ECP 2007 EDU 417008

ASPECT

Strategic Seminar on Educational Publishing Futures

Deliverable number	*D4.7*
Dissemination level	*Public*
Delivery date	*March 2011*
Status	*Final*
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*e*Content*plus*

Summary

This deliverable aims at describing the ASPECT final dissemination event entitled *Strategic Seminar on Educational Publishing Futures.* This event was held on 17th – 18th February 2011 in Brussels.

With more than 150 attendees, this was one of the key events during the past months in Europe for Ministries of Education, teachers, researchers from major European universities, educational publishers, and other stakeholders that were interested in the research results of the ASPECT project.

Contents

1 Introduction

The objective of ASPECT's dissemination strategy was defined in the Dissemination Plan & Communication Handbook (D4.1). This strategy included instruments and actions targeted at all interested stakeholders: content publishers, educational institutions, teachers, etc. Online dissemination events and tools have been very valuable dissemination mechanisms, providing a means for all stakeholders to understand the research work that ASPECT is carrying out and to allow them to ask their questions and have their concerns addressed.

The Seminar on Educational Publishing Futures was held on 17th-18th February 2011 in Brussels. The main objective of this seminar was to provide a platform for Ministries of Education, content publishers, and ICT vendors to discuss the future of educational publishing and digital content in schools.

The sessions in this seminar addressed issues that will be of major importance to all stakeholders involved in educational publishing over the next few years. In particular, the following areas were examined:
- The seamless integration of educational content that is scattered over the Internet.
- The current trends of digital content in education.
- The coexistence of professionally developed educational content and open educational resources.
- The transition for traditional textbooks to digital textbooks.
- The use of interactive whiteboards in education.
- The development of best practices for educational content standards.
- The review of current and future European projects that have to do with educational publishing.

As part of the seminar, a small exhibition was organised so that delegates could see examples of the latest educational content and software from a number of Interactive Whiteboard vendors including Acer, DYMO/Mimio, Easisoft, eInstruction, Panasonic and SMART. The exhibition also included a *Hands-on with the iPad* stand where delegates could explore some of the most recent educational Apps.

The rest of this document is structured as follows: section 3 gives an overview of all the presentations that were delivered at this seminar; section 4 is about the evaluation of the event; finally, some conclusions are drawn in section 5.

2   The Event

This strategic seminar lasted for two days. In this section we summarise the presentations from the different speakers.

2.1   Welcome and Introduction

Marc Durando, Executive Director of European Schoolnet (EUN) explained how EUN was working with 30 Ministries of Education across three main strands of activities: knowledge building and exchange of ICT policies and practice; school networking and services; and interoperability and content exchange, within which ASPECT represented a major project.

Figure 1 Welcome and Introduction – Marc Durando, Executive Director of the European Schoolnet.

He also highlightedthe new iTEC[2] project and its approach to designing the future classroom exploring both technology and teaching practices. Work begun in ASPECT on best practices for implementing standards and specifications will feed into how this project develops scenarios involving innovative use of educational resources in the future classroom.

The presentation concluded with some remarks on the educational publishing futures, including the observation that many ICT projects in schools had failedas a direct consequence of following an approach centred on technology rather than being centred on the needs of learner. Marc Durando also provided some suggestions concerning what factors might be important in order for digital textbooks and eBooks to become mainstream in education.

2.2 Building a New Partnership

This presentation was delivered by Jim Ayre, Senior Adviser at the European Schoolnet.

In recent years, research results coming from several European projects have led to formulating a common goal: federating content repositories from Ministries of Education based on open standards that allow the seamless integration of heterogeneous learning resources. This objective has been met by building the Learning Resource Exchange (LRE) service for schools that was adapted for use in the ASPECT school pilots and which has been further enhanced as a result of work on standards carried out in the project.

Commercial partners, including publishers and learning platform providers have featured in virtually all EUN's content-related projects: Digitalbrain, Giunti, Sanoma WSOY, and Sun Microsystems in CELEBRATE[3]; Editis, Klett, and SCRAN in eCOLOURS[4]; Cambridge University Press and Skolavefurinn in MELT[5]; and Cambridge University Press, Young Digital Planet, and Siveco in ASPECT.

The main objectives of the LRE for 2011 are: to improve the quality of LRE content; to enable more teachers to be able to search the LRE from within national/regional portals, repositories and VLE; to increase use and take-up of LRE tools and services, including those developed in ASPECT; to involve new content partners in LRE Subcommittee; and to seriously engage with commercial content providers.

The Educational Publishing Futures seminar focuses on: standards and interoperability; eBooks, eTextbooks, and Apps; IWB content; and quality.

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[2] iTEC is coordinated by European Schoolnet and co-funded by the European Commission's FP7 Programme.

[3] Context eLearning with Broadband Technologies (CELEBRATE) was a large-scale 30-month demonstration project (ending in Nov. 2004) coordinated by European Schoolnet and supported by the European Commission's Information Society Technologies Programme (IST).

[4] eCOLOURS was a feasibility project involving Ministries of Education, leading educational content developers and a major educational content repository. It was funded by the European Commission under the eContent Programme.

[5] MELT was a three-year project looking at new approached to content enrichments funded by the European Commission under the eContent*plus* Programme.

Figure 2 Building a New Partnership – Jim Ayre, Senior Adviser at the European Schoolnet.

2.3 Digital Educational Content Interoperability: Establishing the Foundation for an Integrated System of Instruction and Assessment

Rob Abel, Ph.D., Chief Executive Officer at IMS Global Learning Consortium, described the current trends relating to digital content in education; outlined how the U.S. Race to the Top[6] program might influence digital support for education; and provided some suggestions for how education-specific interoperability standards might evolve.

Current digital content trends in education include the growth of eBooks, Adaptive Tutors, Open Content, Simulations, as well as a series of new devices used to access educational content, such as smartphones, tablets, and interactive whiteboards. The value of the Social Web to support education was also discussed.

He followed with an overview of the U.S. Race to the Top program, which aims to build an "Integrated System of Instruction and Assessment" based upon the Common Core[7]. A set of implications of the Race to the Top program on educational technology were outlined.

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[6] The Race to the Top program is a grant program funded under American Recovery and Reinvestment Act of 2009 (ARRA).

[7] The Common Core State Standards are aimed at providing a consistent, clear understanding of what students are expected to learn.

The presentation ended with a look to the future of education-specific standards, giving some hints on how standards will facilitate the integration of classroom and online experiences, and support "content" in all its forms.

Figure 3 Digital Educational Content Interoperability: Establishing the Foundation for an Integrated System of Instruction and Assessment – Rob Abel, Ph.D., Chief Executive Officer at IMS Global Learning Consortium.

2.4 Educational Publishing: Enabling the World to Teach and Learn

In this plenary, Graham Taylor, Director of Educational Publishers Council (UK) highlighted: the value that publishers can bring to teaching and learning; provided reasons for choosing professionally developed learning resources; and to provided suggestions on how to sustain high quality solutions.

The speaker started with a discussion on the evolution of teaching and learning using digital technologies, highlighting the value of professional quality content in intervention programmes, and stating that publishers are evolving complete learning environments, not just "content".

He followed with a comparison between professionally developed learning resources and open educational resources, emphasising the strengths of professionally developed learning resources, and explaining how professional content can add value to public investments.

Finally, he stressed the importance of professional educational publishing in a knowledge-based economy, and the need for opening a dialogue with policy makers about the benefits of professionally developed learning material.

Figure 4 Educational Publishing: Enabling the World to Teach and Learn – Graham Taylor, Director of Educational Publishers Council (UK).

2.5 Educational Publishers in the Digital Transition: A Focus on Digital Textbooks

In this plenary, Catherine Lucet, President at Editions Nathan: highlighted some of the issues and challenges faced by publishers in Europe; summarised how commercially produced resources are being distributed in France; provided some research results on teachers' use of digital textbooks; and shared some thoughts on change management related to the introduction of digital textbooks.

She suggested that there was a particular need to clarify the conditions of public/private competition and that, while digital and print textbooks and went on to provide a brief overview of the interoperability issues and other technical issues that educational publishers have to cope with.

Following a brief introduction to digital textbooks and how they are quite different from traditional print textbooks, she provided some statistics taken from a survey on teachers' acceptance of digital textbooks, as well as a survey on the main difficulties that teachers encountered when presented with digital textbooks.

The presentation ended with some ideas on change processes needed in schools in order to adopt digital resources, particularly how this process is transversal to: the type of teaching, the classroom equipment, the teachers' tools, and the pupils' tools. Some suggestions on the role that digital textbooks are playing in the change process were provided.

Figure 5 Educational Publishers in the Digital Transition: A Focus on Digital Textbooks – Catherine Lucet, President at Editions Nathan.

