director, ICWE GmbH
- ◆ **Andras Szucs**, Secretary General, European Distance and e-Learning Network (EDEN)
- ◆ **Wim Veen**, Professor of Learning Systems, TU Delft
- ◆ **David Worlock**, Advisor and Program Co-chair, Outsell Executive Programmes

ELIG Secretariat

Secretary General Richard Straub
Deputy Secretary General Elmar Husmann
Senior Advisor Lin Squires and Claudia Didjurgeit
Operations Sabine Windgasse
Assistant Linda Vidal

Claudia Didjurgeit joined the ELIG team as a Senior Advisor following Matty Smith. Sabine Windgasse has further joined the team to bring support to the operational activities.

ELIG Fellows

ELIG has newly started a Fellowship Programme. We invite experienced professionals from different learning and education backgrounds to work with us on ELIG initiatives.

We are happy that we can announce the first ELIG Fellows as of 2012:

- ◆ Florence Rizzo, Creative Lab for Social Change & Ashoka
- ◆ Andreas Meiszner, United Nations University
- ◆ Roland Burger, Club of Rome & Stockholm University

Membership Updates

ELIG welcomes a new member organisation.

The **TLA - TeleLearn Akademie** - was founded in December 2000 to facilitate the use of the Internet for professional training, qualification and knowledge management services. The TLA designs customised and tailored learning programs for businesses of all sizes and educational institutions and conducts collaborative blended learning scenarios for vocational trainings. The courses are mainly for people working within media or logistics.



We share

Online Educa Berlin 2011, Berlin

ELIG contributes to a range of events and workshops within our aim to advance the public debate on innovation in European learning and education. A central event for our members is the ELIG Annual Meeting that brings together ELIG members and guests from our network for an intensive discussion on trends and current as well as new ELIG initiatives. In addition, ELIG organizes workshops and panels at public conferences and is active in European learning and education related European policy events.

Via our ELIG initiatives and projects, we organize also specific seminars and highly interactive workshops on topics of our initiatives.

ELIG is further involved in publications – a main effort in this year has gone into the launch of the new ELIG book series and the preparation of its first volume on Open Education.

In 2011 ELIG yet again had a strong presence at Online Educa, Europe's largest e-learning conference for the corporate, education and public service sectors, held in Berlin. This included the following ELIG sessions at Online Educa 2011:

The ELIG Networking Reception

ELIG's Networking reception was a platform for inspiring discussions and networking. The reception was the first in a series of public events organized by ELIG, VISIR and TEL-Map to support European roadmapping and mainstreaming of technology enhanced learning under the EU's Digital Agenda in the context of the next EU Research framework programme: Horizon 2020.

Open for learning, Chaired by Elmar Husmann, Deputy Secretary General ELIG

Open education is a growing movement, drawing heavily from the successful model of open source software but is it likely to be as successful? This session discussed how the 'not invented here' challenge to open education, so dominant within academia, could be addressed and what learners and educators think about it.

Building performance in the heart of the workplace, Chaired by Dr. Richard Straub, Secretary General ELIG

How can we harness technology to help deliver results where it counts the most, within the workplace? This session discussed a range of approaches to enhance learner productivity and performance directly.

Developing a Performance Culture, Plenary Session Fabrizio Cardinali, Chair ELIG

The Learning Industry Sputnik Challenge: How Can We Get Europe's Learning Industry (First) to the Moon and Back in the Next Decade?

Delivered by the Chair of ELIG, Fabrizio Cardinali, this presentation drew parallels from the historic industrial challenge, faced by the Aerospace Industry in the USA in the 70ties. The presentation highlighted the need to intersect creativity and innovation across a broad range of actors to win such challenges and explored impacts for the current challenges facing the European Learning Industry.

New Learning: New Business, Chaired by ELIG Member Armin Hopp, CEO digital publishing AG / SpeeXX, Germany

In this discussion session, a panel facilitated by ELIG discussed examples and brought thoughts on new business and service models and forward looking technology applications for learning, as well as insights into the possibilities of a vibrant and re-invented European learning industry.

Panel members:

- ◆ Cleve Miller, English360, UK
- ◆ Johnny Parkes, Centre for Learning Innovation, Ireland
- ◆ Burkard Lehmann, Fern University Hagen, Germany

Annual General Meeting 2011, Helsinki

"Sustainable Markets for Learning in Europe: Moving from hype to reality"

hosted by Aalto University, Helsinki

The Annual ELIG Meeting held in the beautiful city of Helsinki on the campus of Aalto University was attended by 60 delegates.

