Educational Publishing Futures
Welcome and Introduction

Marc Durando
What is European Schoolnet (EUN)?

Network of 30 Ministries of Education in Europe

Dedicated to

Support schools in bringing about the best use of technology in learning

Promote the European dimension in schools and education

Improve and raise the quality of education in Europe

www.europeanschoolnet.org - www.eun.org
Three main Strands of activities

Knowledge building and Exchange on ICT policies and practice

EUN Activities

School networking and services

Interoperability and content exchange
Three major strategic areas

- Providing concrete evidence and data for effective use of ICT in schools on which to base policy recommendations.

- The necessity to support schools and teachers in their teaching practices

- Developing and sustaining of a network of schools engaged in the validation of innovative approaches on how to use ICT in classes.
Evidence based activities

3 Working Groups
- IWB
- Digital skills
- Special Needs

Major studies
- Analysis of the issue of serious games

Survey of schools, ICT and education

NETBOOK STUDY

www.europeanschoolnet.org - www.eun.org
Support Schools and Teachers

Energy cooperation activities

70,000 schools
12,000 projects
120,000 teachers
eTwinning 2.0

www.europeanschoolnet.org - www.eun.org
Network of validation schools pilots

- EUN worked with innovative teachers and early adopters
- ICT innovative schools
- Challenge is now to scale up innovative ICT practice

Concept of Living Lab
iTEC proposal

Large-scale pilots for the design of the future classroom (exploring both technology and teaching practices).

Innovation in learning and teaching

Underlining change processes

New summative and formative assessment methods

Novel solutions supporting the active participation of a wider community of stakeholders
Scenarios of future classroom

Selection of scenarios

Rapid prototyping of applications

Large-scale pilots
12 MoE -> 1,000 classes

Teachers centred

How teachers can more easily select and combine relevant technology components (beyond Web 2.0) tailored to the future classroom scenario of their choice

5 cycles for the scenarios – 18 months per scenario
Living Lab

Policy makers and ICT suppliers can rethink and test designs for the future classroom

Mainstreaming iTEC scenarios
Define the future classroom in the largest pan-European validation yet undertaken.

High-level group of ‘decision shapers’ 14 MoE

High level Group

Educational reform processes

Will help ensure that iTEC results feed into the educational reform process at both national and European level
Educational Publishing Futures
3 basic components of an eBook?

Delivery - Support for reading

Digital content

Interface - Software
Percentage of pupils (9 years) where teachers say they use at least once a week textbooks, books for children, educational software or Internet access for the learning of reading. Public and Private together, 2006.

ICT: a lot of promising projects .... and failures
Practices do not progress so much

Richard E. Meyer, University of California, 2010

Approach centred on technology:
- Emphasis on leading edge technologies
- Hypothesis: learners and teachers will adapt and cope with new technology and not the other way around

Approach centred on the learner
- Starting point is learning mechanisms
- Technology which adapts to the needs of the learner and the teacher and SUPPORTS the learning process
- Cross disciplinary teams (teachers, cognitive experts, pedagogues, technicians, ...)
Parents and pupils easily connect to Internet

Personalisation (access to a selection of chapters and on demand printing)

A service which has to be available: private? public? At local, regional, school level?

Functionalities to be offered and to be managed (choice of software, IPR…)

Impact on the school libraries – storage, how to borrow ebooks?
The eBook – an economic question

For the school
eBook costs less (around 30% less?)

For the parents

For commercial publishers

A new economic model – to be combined with text books?

INTEROPERABILITY ISSUES
The success factors of the eBook in education?

**ISTE** (International Society for Technology in Education)

**content**
Without digital content, no eBook
Quality and quantity
Sources: publishers, teachers, pupils

**accessibility**
Easy to find, to buy, to obtain and to use.

**usability**
weight, dimension, general appearance (material support as well as the software)
NEXT STEPS

MULTISTAKEHOLDER PLATFORM

where

MINISTRIES OF EDUCATION
PUBLISHERS
ICT VENDORS

can discuss

FUTURE OF EDUCATIONAL PUBLISHING
AND DIGITAL CONTENT FOR SCHOOLS