2.6 Interactive Whiteboard Content Interoperability: Benefiting both Users and Producers

Will Ellis, iTEC Project Manager at the European Schoolnet explained the background to Becta's[8] work and explored how an IWB common file format can be taken forward at a European level in a way that mutually benefits technology users and providers.

The speaker started with an introduction to the use of interactive whiteboards in education, and presented some usage statistics in UK schools. The arguments for an interoperability specification were outlined, with the speaker remarking that the pros by far outweigh the cons. The presentation followed with a discussion on who is responsiblefor resolving interoperability issues, and concluded with some remarks on the implications that interoperability may have for publishers.

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[8] Becta was the UK government agency leading the national drive to ensure the effective and innovative use of technology throughout learning. It was established in 1997.

Figure 6 Interactive Whiteboard Content Interoperability: Benefiting both Users and Producers – Will Ellis, iTEC Project Manager at the European Schoolnet.

2.7 ASPECT: An Overview

Dr. David Massart, ASPECT Project Manager at European Schoolnet, provided an overview of the ASPECT's main objectives: to develop best practice approaches to implementing standards and specifications for both educational content discovery and use.

During the presentation, the speaker brought forward a comparison between: reusable content, which can be moved to the users' systems of choice; and locked content, which is hosted on a system that controls access to it, and forces users to move to it in order to access the content.

The speaker followed with a brief introduction to SCORM and Common Cartridge, and the LRE Portal; and concluded by listing of the direct contributions to standards made by the ASPECT project.

Figure 7 ASPECT: An Overview – Dr.David Massart, ASPECT Project Manager at European Schoolnet.

2.8 Developing Best Practices for Educational Content Standards

In this plenary, one of the ASPECT partners, Warwick Bailey, Director of Icodeon Ltd., presented the development of some of the best practices developed in the project related to standards for content packaging. These best practices are based on the use of technical standards for collections of educational materials.

The speaker particularly focused on: ADL SCORM and IMS Common Cartridge. He suggested that ADL SCORM is an educational content standard primarily designed for a self-paced training or instruction, whilst IMS Common Cartridge has been designed primarily to support a more 'blended' learning style.

This presentation described how Icodeon technology had been used in blended learning scenarios, enabling teachers in ASPECT to do such things as: re-mixing an open educational resource with LMS, Blog, and Social Network; re-mixing an assessment; and re-mixing a secure app.

Figure 8 **Developing Best Practices for Educational Content Standards – Warwick Bailey, Director of Icodeon Ltd.**

2.9   Introduction to IDPF & EPUB

Cristina Mussinelli, member of the Board of Directors at IDPF (International Digital Publishing Forum), introduced the work of the IDPF, which is a not-for-profit trade and standards organisation with over 175 members from 25+ countries, currently working on the EPUB standard.

She reported that the IDPF had just published the first public draft of EPUB 3 on 14 February 2011 for public review and trial use and this is on track to be approved by May 2011. EPUB 3 has: core content based on HTML5; enhanced global language support; styling and layout enhancements; support for rich media and interactivity; improved metadata capabilities; MathML support; and enhanced accessibility.

She concluded that EPUB has rapidly become established as the eBook format standards in North America and Europe and, with its enhanced language support, has a promising future worldwide.

Figure 9 Introduction to IDPF & EPUB – Cristina Mussinelli, member of the Board of Directors at IDPF.

2.10 Interactive Whiteboard Content: Key Issues and Challenges

In this breakout session, Will Ellis from European Schoolnet moderated a panel discussion involving several leading IWB suppliers. This session considered the following issues:
- Definition of quality content for IWB.
- Implications of user-generated content for publishers.
- Definition of a common file format for IWB content.

Participants in this panel session included: Emilio Bernabei, SMART Technologies;Federico Carozzi, Acer; Karen Mahon, DYMO/Mimio andAlexandra Mounier, eInstruction.

Figure 10 The IWB panel.

2.11 The Next Generation of School Interoperability: Classroom Meets Online, Learning Meets Data

In this breakout session, Rob Abel from the IMS GLC moderated a panel discussion involving several leading providers of classroom and online learning technologies and school operators specialising in online learning. The issues discussed include:
- How to provide a seamless user experience to students, teachers, and administrators.
- How to produce data that helps improve the personalisation of the learning experience.
- How to use vendor-neutral interoperability specifications as a foundation.

Participants in this panel session included: Mark O'Neill, Technical Product Manager, Blackboard; Warwick Bailey, Director Icodeon; Martin Hall, Manager RM Education; Emilio Bernabei, Director, Global Ecosystems and Marketing Operations, SMART Technologies.

2.12 Digital Textbooks Becoming Mainstream?

In this breakout session on Day 2, Leonardo Tosi, a Researcher at INDIRE (National Documentation Institute for Innovation and Research in Education) provided an overview of how the Ministry of Education has already introduced 30,000 Interactive Whiteboards in schools and is currently analysing how best to support the introduction of digital textbooks. By 2011/2012, a new law in Italy will mean that schools will either opt to download digital online versions of textbooks or must purchase paper books with multimedia extensions.

Owen White, Digital Strategy Director at Pearson UK, looked at digital textbooks from a publisher's perspective. He suggested that the question is not how do get textbooks onto smart devices, but what opportunities do smart devices offer to improve learning. Mobile devices, tablets, and digital textbooks present many interesting characteristics to support the learning/teaching process. While paper-based delivery is fixed, unresponsive, not personalised, one size for all and usage is dumb, device-based delivery is mutable, responsive, customisable, fits around the learner, and leverages analytics.

Peter Scott, Director of the Knowledge Media Institute at the Open University in the UK concluded this session by providing an overview on how a Higher Education institution involved in distance learning was responding to new ways to provide digital learning materials. He reported that OU courses currently represented 30 of the 300 million downloads from iTunesU and that would soon have 450 digital books available by the end of February 2011.

Figure 12 Dr. Peter Scott, Director of the Knowledge Media Institute at the Open University.

2.13 ASPECT Best Practices for content standards and specifications

In this breakout session on Day 2, a number partners from the ASPECT project provided presentations on what had been achieved in the project.

Neil Smith, from the Vocabulary Management Group provided an overview of the Vocabulary Bank for Education (VBE): the repository functions, its content, and scope. He followed with a presentation of the VBE user interface, as well as its machine interfaces. Two main scenarios were described: live in real time for each request, and creating local copy and synchronising. The presentation concluded with an overview of the Application Profile Registry functions, content, and scope together with an overview of its main features.

Lars Ingesman, from UNI-C described the various features of the ASPECT integrated system and how these could be used to support creating, finding and using resources. The ASPECT's results that were presented included: the federation of repositories; the backbone system; the resources and metadata; the packaged resources; and tools integration and content use. This presentation also highlighted the lessons learned during the project including: the OAI-PMH protocol is recommended as a best-practice specification when setting up federated repositories; the LRE Metadata Application Profile v.4 specification is recommended as a key specification for metadata issues; the IMS Common Cartridge specification is recommended as a key specification for packaged content in a wide number of cases.

Dr.Águeda Gras-Velázquez, Kati Clements, and Pascal Craeye described how ASPECT carried out tests with teachers to check whether the implementation of standards and specifications on LRE content led to greater interoperability and cross-border re-use of resources. The validation methodology was explained. The main conclusion from the validation was that teachers unanimously agreed that, if high quality educational resources were available in SCORM/IMS Common Cartridge format, they would use them.