Keynote speeches on the topic of the end-users perspective of the marketplace for learning were provided by

- ◆ **Anne Morisson**, Director BBC Academy
- ◆ **Dirk Burkamp**, Head of Learning Technology, PriceWaterhouseCoopers, Germany
- ◆ **Professor Teemu Leinonen**, Aalto University

During the two day event the innovative education approaches of the Aalto Design Factory were presented and explored with the help of Professor and Head of the Design Factory, Kalevi Ekman. Fabrizio Cardinali, Chair of ELIG and CEO of Exact Learning gave an update on Technology and Standards for Learning.

Martin Dougiamas, the Founder of Moodle, addressed the conference through a video contribution on the theme of 'Dragging the Past into the Future' which kick-started interactive discussions on Marketplace Trends and Challenges with Peter Hamilton (Intel) and Laura Overton (Towards Maturity) and on the Digital Agenda and Open Education with Liina Munari (European Commission), Nikitas Kastis, (MENON Network) and Markku Markkula (Aalto University). These debates culminated in a Learning Café session to Map out the Future Workplace.

ELIG is grateful to Aalto University, McGraw Hill and Intel for their kind support of the event.



We share

Other Events

VISIR Seminar 2012, Bologna

Advancing European policy on Technology enhanced Learning.

American Society of Training and Development (ASTD), 2012, South Africa

Keynote by ELIG Secretary General Richard Straub

The Academy of Business in Society: EABIS Decennial Meeting, 2012, Nottingham

Keynote by ELIG Secretary General Richard Straub

HR Expo 2012, Cologne

ELIG Panel „Network to Learn“ moderated by
ELIG Deputy Secretary General Elmar Husmann

ELIG Contribution to Public Policy Events and Workshops

- ◆ **Open Innovation Strategy and Policy Group 2012, Brussels**
Workshop with Director General Robert Madelin of the European Commission's DG
Connect on Horizon 2020.
- ◆ **eSkills Vision Expert Workshop 2012, Brussels**
- ◆ **Agenda for Growth conference 2012, Brussels**
- ◆ **Open Education Hearing 2012, Brussels**
- ◆ **ICT Competitiveness Week, 2012, Brussels**
- ◆ **Open Days - European Regions & Cities, 2012, Brussels**

ELIG Book Series

In 2012 ELIG and Emerald Publishing launch a book series on **Advances in Digital Education and Lifelong Learning**.

First Volume: Open Education

The first publication in the series, to be published in 2013, will focus on Open Education and be edited by ELIG in collaboration with the United Nations University UNU-MERIT.

This volume will take a look at the emergence of open education as a concept, a production process and a delivery preference in the world of education and learning. Drawing on early lessons from around the globe the book will lay out how formal education, workplace learning and lifelong learning have been impacted so far by open education and how they stand to be further impacted by a landscape that is still changing. The book will examine the social and economic consequences of open education and provide an insight into the way open education could contribute to a higher level of digital inclusion and to the establishment of new and innovative services of high social and economic merit.

The book will feature case studies of initiatives, practices and projects to illustrate theoretical concepts and emerging models of open education in the context of the latest academic studies and entrepreneurial innovation.

Edited by Lin Squires – ELIG and Andreas Meiszner – United Nations University MERIT contributors to the volume include

- ◆ **Peter Haddawy**, Director of the United Nations University International Institute for Software Technology
- ◆ **Petra Hageman**, Invent Africa, African Virtual University
- ◆ **Antonio Cerone & Pantelis Papadopoulos**, UNU IIST
- ◆ **Lex Bijlsma**, Dean of School of Computer Sciences, OU NL
- ◆ **Pascal Hardy**, Director of Online Studies DBA, University of Liverpool
- ◆ **Dominique Leleivre**, Liverpool School of Management
- ◆ **Evangelista Katsikea**, Athens University of Economics and Business
- ◆ **Wouter Tebbens**, Free Technology Academy
- ◆ **David Jacovkis**, Free Technology Academy
- ◆ **Joe Corneli**, Free Knowledge Institute
- ◆ **Andrew Lane**, Ex Director OpenLearn OU UK
- ◆ **David Lascu**, Anne Arundel Community College, USA

The volume will also include cases from all parts of the learning industry i.e. higher education, government institutes, commercial learning and technology organisations such as Intel, IBM and Pearson.

