

# KlasCement

Building trusted partnerships

Brussels, 2011-02-18

Hans De Four – Pascal Craeye

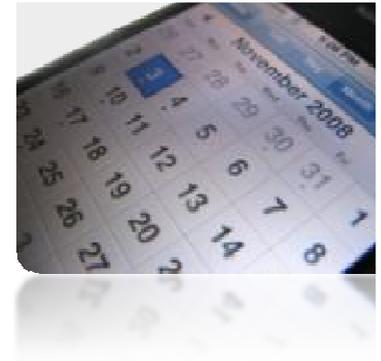
[hans@klascement.net](mailto:hans@klascement.net)  
[pascal@klascement.net](mailto:pascal@klascement.net)  
[www.educentrum.be](http://www.educentrum.be)



EduCentrum vzw

# Agenda

- ▶ EduCentrum
- ▶ KlasCement (Pascal Craeye)
- ▶ Trusted partnerships (Hans De Four)
- ▶ Q & A



# EduCentrum vzw

- ▶ Non profit organisation, °2007
- ▶ Goals
  - **Exchanging** learning objects and good practices
  - Stimulating **cooperation** between stakeholders in education:
    - Teachers
    - Schools
    - Government
    - Organisations
    - Publishers
    - ...
  - Helping to close the **digital gap**

# EduCentrum vzw: employees

- ▶ 14 ‘Architects’
  - 4FTE seconded teachers <<< MoE  
*(moderation & quality of KlasCement content)* 
  - 3FTE seconded teachers <<< projects, training, publicity
  - 3FTE pay roll (programmer, administration, ...)
- ▶ 1–2 programmers (subcontractors)
- ▶ Trained volunteers
  - Teachers in their free time: ( $\pm$  4 BE, 2 NL)
  - Structural agreement with companies

# EduCentrum vzw: Projects (2010–2011)

## ▶ Flanders (BE)

- **KlasCement** ([www.klascement.net](http://www.klascement.net) | .be .nl .eu)  
Exchanging (user generated) Learning Objects
- **EduFiks** ([www.edufiks.be](http://www.edufiks.be))  
New technology & entrepreneurship in Primary Education
- **Archipel** ([www.archipelproject.be](http://www.archipelproject.be))  
Network–centric approach to sustainable digital archives
- **IT–huis** ([www.ithuis.be](http://www.ithuis.be))  
Closing digital gap

## ▶ Europe

- **ASPECT** ([www.aspect-project.org](http://www.aspect-project.org))
- **eQnet** ([www.unilearning.eu](http://www.unilearning.eu))
- **EduTubePlus** ([www.edutubeplus.info](http://www.edutubeplus.info))
- **EdReNe** ([edrene.org](http://edrene.org))
- **Take Shape Share** ([www.tsseurope.eu](http://www.tsseurope.eu))

# Agenda

- ▶ EduCentrum
- ▶ KlasCement (Pascal Craeye)
- ▶ Trusted partnerships (Hans De Four)
- ▶ Q & A



# KlasCement: history

- ▶ 1998: first steps
- ▶ 2002: support of MoE
- ▶ 2007: initiative of EduCentrum vzw
- ▶ 2010: splitting up:
  - Flanders: KlasCement.be
  - the Netherlands: KlasCement.nl
  - Europe: KlasCement.eu
  - ...
- ▶ 2010: Language NL & EN
  - Environment + Metadata
  - Metadata: Google-translation (+ moderation)



# KlasCement: the content

2 unique 'products': the objects & the users



- ▶ 65 000 active users (56 000 BE, 8 000 NL, 1 000 EU)
- ▶ 18 000 objects (75% user generated, bottom up)
- ▶ 4 000 interactive language courses
- ▶ 145 000 LREforschools.eun.org
- ▶ 7 000 unique visitors/day (Google Analytics)

[http://www.klascement.net/?set\\_language=4](http://www.klascement.net/?set_language=4)



# Agenda

- ▶ EduCentrum
- ▶ KlasCement (Pascal Craeye)
- ▶ **Trusted partnerships** (Hans De Four)
- ▶ Q & A

# Trusted partnerships

- ▶ Public Private Cooperation
  
- ▶ History and overview
  1. Bannering
  2. Adding 'commercial' content, pt 1
  3. Newsletters
  4. Projectsites

# Trusted partnerships

## 5. Edusfeer

- Snail mail package with flyers
- Adding 'commercial' content, pt 2
- Buy keywords
- Contributions highlighted online + in newsletters

## 6. KC Coins / Shop

# Agenda

- ▶ EduCentrum
- ▶ KlasCement (Pascal Craeye)
- ▶ Trusted partnerships (Hans De Four)
- ▶ Q & A