Figure 13 ASPECT: Results and Lessons Learned – Lars Ingesman, from UNI-C.
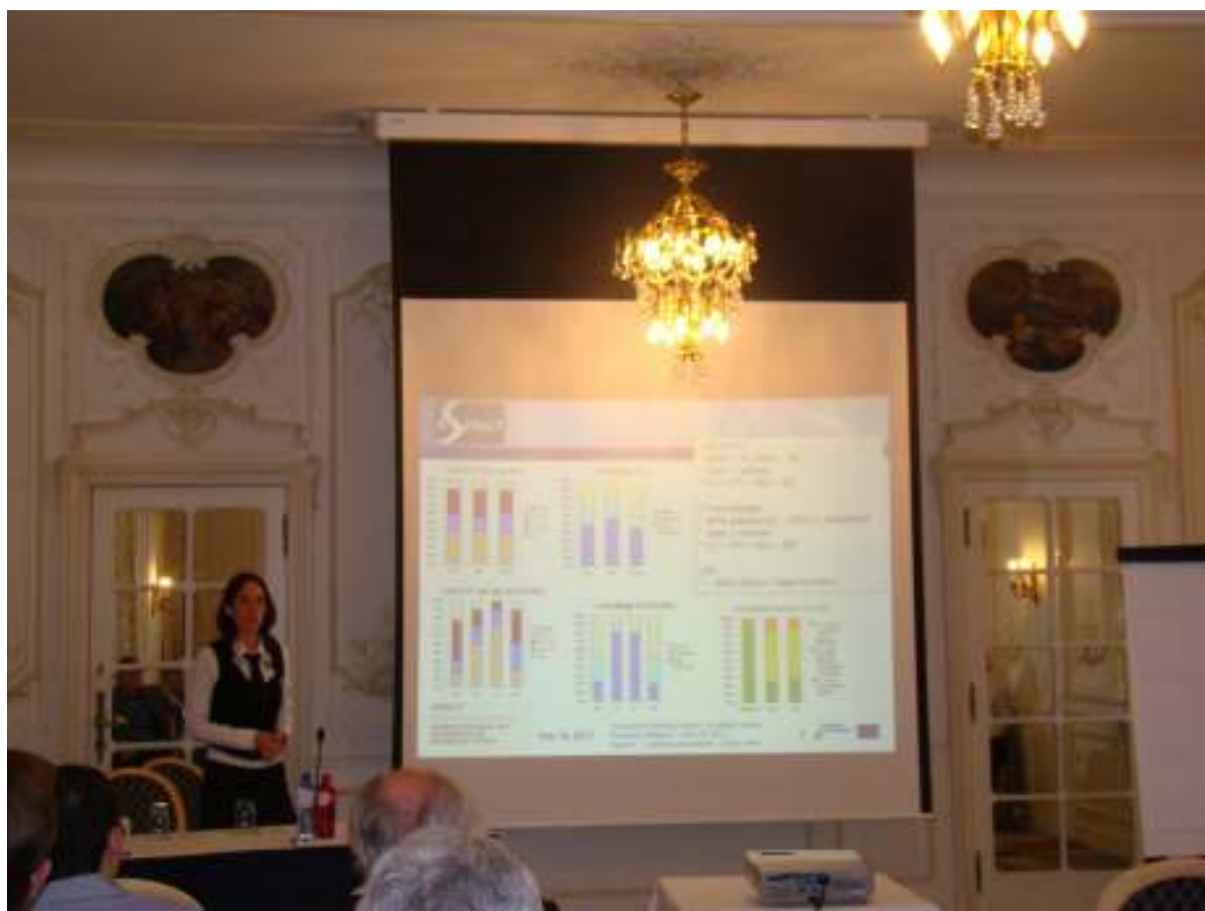
Figure 14 ASPECT: How Teachers Responded to Using Content Specifications such as SCORM and Common Cartridge – Dr.Águeda Gras-Velázquez, Science Programme Manager at the European Schoolnet.

2.14 KlasCement: Building Trusted Partnerships

In this plenary session, Hans de Four and Pascal Craeye, from EduCentrum provided an overview of the KlasCement portal for schools in Belgium. They explained how this initiative has been working in recent years to develop trusted partnerships with commercial content providers and how funding has been obtained as a result of charging companies for banner ads, selling keywords, adding information on some commercial content to the portal and including company information in newsletters.

2.15 eLearning and the Digital Agenda for Europe

Marc Röder, Project Officer with Unit 6, DG INFSO at the European Commission highlighted that ambitious aims have been set for Europe 2020; a 10% fall in the level of early school leavers; >40% of young people should have a tertiary degree; and spending on R&D should rise to 3% of GDP. He then outlined how the Digital Agenda for Europe is calling upon member states to mainstream eLearning for the modernisation of education.

For the 2011 CIP ICT PSP call for proposals, he reported that the Commission is looking for large-scale European projects that create a socially powered learning platform for Europe enabling teachers, pupils and parents to more easily discover, discuss and improve eLearning

resources. He concluded by suggesting that, in order to adapt to new challenges we need to: change and modernise education for the benefit of everyone; devise new business models; make curricula more flexible; enable user-generated content and professionally produced content to coexist.

Figure 15 Mark Röder, Project Officer with Unit 6, DG INFSO at the European Commission.

3 Evaluation of the Event

The data for the event evaluation was gathered by means of a survey that was distributed among all the participants in the Strategic Seminar on Educational Publishing Futures. This section presents the results of the evaluation of the Strategic Seminar on Educational Publishing Futures.

## 3.1 Description of the Survey

The survey was composed of the following questions:
1. How would you rate the pre-seminar documentation? (1 poor ... 5 excellent)
2. How would you rate overall the venue and facilities: catering, location, accessibility? (1 poor ... 5 excellent)
3. How useful were the plenary and breakout sessions that you attended?
    a. Welcome and Introduction, Marc Durando (1 not useful at all ... 5 very useful)
    b. Building a New Partnership, Jim Ayre (1 not useful at all ... 5 very useful)
    c. Digital Educational Content Interoperability, Rob Abel (1 not useful at all ... 5 very useful)
    d. Educational Publishing: Enabling the World to Teach and Learn, Graham Taylor (1 not useful at all ... 5 very useful)
    e. Educational Publishers in the Digital Transition, Catherine Lucet (1 not useful at all ... 5 very useful)
    f. Interactive Whiteboard Content Interoperability, Will Ellis (1 not useful at all ... 5 very useful)
    g. Developing Best Practices for Educational Content Standards, David Massart and Warwick Bailey (1 not useful at all ... 5 very useful)
    h. Introduction to IDPF & EPUB, Cristina Mussinelli (1 not useful at all ... 5 very useful)
    i. Breakout session 1 – ASPECT Best Practices for Content Standards and Specifications (1 not useful at all ... 5 very useful)
    j. Breakout session 2 – Interactive Whiteboard Content: Key Issues and Challenges (1 not useful at all ... 5 very useful)
    k. Breakout session 3 – The Next Generation of School Interoperability (1 not useful at all ... 5 very useful)
    l. Breakout session 4 – Digital Textbooks Becoming Mainstream? (1 not useful at all ... 5 very useful)
    m. KlasCement, Building Trusted Partnerships, Hans de Four and Pascal Craeye (1 not useful at all ... 5 very useful)
    n. eLearning and the Digital Agenda for Europe, Marc Röder (1 not useful at all ... 5 very useful)
4. How useful was the exhibition? (1 not useful at all ... 5 very useful)
5. Overall, how would you rate this event? (1 disappointing ... 5 very interesting/useful)
6. If we organize another event on Educational Publishing Futures, would you like more or less time in the conference programme to visit the exhibition and talk to other delegates? (More time, about the same, less time)
7. If we organize another event on Educational Publishing Futures, what topics would you like to see covered in the programme?
    a. Quality issues related to educational content (1 not important at all ... 5 very important)
    b. Standards, specifications and content interoperability (1 not important at all ... 5 very important)

c. Digital textbooks (1 not important at all ... 5 very important)
d. Educational content on mobile devices (1 not important at all ... 5 very important)
e. Educational content for Interactive Whiteboards (1 not important at all ... 5 very important)
f. Intellectual Property Rights and fair use policies (1 not important at all ... 5 very important)
g. Digital Rights Management (1 not important at all ... 5 very important)
h. Public private partnerships (1 not important at all ... 5 very important)
i. New business models (1 not important at all ... 5 very important)
j. User generated content (1 not important at all ... 5 very important)
k. Learning platforms, VLEs, LMSs (1 not important at all ... 5 very important)
8. Do you have any suggestions for how we could improve this sort of event on Educational Publishing Futures? (free response)

3.2 Description of the Results

A total of 67 replies were gathered from delegates (about 45% of the total). The participants came from different backgrounds, as shown in the following graphic.
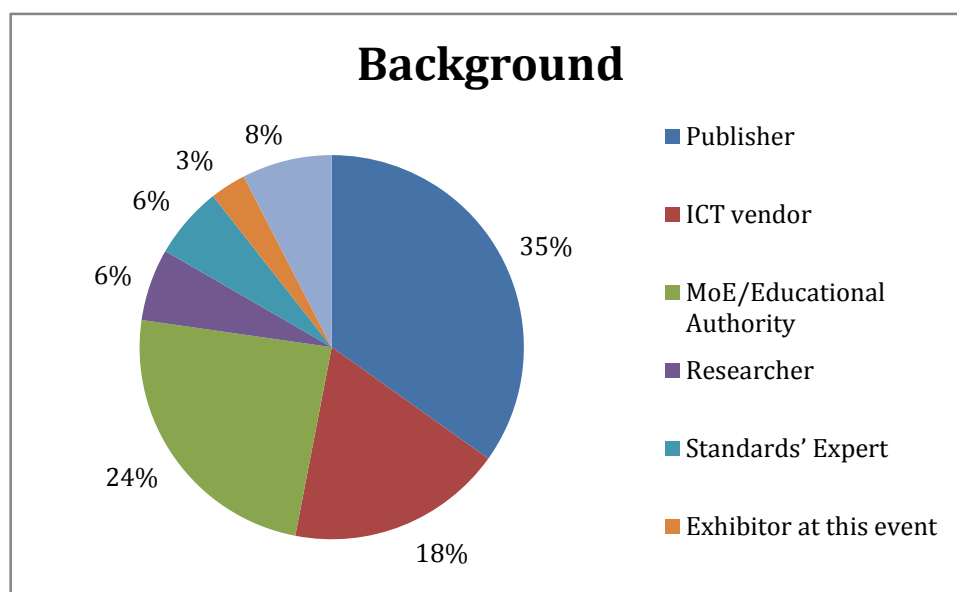
3.2.1 Question 1: How would you rate the pre-seminar documentation?