Further collaborators include Josh Bersin & Associates and the Times Educational Supplement.



We met

ELIG Annual Meeting 2012

1st and 2nd October - Dublin, Ireland

10th Anniversary of ELIG

Towards the Next Decade of Innovation
for Learning & Knowledge





We act

ELIG Initiatives



Exploration & Creativity
at Schools

We change the way
children learn.

Challenges faced by today's societies can only be addressed through interdisciplinarity - that will transcend the separation of school subjects. This demands exploratory and creative actions. Meaningful learning experiences should start during school time and spark passion for exploration and creativity in children. Our aim is to empower European primary and secondary schools, teachers and children to create new learning experiences beyond the limits of current classroom practices and curricula - building on a wide network of collaborators and opportunities offered by the Internet, cloud and social technologies.

What we do:

In November 2012 we are launching the first ELIG project on schools:

we.learn.it

we.learn.it will empower local schools to create ideas and projects for exploratory and creative learning experiences – linked to a European pool of seed funding.

Funded by the European Commission's FP7 programme, we.learn.it is coordinated by Aalto University and involves Intel as learning technology cloud provider and integrator. The ELIG Secretariat Team is closely involved in setting up the initiative and in managing network of facilitators.

we.learn.it follows three dimensions:

1. EXPLORE we.learn.it will create a European living network of schools, local teachers and facilitator. Involving ...

- ◆ School networks, teachers and childrens from at least 8 European countries
- ◆ The European Committee of the Regions and multiple regional and city partners

2. FACILITATE we.learn.it will involve leading European artists, scientists and researchers in this effort and foster a creative exchange with schools, teachers and children. Involving ...

- ◆ Artists and explorers such as Luc Jacquet (Oscar winning nature filmmaker), Reza (National Geographic Photographer), Claire Nouvian (Deep Sea Explorer)
- ◆ Leading science education partners such as the Nobel Museum and the European Institute of Technology
- ◆ Civil society organizations such as the Club of Rome

3. THINK we.learn.it will help to understand emergent – bottom up – school innovation practices and link this back to European education policy and research. Involving

- ◆ the OECD and the UNESCO chair at Stockholm University
- ◆ scientific partners such as the London Institute of Education

We act

ELIG Initiatives

What we do:

ELIG has in 2011 and 2012 completed two pilot projects on Open Education funded under the European LifeLongLearning Programme with partners such as the Open University and the United Nations University:



In 2011 ELIG has conducted a survey among its members and network partners on the views and activity status towards Open Education. Results of this are included in the ELIG Open Education White Paper.

ELIG has further organized a panel session on Open Education at the Online Educa Berlin that was very well attended by over 100 participants – confirming the general interest and actuality of the topic.

ELIG has further contributed on Open Education to the Global Focus Journal of the European Foundation for Management Development (EFMD).

ELIG continues to engage in the exchange between learning industry practitioners and education institutions. A central outcome of this in 2012 is the ELIG Book on Open Education.

Open Education is increasingly in focus of European public policy with a newly starting initiative of the European Commission. ELIG is supporting this effort.

ELIG is also collaborating with the United Nations University on the launch of their Open Education initiative – called UNU Open.

We change the way students learn.

Education and learning possibilities are increasingly becoming open accessible and scaled for worldwide learner communities. This boosts access to knowledge and education for all. Open Education includes multiple aspects such as open educational resources (OER), massive open online courses (MOOC), peer exchange of learners, new learning formats and intensified online collaboration of learners, educators, institutions and providers.

Europe should strengthen its role in this global trend and build on its heritage as a pole of excellence in education. Business models and funding as well as complementary proprietary learning and educational offerings should become better aligned to sustain a healthy European institutional landscape and learning market while at the same time leveraging the potentials for our societies of global Open Education.



Open Education



We act

ELIG Initiatives

New Skills in a Digital World

We change the way Europe develops.

Information and communication technologies – in particular those linked to the Internet – are changing the ways we work, organize, network socially and communicate.

