EEPG Conference on the future of learning:
Better tools – better learning

The EEPG organizes a conference on Tuesday 27th of November 2012.

The conference will take place in the magnificent environment of the Literarisches Colloquium Berlin (www.lcb.de), Am Sandwerder 5, 14109 Berlin

Final programme of the Conference

9.00 – 10.00: Arrival and registration

10.00 – 11.00: Alexander Kondakov, President of Prosveshcheniye Publishers: “K-12 Market in Russia: Challenges and Demands”

11.00 – 12.00: Kirsti Lonka, professor of Educational Psychology at the University of Helsinki: “The future of learning - the changing role of the teacher”

12.00 – 13.00: Lunch Buffet

13.00 – 14.00: Kati Tuurala, Microsoft CEE Director of Education: “Innovative teaching and learning in the context of the 21st Century skills”

14.00 – 15.00: Holger Tuletz, Business Developer, Cornelsen Schulverlage: “The digital challenge for educational publishers: from printed textbooks to cross-media services”

15.00 – 16.00: Alexander Even Henriksen, Head of Department, Gyldendal Education:”The Future of Educational Publishing – Taking Control of the Eco System”

16.00 – 16.15: Break


16.45 – 17.30: Preben Späth, EEPG: Conclusions and final discussion

17.30 – 18.00: Special event: Visit to the grave of the German poet Heinrich von Kleist and Henriette Vogel at Lake Kleiner Wannsee

18.30: Gala dinner
The challenge is huge – and none of us should have to do this alone!

The first big EEPG-conference on “Better tools – better learning” taking place on November 27th at the “Literarisches Colloquium” in Berlin was a great success. Not only, because 37 educational publishers from 16 countries in Europe were attending it, but also because the international exchange of opinions, ideas and options opened up a broader perspective on the current topic of new tools for digital learning.

The variety of concepts to deal with the upcoming challenges of the digital market was overwhelming. It stretched from a focus on interactive whiteboards in the Czech Republic over a new set of educational standards in Russia to a shift from a “publishing company” to a “learning company” in Norway.

The first presentation was “K-12 Market in Russia: Challenges and Demands” by Alexander Kondakov, Prosvshcheniye Publishers, Moscow, who argued that we are in a time of breakthrough of digital education with blended learning and tablets all over the place. Instead of the arms race of the cold war time, we now are entering an education race with threats from China and India. The breakthrough of lifelong learning is as important as the invention of
the printing press 500 years ago. None knows which jobs are needed in 10 years of time. New keywords are creativity, individualization, personalization and differentiation: we have education 1.0 behind us and are in the midst of education 2.0, but how will education 3.0 be like?

Next presentation was given by Kirsti Lonka, professor of Educational Psychology at the University of Helsinki: “The future of learning - the changing role of the teacher”: Among other things she focused on how teachers are learning and presented an interesting model of different learning types: monological, dialogical and trialogical, and she further discussed intrinsically learning environments based on the four C’s: challenge, competence, curiosity and context.
Kati Tuurala, Microsoft CEE Director of Education had given her presentation the title “Innovative teaching and learning in the context of the 21st Century skills” and discussed which skills will be needed in the coming century, e.g. knowledge building, problem solving and collaboration. 8 countries are at the moment participating in this world wide project. She said that the IT lab as a learning tool is dead (like the old language laboratories). The project is focusing on innovative teaching practices that are all being used and evaluated in the countries involved, including close cooperation between Microsoft and educational publishers. She openly invited publishers to get involved in the project.
Holger Tuletz, Cornelsen Schulverlage, Berlin, described “The digital challenge for educational publishers: from printed textbooks to cross-media services” and pointed out the strong development of interactive whiteboards. He also presented two digital projects from his company, one being a series of digital textbooks for different subjects, the other LearnCoaches.de where the interactive digital textbook is used as a metaphor for the future of learning.
Alexander Henriksen, Gyldendal Education, Oslo, talked about the “Future of educational publishing – taking control of the Eco system” and pointed to the fact that teachers feel they have a lot to do and in order to make their work easier the publishers might think about enhancing the learning management systems around already and thereby making life easier for teachers (= the real customers). He expressed the approach in two sentences “Content is nothing, context is king”, meaning that the content has more or less been presented already and that the teaching and learning context as a whole should be improved and supported by the educational publishing industry, context being defined as tools, task assignments, assessment and the whole pedagogical structure. Consequently pedagogically structured databases of many kinds could be the coming market for publishers, facilitating the teaching and learning process in a number of ways.
Finally Pavel Vlach, Fraus Publishing, Prague, gave a presentation entitled “Flexibook – from interactive whiteboards to mobile devices” dealing with a list of applications for the interactive whiteboards in the Czech Republic, based on previous and existing textbooks from the company and with strong interactive components. In addition the company is producing a series of digital textbooks for the home market.
Preben Späth, Director of the EEPG, closed the conference with the remark: “Digitalization of learning is not only a challenge, but also an opportunity”.

December 2012
Preben Späth