This question was aimed at evaluating the documentation that was provided to delegates prior to the seminar. As it can be seen in the graphic, the majority of attendees considered the pre-seminar supporting documentation to be relevant and well prepared.

1) How would you rate the pre-seminar documentation?
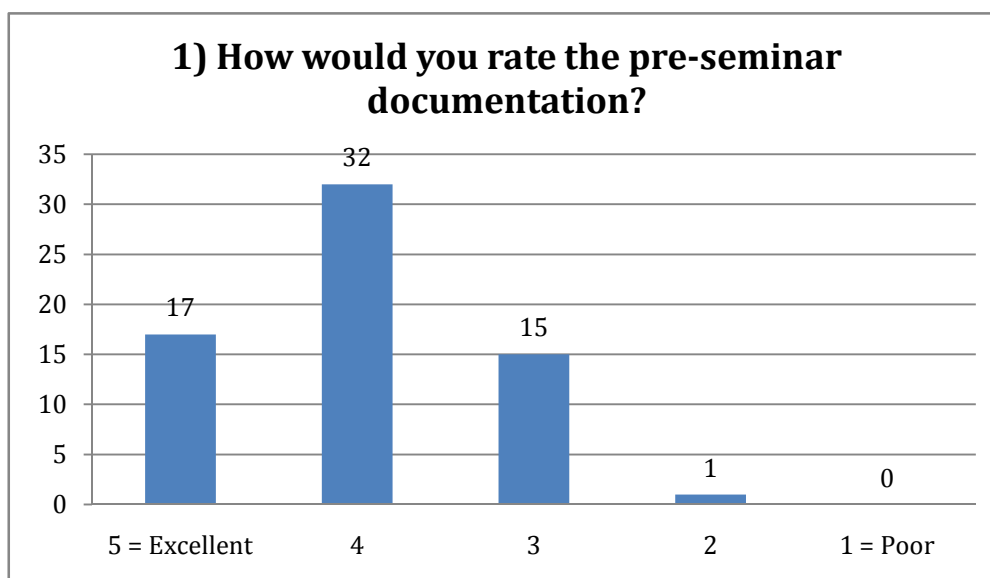
3.2.2 Question 2: How would you rate overall the venue and facilities: catering, location, accessibility?

This question aimed at assessing the venue and facilities. As can be seen, the venue and facilities were scored highly by all attendees. On a five-point scale, the majority of delegates (64) rated them as 'Excellent' or 'Very Good'. No one rated them as 'Satisfactory' or 'Poor'.
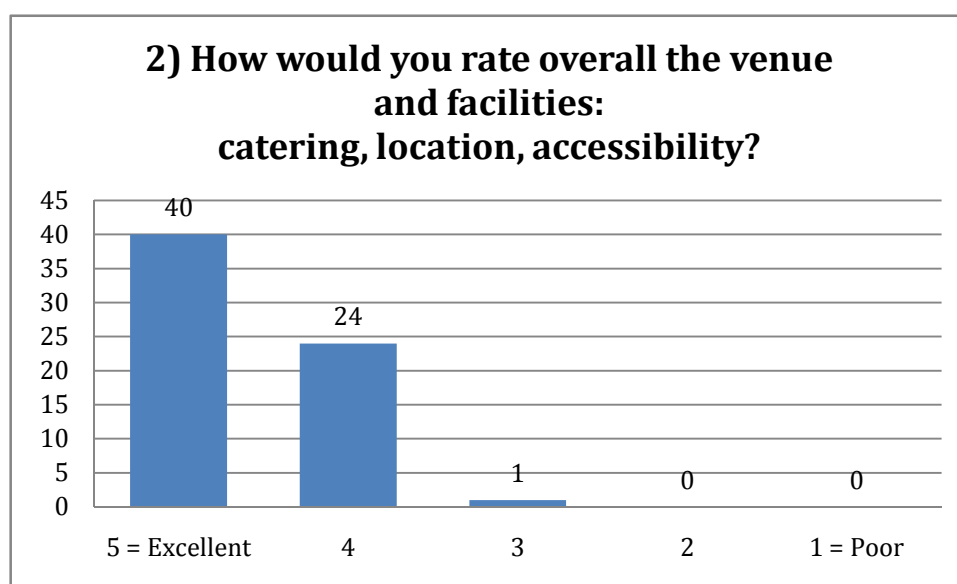
2) How would you rate overall the venue and facilities: catering, location, accessibility?

3.2.3 Question 3: How useful were the plenary and breakout sessions that you attended?

The goal of this question was to find out which sessions were the most useful. The most attended session was *IWB Content Interoperability*, by W. Ellis. The most useful sessions were the presentation by C. Lucet on *Educational Publishers in the Digital Transition* (around 50 delegates rated it as 'Very Useful' or 'Useful'), and the presentation by R. Abel on *Digital Educational Content Interoperability* (more than 50 delegates rated it as 'Very Useful' or 'Useful').

3) How useful were the plenary and breakout sessions that you attended?
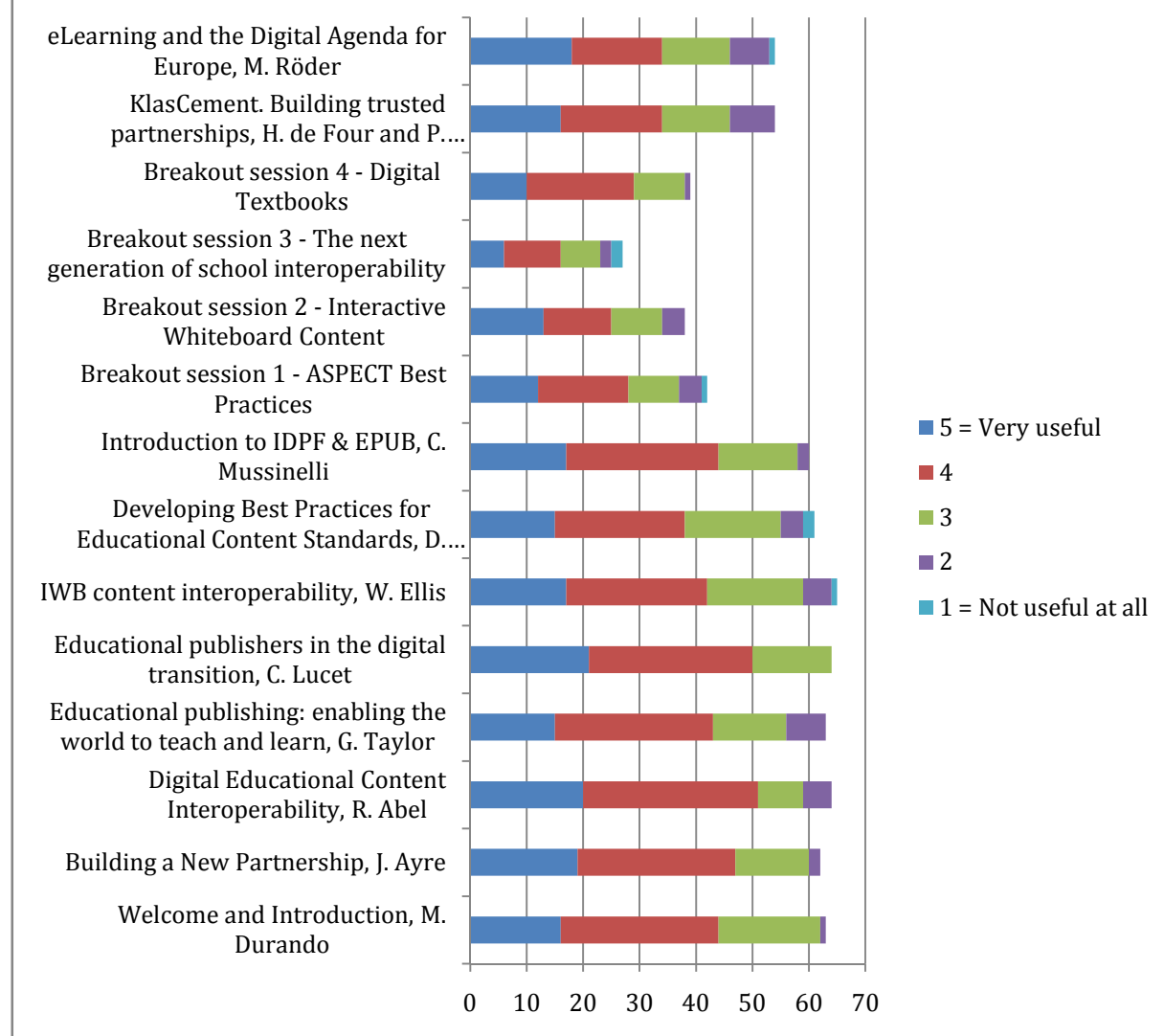
3.2.4 Question 4: How useful was the exhibition?