Significant interest has emerged on the related Internet thinking of younger generations – such as the generation Z as the first generation that grew up with the World Wide Web from early childhood and the previous generation Y that already showed a significant impact of Internet thinking on their values and working modes. In particular, we can witness the constant emergence of new ways of addressing problems in a digital way – e.g. organizing funding by crowdsourcing, sharing or co-creation.

ELIG is interested in different aspects of New Skills in a Digital World such as those relating to digital literacy, digital problem solving skills, leadership skills and the e-skills to create entire new digital solutions.

What we do:

ELIG is engaged since 2011 in the VISIR project.



VISIR aims to define a shared vision on how to exploit the full potential of ICT as a leverage for innovation and change in European lifelong learning and as a way to increase digital and key transversal skills of European citizens.

This is done via a series of seminars. ELIG will in particular organize a seminar on new work learning at Online Educa Berlin 2012 and has also contributed to the VISIR vision seminar in Bologna 2012.



ELIG is further engaged in an advisory role to the eSkills Vision Project as well as to the eSkills Quality Project and has contributed the chapter on a European eSkills Vision to the new eSkills Manifesto published in 2012 by the European Commission.

ELIG is also an international stakeholder of the European eSkills Week that is organized by DigitalEurope and the European Schoolnet.

We act

ELIG Initiatives

We change the way professionals work.

Today's work environments are undergoing a fundamental change. Virtual teams, cross-organizational or multi-cultural projects are examples of working modes that have mostly been known from creative or high innovative industries. Today they become increasingly mainstreamed also to more traditional sectors.

At the same time, alternatives to full-time employment such as freelance work and micro-entrepreneurship are growing in popularity and younger generations are demonstrating new values towards

personal development and career. It is essential for European firms to adapt to these trends in order to attract and develop the best future talent.

ELIG supports a better understanding of how these trends impact technology enhanced learning at work, corporate training and leadership development in Europe and aims to create a mutual dialogue between different stakeholder such as learning and training professionals, Chief Learning Officers and practitioners of new working modes.



Future Talent
Development



What we do:

In November 2012 we are launching a new ELIG project in this context:



HoTEL Holistic Approach to
Technology Enhanced Learning

Innovators – Opinions – Perspectives

The HOTEL project is based on the element of Learning Exploratorium Labs. In particular we will look in HOTEL at understanding the trends affecting learning at Work in more detail using design driven methods as well as investigate innovative solutions such as:

- ◇ the potential adoption of emerging technologies not originally designed for learning in education and training environments
- ◇ the innovative use that is made of technologies in non-formal and informal ways of learning and the extent to which this could be transferred and adapted to formal learning environments

ELIG is responsible for the HOTEL Learning Exploratorium Lab on Learning at Work while the project HOTEL will also investigate other areas such as Higher Education.

ELIG will collaborate on the Learning at Work Lab with a number of external partners such as the Management Development 2.0 workinggroup of EFMD.



We act

ELIG Initiatives

What we do:

ELIG has started to collaborate with the Finnish Energizing Urban Ecosystems (EUE) Program and the City Region of Helsinki as well as with the European Committee of the Regions.



This program brings together different stakeholders such as designers, architects, city developer and educational institutions. ELIG has joined the program to support it from a learning technology and concept perspective.

A first ELIG – EUE workshop is planned in Helsinki in November 2011. ELIG is also invited to the European Open Week of Cities and Regions.

We have also established a connection to the European Union Studiolabs project that is supported by several European creative spaces and digital arts centers.

ELIG has further accepted a reviewer role to the European Union project MIRROR that pilots advanced techniques such as augmented reality and live capturing e.g. of emotions and bio sensor data for transforming work environments into learning spaces.

We change the way learning takes place.

There has always been a close connection between the space and learning. Whereby traditional learning spaces (such as classrooms, lecture halls, training centers) are increasingly recognized as constraining to learner interaction, uninspirational and disconnected from the real world. New learning spaces can extend beyond these limitations by allowing to create new meaningful learning experiences – e.g. using real world immersion and live observation.

New ICT technologies such as mobile and ambient computing or augmented reality are further enabling a different use of spaces for learning. They also allow to transform unusual spaces into learning environments.

Educational institutions and corporate training centers alike have for many years invested in adding technologies to their traditional learning spaces (e.g. adding smart boards or PCs). The aim of this ELIG initiative is to take a next step towards redefining the space where learning can take place.

New Learning Spaces



We are



Imprint

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