This question aimed to assess the usefulness and effectiveness of the exhibition. The results from this question show that a majority of visitors found the exhibition to be very useful and informative. Feedback from the visitors was extremely positive, suggesting that it was a well-organised exhibition, very informative, and with lots of interesting features.

4) How useful was the exhibition?

5%

11%

26%

26%

32%

- 5 = Very useful
- 4
- 3
- 2
- 1 = Not useful at all
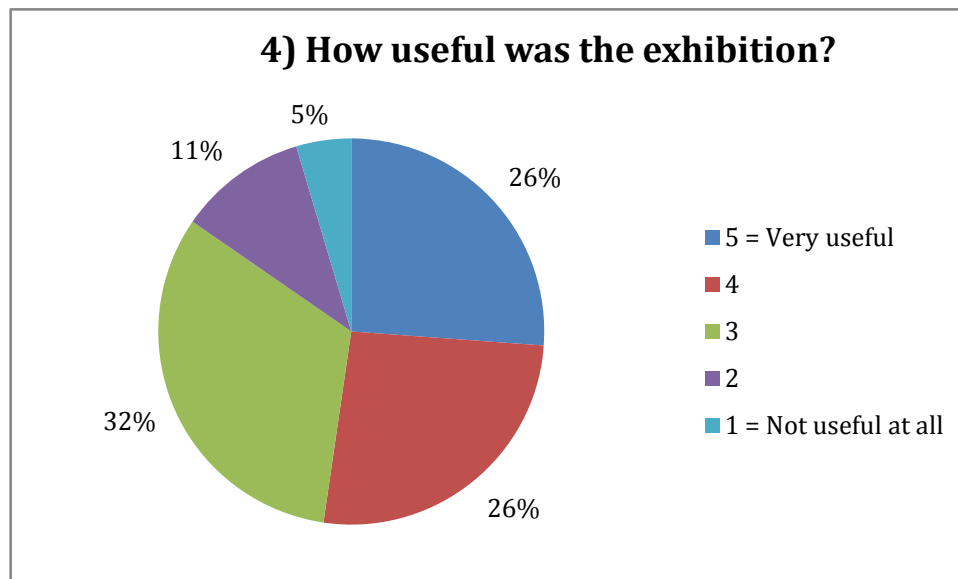
3.2.5   Question 5: Overall, how would you rate this event?

Participants were requested to provide an overall opinion of the Seminar. A large number of attendees (44%) reported that the Seminar was very interesting/useful, while 45% reported that it was interesting. These results are shown in the following chart.

5) Overall, how would you rate this event?

8%

3%

44%

45%

- 5 = Very interesting/useful
- 4
- 3
- 2
- 1 = Disappointing
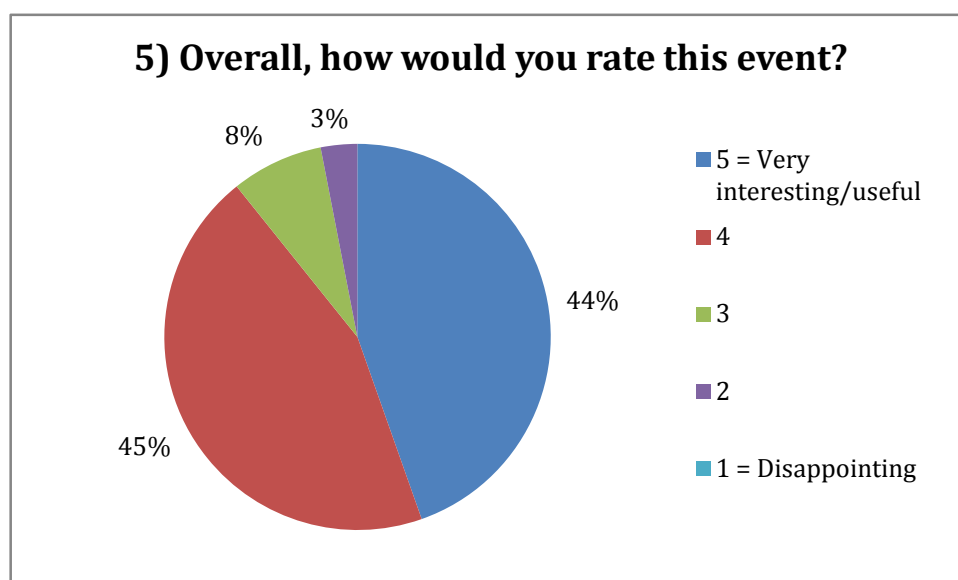
3.2.6 Question 6: If we organize another event on EPF, would you like more or less time in the conference programme to visit the exhibition and talk to other delegates?

Participants were asked if they would have preferred more or less time in the conference programme, in order to visit the exhibition and talk to other participants. 78% of attendees reported that they would like about the same time in the conference programme.

6) If we organize another event on EPF, would you like more or less time in the conference programme to visit the exhibition and talk to other delegates?

- ■ More time
- ■ About the same
- ■ Less time

2%

20%

78%
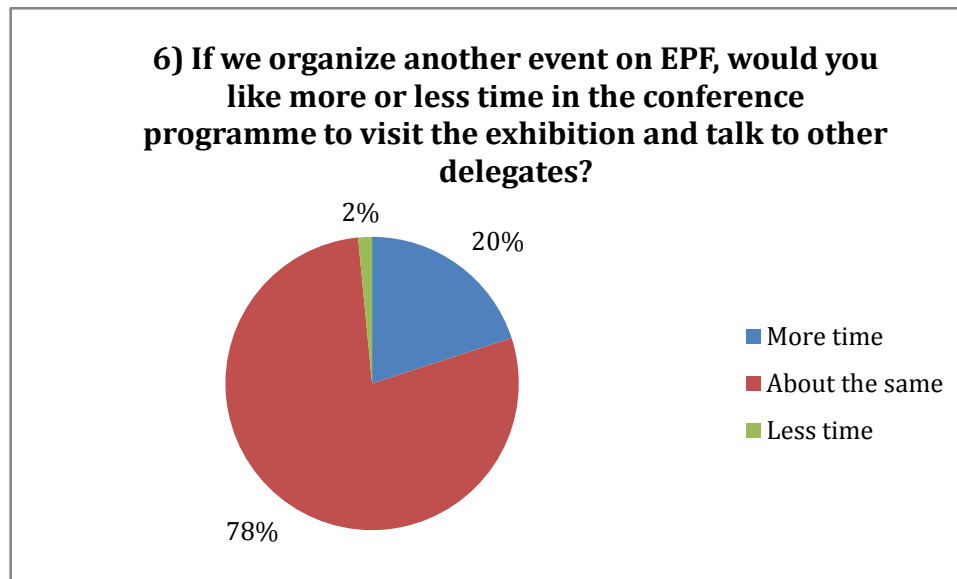
3.2.7 Question 7: If we organize another event on Educational Publishing Futures, what topics would you like to see covered in the programme?

Attendees were asked which topics they would like to include if European Schoolnet were to run another seminar on Educational Publishing Futures. Covering *Quality issues related to educational content* stood out as a key topic that should be covered in future events.

7) If we organize another event on Educational Publishing Futures, what topics would you like to see covered in the programme?
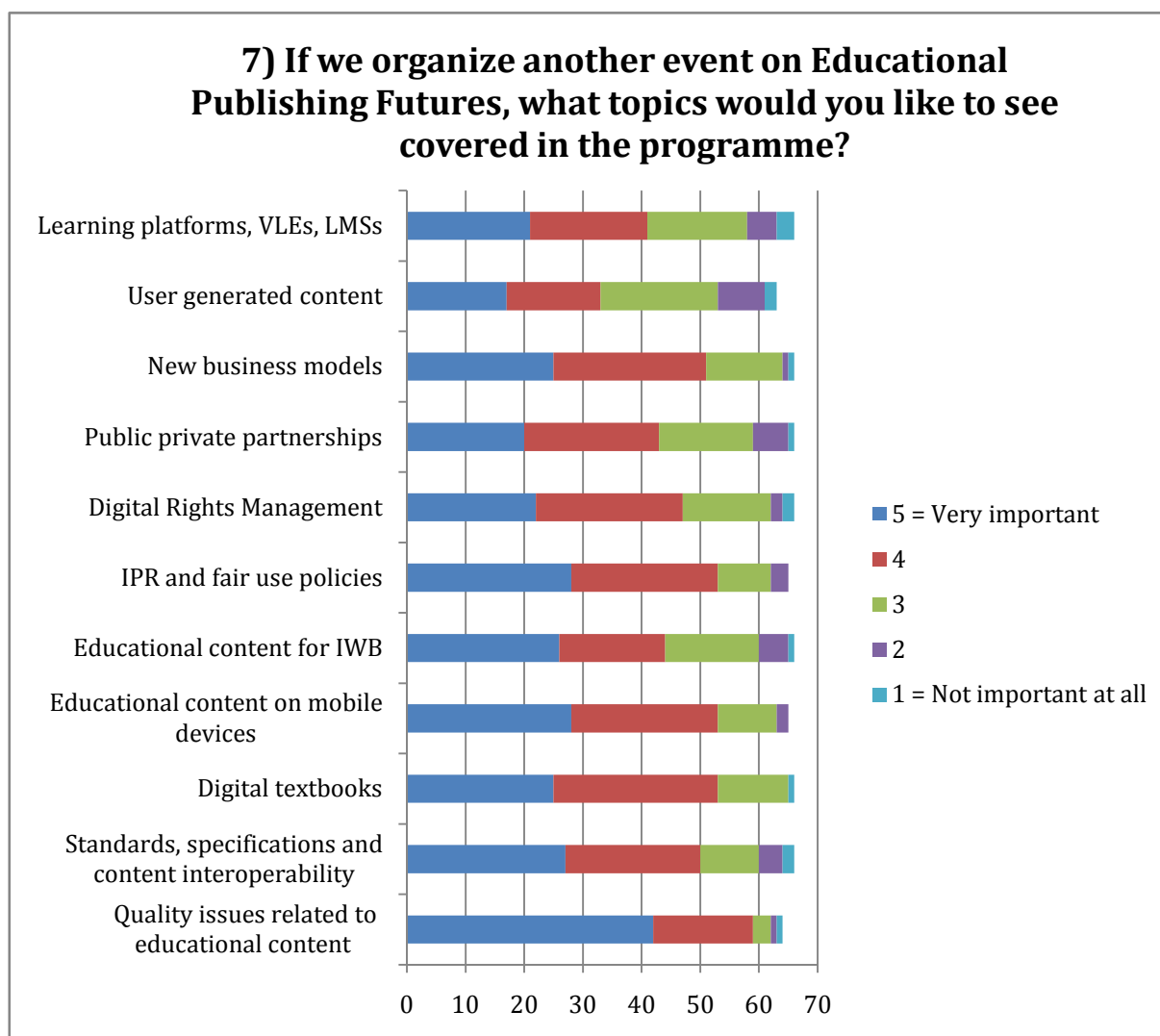
3.2.8   Question 8: Do you have any suggestions for how we could improve this sort of event on Educational Publishing Futures?

Attendees were asked to provide some suggestions to improve future editions of this Seminar. Most responses reported that the event was great, useful, and very interesting. Some of these comments are listed below:

- *"I thought the event was extremely useful and I made a number of great contacts there. I look forward to participating in other similar events in the future. Thank you so much for all of your hard work in putting this event on."*
- "*This was a very interesting and productive event. It might be a good idea to build in time for conversation between ministries about difficulties encountered around Europe. The fact that most countries do not rely on English resources and that as of now, much less is available in other languages is problematic.*"
- "*Well organised and catered for thank you. I think that it would be good to have a contact program, so that if I would like to speak to someone then I can contact them at the event, maybe a contacts board or similar.*"

Other comments from the delegates provided some suggestions on how to conduct sessions in future seminars:

- *"More time for interaction which means less time for presenters so that it is not just a qa-session at the end."*
- *"1. Provide more "real-life" examples during the presentations (at some point they were too theoretical, although they talked about practical issues - e.g., LRE,Interactive Whiteboards)*
  2. Hands-on experiences for the topics discussed (see above).
  3. Do not assume that all participants know about everything that is discussed or presented (insert explanations from time to time, particularly about technical terms or abbreviations)."

Another comment focused on the language-related difficulties that may arise in non-English speaking EU countries:

- *"This was a very interesting and productive event. It might be a good idea to build in time for conversation between ministries about difficulties encountered around Europe. The fact that most countries do not rely on English resources and that, as of nowmuch less is available in other languages is problematic."*

4   Conclusion

European Schoolnet planned this strategic seminar on educational publishing futures to address a number of key issues, including those related to content standards and specifications that had been identified by Ministries of Education (MoE) in the European Schoolnet Policy and Innovation Committee and Interactive Whiteboard Working Group.

From the ASPECT project's perspective, the aim of the event was particularly to reach out to MoE, publishers and content developers across Europe who had not yet attended an ASPECT technical workshop, plugfest or webinar in order to make them aware that adopting some of the project's best practices should be an important part of their digital content strategy for schools.

The programme for the seminar certainly ignited an unexpected level of interest in terms of the number of vendors who agreed to support the event, the positive response EUN received from the main publishing associations (IPA, FEE, EEPG) and the number of delegates that registered. The original planning was for an event of up to 120 delegates. This had to be quickly extended to 150 (the full capacity of the venue) and even then there were another 15 requests for delegate places that could not be fulfilled because of lack of space.

The positive feedback received (see section 4) from the delegates would also suggest that the seminar was in line with the needs of many stakeholders who are currently witnessing a difficult economic climate in public sector education, major changes in the learning platforms and devices that are available to schools (including interactive white boards, new eBook readers, tablets and mobile devices), and uncertainty about current business models as 'learning objects' morph into digital textbooks and apps.

The project believes that this final event was a fitting conclusion to ASPECT's work and dissemination activities. As intended, it enabled the project to bring best practice related to the implementation of standards and specifications to the attention of a high-level audience that included some of Europe's foremost publishers and content developers. It is also the intention that the seminar will provide a platform that Ministries, publishers and ICT vendors can build on in order to have a longer-term dialogue on educational publishing futures and the important role that ASPECT best practices, tools and services can continue to make after the end of the project.

5 Annexes

5.1 Program of the Event

PROGRAMME

Thursday 17 February	
13.00-14.00	*Registration and exhibition opening* **Foyer and Ballroom II, ground floor**
14.00-14.20	*Welcome and Introduction* **Ballroom I, ground floor** **Marc Durando, Executive Director, European Schoolnet**
14.20-14.30	*Building a New Partnership* **Jim Ayre, Senior Adviser European Schoolnet**
14.30-15.00	*Educational publishing: enabling the world to teach and learn?* **Graham Taylor, Director Educational Publishers Council, UK** A healthy and sustainable educational publishing industry is an asset to any democratic society and essential for a competitive knowledge economy. The mission of educational publishers is to provide continuously effective tools and services for teachers and learners, using whatever media are available. Dynamic educational publishing brings a quality of learning experience adapted to local needs. This presentation will explain what added value publishers can bring, why teachers, schools and ministries might choose to work with professionally developed learning materials, and what policy makers might take into account in order to enable publishers to develop and sustain high quality solutions.
15.00-15.30	*Digital Educational Content Interoperability* *Establishing the Foundation for an Integrated System of Instruction and Assessment* **Rob Abel, Ed.D., Chief Executive, IMS Global Learning Consortium** What does the future of digital educational content require? The U.S. Department of Education has established the Race to the Top program - a historical investment in improving America's K-12 education system. Recently two grants were awarded to support Race to the Top Assessment - a radical redesign to support an integrated system of instruction and assessment. Rob Abel will provide an overview of how interoperability standards can be applied to enable a vendor-neutral approach to achieving the vision of Race to the Top - one that is in tune with aspirations around the world. This includes a discussion for interoperability of content and assessments across classroom, online, and mobile environments.
15.30-16.00	*Digital textbooks: a pathway towards using technology in the classroom?* **Catherine Lucet, Présidente at Editions Nathan** French educational publishers have been systematically offering increasingly elaborate digital versions of their textbooks in recent years. But, how are these resources perceived by teachers, how do they interoperate with digital workspaces, how are they distributed, how are they evolving, and what role can they play in an overall change management process? In this presentation Catherine Lucet, Présidente at Editions Nathan will share the findings of a number of research studies and reflections on these questions.
16.00-16.45	*Coffee break and exhibition* **Ballroom II, ground floor**
16.45-17.10	*Interactive Whiteboard content interoperability -* **Ballroom I, ground floor** *Benefiting both users and producers* **Will Ellis, iTEC Project Manager, European Schoolnet** The increasing international adoption of interactive whiteboard technologies in schools is currently providing commercial publishers and content developers with opportunities to create new types of innovative teaching and learning content. At the same time, authoring software from IWB vendors is supporting the development of user generated and open educational resources. In this context, Ministries in European Schoolnet's Interactive Whiteboard Working Group have been supporting the Becta initiative in the UK to define a common file format for IWB content. Will Ellis, formerly Head of Digital Learning resources at Becta and now leading the European Schoolnet iTEC project, will

	explain the background to Becta's work and explore how an IWB common file format can be taken forward at a European level in a way that mutually benefits technology users and providers.
17.10-17.35	**Developing best practices for educational content standards** **David Massart, European Schoolnet and Warwick Bailey, Icodeon Ltd.** European Schoolnet's ASPECT project (Adopting Standards and Specifications for Educational Content) is coming to a close at the end of February 2011. With support from the European Commission's eContent*plus* Programme, ASPECT has included 22 partners from 15 countries, including 9 Ministries of Education, four commercial content developers and leading technology providers. For the first time, experts from all international standardisation bodies and consortia active in e-learning have worked together in order to improve the adoption of learning technology standards. In this presentation, David Massart, the ASPECT Project Manager will present the key project results. Warwick Bailey, Director of Icodeon Ltd. in the UK and one of the ASPECT partners will also highlight the differences between SCORM and the more recent Common Cartridge specification, including how the latter lends itself more to blended learning situations.
17.35-18.00	**Electronic Books and EPUB** **Cristina Mussinelli, member of the Board of Directors at IDPF (International Digital Publishing Forum)** As digital publishing continues to expand, EPUB is rapidly becoming a widely used standard for ebooks and has gained a critical role in the future development of the digital publishing market. EPUB (short for electronic publication) is the free and open e-book official standard of the International Digital Publishing Forum (IDPF). It allows publishers to produce and send a single digital publication file and provides interoperability for consumers between software/hardware. EPUB is designed for reflowable content, meaning that the text display can be optimised for the particular display device used by the reader of the EPUB-formatted book. This presentation will highlight the key features of EPUB and describe the future implementation of the new release of EPUB 3 that will be delivered in summer 2011.
18.00-19.00	**Exhibition open and pre-dinner drinks** **Ballroom II, ground floor**
19.30	**Dinner – all delegates are invited to attend** **Restaurant Nouveau Taste at Crowne Plaza**

European Schoolnet

ASPECT

Friday 18 February		
09.00-10.20	**Breakout session 1** ***ASPECT Best Practices for content standards and specifications*** ***Room Infinity, 2nd floor*** During this session, chaired by David Massart of European Schoolnet, the main results of the ASPECT project will be presented. Lars Ingesman from UNI-C will report on the best practices identified by both public and private sector content providers. Àgueda Gras-Velázquez from European Schoolnet will explain how teachers in the project responded to using content specifications such as SCORM and Common Cartridge. Finally, Neil Smith from the Vocabulary Management Group will introduce tools developed by his company during the project to support best practices for managing metadata application profiles and controlled vocabularies.	**Breakout session 2** ***Interactive Whiteboard Content: key issues and challenges*** ***Ballroom I, ground floor*** During this session, there will be a panel discussion involving leading IWB suppliers moderated by Will Ellis from European Schoolnet. The session will consider: how we can define quality IWB content; whether content created by interactive whiteboard tools is appropriate for particular learning and teaching approaches/scenarios; whether current IWB resources are of sufficient quality to impact on learning outcomes; what are the implications for publishers of the growing volume of user-generated IWB content; and whether a common file format for IWB content provides more opportunities or challenges for publishers.
10.20-11.00	*Coffee break and exhibition*	*Ballroom II, ground floor*
11.00-12.30	**Breakout session 3** ***The next generation of school interoperability: classroom meets online, learning meets data*** ***Room Infinity, 2nd floor*** During this session there will be a panel discussion moderated by Rob Abel of the IMS Global Learning Consortium with several leading providers of classroom and online learning technologies and school operators specialising in personalised learning. It is clear that to students, teachers and administrators there should be a seamless user experience across classroom and online. And all systems should produce data that help improve the personalisation of the learning experience in line with every pupil's needs. How do we get there from here using vendor-neutral interoperability as a foundation? Participants include: Mark O'Neill, Technical Product Manager, Blackboard; Warwick Bailey, Director Icodeon; Martin Hall, Manager RM Education; Emilio Bernabei, Director, Global Ecosystems and Marketing Operations, SMART Technologies.	**Breakout session 4** ***Digital Textbooks becoming mainstream?*** ***Ballroom I, ground floor*** During this session there will be three short presentations and a panel discussion that will explore how trends around the rapid take up of smart mobile and tablet devices are likely to impact on the textbook market in the next few years. Presenters include: Leonardo Tosi, Researcher, INDIRE Owen White, Digital Strategy Director, Pearson Education Peter Scott, Head of Knowledge Media Institute, Open University, UK

12.30-14.15	*Buffet Lunch and exhibition*	*Foyer and Ballroom II, ground floor*
	13.00 – 14.00 Room Infinity, 2nd floor *European Schoolnet Policy and Innovation Committee* *(a meeting only for participating Ministries of Education)* *13.15 – 13.45 Ballroom I, ground floor* *Lunchtime briefing on developing content for the iPhone, iPad and iPod Touch*	
14.15-14.45	*KlasCement: Building trusted partnerships*	*Ballroom I, ground floor*
	Hans de Four and Pascal Craeye, EduCentrum The non-profit organisation EduCentrum leads KlasCement, a project for schools partially subsidised by the Ministry of Education in Flanders. The fast growing KlasCement portal with over 64,000 members and 16,600 resources enables teachers to access both open content and resources from commercial providers. In this presentation Hans de Four, founder and coordinator of KlasCement, and Pascal Craeye, a member of the EduCentrum Board, will outline how this initiative has been building partnerships with content providers from the private sector over the last few years and how KlasCement provides a model for how a public sector initiative and commercial partners can successfully work towards the same goal - delivering a better education.	
14.45-15.15	*eLearning and the Digital Agenda for Europe: Modernising Education* Marc Röder, Project Officer with the European Commission will outline current DG INFSO activities in eLearning (ICT PSP Call in eLearning this year, Technology Enhanced Learning) and provide some context on these activities by outlining the Commission's strategic objectives and the underlying policy rationale (i.e. the Digital Agenda).	
15.15-15.35	*European Schoolnet Policy and Innovation Committee* Doug Brown, Chair of the European Schoolnet Policy and Innovation Committee, will reflect on the outcomes of the two days and report on some key content issues identified by Ministries of Education present at the event and share their thoughts about the important issues for European Ministries of Education and their relationship with publishers in the future.	
15.35-16.00	*Next Steps* An open discussion with seminar delegates on proposals for next steps towards defining Educational Publishing Futures and opportunities for joint working.	
16.00	*Close of seminar*	

5.2 Presentations

All presentations are available at the ASPECT website at http://www.aspect-project.org/node/128.

5.3   List of Participants

	First name	Last name	Organisation	Country
1	Rob	Abel	IMS Global Learning Consortium	USA
2	Julie	Angé	De Boeck	Belgium
3	Luis	Anido Rifón	University of Vigo	Spain
4	Pilar	Antolin	Ministry of Education	Spain
5	Jim	Ayre	European Schoolnet	Belgium
6	Tufan	Aytaç	Ministry of National Education	Turkey
7	Andreas	Baer	Association of Educational Publishers in Germany	Germany
8	Warwick	Bailey	Icodeon Ltd	United Kingdom
9	Burak	Baktir	SMART Technologies	Turkey
10	Robin	Ball	Cambridge University Press	United Kingdom
11	Patrick	Barry	The Educational Company of Ireland	Ireland
12	Vladimir	Batagelj	University of Ljubljana	Slovenia
13	Holger	Behm	Cornelsen Verlag	Germany
14	Alan	Bennett	Apple	United Kingdom
15	Alex	Bennett	Jolly Learning Ltd	United Kingdom
16	Anne	Bergman-Tahon	Federation of European Publishers	Belgium
17	Emilio	Bernabei	SMART Technologies	Canada
18	Iris	Blatterer	Verlag Jugend & Volk GmbH	Austria
19	Vaino	Brazdeikis	Centre of IT in Education	Lithuania
20	Doug	Brown	Chair, EUN Policy and Innovation Committee	United Kingdom
21	Florin	Burcea	Siveco	Romania
22	Stephanie	Burton	Centre Fri-tic, HEP Fribourg	Switzerland
23	Fernando	Campos	D.G.I.D.C.	Portugal
24	Federico	Carozzi	Acer	Italy
25	Ramon	Casals	Editorial Casals, S.A.	Spain
26	Mirian Olga	Cecilia	ITE - Ministry of Education	Spain
27	Petr	Chalus	DZS	Czech Republic
28	Stephane	Chaudron	European Schoolnet	Belgium
29	Grégory	Choisel	eInstruction	France
30	Steen	Clausen	DYMO	Mimio	United Kingdom
31	Peter	Claxton	SMART Technologies	United Kingdom
32	Kati	Clements	University of Jyväskylä	Finland
33	Gianfranco	Congiu	Giunti Scuola	Italy
34	Pascal	Craeye	EduCentrum / Klascement	Belgium
35	David	Daenekint	De Boeck	Belgium
36	Ingo	Dahn	University Koblenz-Landau	Germany
37	Jan	De Craemer	Flemish Ministry of Education & Training	Belgium

38	Hans	de Four	EduCentrum / Klascement	Belgium
39	Davy	De Rijbel	SMART Technologies	Belgium
40	Stephan	de Valk	Noordhoff Uitgevers	The Netherlands
41	Jean-Marie	Delmotte	Averbode Publishers	Belgium
42	Marc	Devijver	Plantyn	Belgium
43	Paul	Dolk	Apple	The Netherlands
44	Marc	Durando	European Schoolnet	Belgium
45	Boris	Duris	Ministry of Education, Science, Research and Sport	Slovakia
46	Serkan	Düzgün	Ministry of National Education	Turkey
47	Ramon	Eixarch	Maths for More	Spain
48	Will	Ellis	European Schoolnet	Belgium
49	Estefania	Fuentes	RegionExpert.com	Belgium
50	Brian	Gilsenan	CJ Fallon	Ireland
51	Rosa Maria	Gómez de Regil	CNDP	France
52	George	Gooderham	TeamBoard Inc.	Canada
53	Agueda	Gras	European Schoolnet	Belgium
54	Martin	Hall	RM Lightbox	United Kingdom
55	Christine	Hauck	Cornelsen Verlag	Germany
56	Jamie	Hedges	SMART Technologies	
57	Bart	Hendrickx	Questionmark	Belgium
58	Brian	Holmes	Executive Agency for Education, Audiovisual and Culture	Belgium
59	Michael	Hövel	Easisoft GmbH	Germany
60	Sabine	Huber	Intel	Germany
61	Lars	Ingesman	UNI-C	Denmark
62	Geoff	Jackman	DYMO	Mimio	United Kingdom
63	Elina	Jokisalo	European Schoolnet	Belgium
64	Marek	Juraszek	Young Digital Planet	Poland
65	Peter	Karlberg	Skolverket	Sweden
66	Matija	Karlovšek	Rokus Klett Publishing House	Slovenia
67	Alex	Kidd	Becta	United Kingdom
68	Nicholas	Kind	Macmillan Education	United Kingdom
69	John	Kleeman	Questionmark	United Kingdom
70	Joris	Klerkx	Katholieke Universiteit Leuven	Belgium
71	Kurt	Klynen	Apple	Belgium
72	Simona	Knez	Modrijan zalozba	Slovenia
73	H-P	Köhler	Kennisnet	The Netherlands
74	Milena	Konstantinova	Prosveta Publishing House	Bulgaria
75	Noam	Koriat	Ministry of Education, Israel	Israel
76	Vasja	Kožuh	DZS, d.d.	Slovenia
77	Janusz	Krupa	Ministry of National Education	Poland
78	Eugenijus	Kurilovas	Centre of IT in Education	Lithuania
79	Dorota	Kurowska	Ministry of Education	Poland
80	Steen	Lassen	Ministry of Education	Denmark

81	Dung	Le	European Schoolnet	Belgium
82	Ngoc Anh	Le Thi	Hanoi Medical University	Vietnam
83	Marie	Leboniec	European Schoolnet	Belgium
84	Karl	Lehner	Ministry of Education	Austria
85	Johannes	Lessmann	HERDT-Verlag fuer Bildungsmedien	Germany
86	Catherine	Lucet	Editis Education & Reference	France
87	Karen	Mahon	DYMO | Mimio	USA
88	David	Massart	European Schoolnet	Belgium
89	Lisa	Mattson	IMS Global Learning Consortium	USA
90	Bertrand	Mellah	Acer	France
91	Poul Henrik	Mikkelsen	Systime Publishing	Denmark
92	Chris	Miller	Apple	United Kingdom
93	Emin	Mkrtchyan	Zangak-97 Publishing House	Armenia
94	Jerome	Morrissey	National Centre for Technology in Education	Ireland
95	Alexandra	Mounier	eInstruction	France
96	José	Moura Carvalho	DGIDC - MoE	Portugal
97	Cristina	Mussinelli	Associazione Italiana Editori	Italy
98	Bruce	Neale	Pearson Education	United Kingdom
99	Maria	Nikolaidou	Lab of Medical Informatics Medical School, AUTH	Greece
100	Nikolina	Nikolova	University of Sofia	Bulgaria
101	Laurent	Odic	eInstruction	France
102	Mark	O'Neill	Blackboard	USA
103	Delia	Oprea	Siveco	Romania
104	Per Christian	Opsahl	The Norwegian Publishers Association	Norway
105	Paul	Osborn	Panasonic	United Kingdom
106	Stephanie	Ottenheijm	Kennisnet	The Netherlands
107	Giuseppe	Petito	Business Solutions Europa	United Kingdom
108	Brennan	Peyton	Panasonic	United Kingdom
109	Karine	Picque	Panasonic	France
110	Artur	Polanski	Young Digital Planet	Poland
111	Jacek	Popko	Oxford University Press Polska	Poland
112	Senja	Požar Horvat	Mladinska knjiga Educational Publishing	Slovenia
113	Garry	Pratt	Teachit	United Kingdom
114	Ed	Prosser		United Kingdom
115	Bernhard	Racz	ENIS Austria	Austria
116	Jens Erik	Rasmussen	Mikro Værkstedet	Denmark
117	Darius	Ratkevicius	Sviesa Publishing House	Lithuania
118	Jelka	Razpotnik	Rokus-Klett Publishing House	Slovenia
119	Rolf	Reinhardt	EFQUEL	Belgium

120	Mark	Robinson	Promethean	United Kingdom
121	Sebastien	Rodelet	Editions Didier	France
122	Marc	Röder	European Commission	Belgium
123	Zoe	Rose	Cambridge University Press	United Kingdom
124	Teuvo	Sankila	Otava Publishing Company	Finland
125	Matthias	Scheja	Fronter	Germany
126	Martina	Schoberova	Europeana	The Netherlands
127	Peter	Scott	Open University	United Kingdom
128	Philippe	Selke	Editions Van In	Belgium
129	Kimberly	Serlet	De Boeck	Belgium
130	Elena	Shulman	European Schoolnet	Belgium
131	Vanja	Sikic	Profil International	Croatia
132	Rowan	Simms	Apple	United Kingdom
133	Neil	Smith	Vocabulary Management Group	United Kingdom
134	Colin	Smythe	IMS Global Learning Consortium	United Kingdom
135	Morten	Søby	The Norwegian Centre for ICT in Education	Norway
136	Søren Peter	Sørensen	Systime Publishing	Denmark
137	Preben	Späth	European Educational Publishers Group	Denmark
138	Silvia	Spinoso	European Schoolnet	Belgium
139	Mihai	Stanca	Siveco	Romania
140	Małgorzata	Szybalska	Ministry of National Education	Poland
141	Katrien	Talpe	DYMO	Mimio	Belgium
142	Graham	Taylor	The Publishers Association	United Kingdom
143	Vasco	Teixeira	Porto Editora	Portugal
144	Bas	Ten Holter	IMS Global Learning Consortium	
145	Richard	Teversham	Apple	United Kingdom
146	Leonardo	Tosi	INDIRE	Italy
147	Ján	Trubač	AGEMSOFT, a.s.	Slovakia
148	Enrico	Turrin	Federation of European Publishers	Belgium
149	Edward	Upton	Teachable	United Kingdom
150	Vicky	Vermeulen	die Keure	Belgium
151	Anna	Vicens	Editorial Vicens Vives	Spain
152	Rickard	Vinde	Swedish Association of Educational Publishers	Sweden
153	Riina	Vuorikari	European Schoolnet	Belgium
154	Crispin	Weston	SALTIS	United Kingdom
155	Owen	White	Pearson Education	United Kingdom
156	Tobias	Windbrake	SMART Technologies	Germany
157	Dov	Winer	Makash	Israel
158	Jaco	Zijlstra	Noordhoff Uitgevers BV	The Netherlands
159	Karel	Zova	Tiger Leap Foundation	Estonia

5.4 Pictures from the Event