Thursday 9th

9:00 – 9:30 Coffee and informal welcome by host Prosveta and EEPG

9:30 – 10:00 Welcoming address (Commissioner Mariya Gabriel, Digital Economy and Society, European Commission)


11:00 – 11:20 Coffee break

11:20 – 12:00 The copyright situation in Poland: Content projects ordered by the Ministry of Education and published under CC license. How can materials be exploited further by publishers? (Artur Dyro, Learnetics)

12:00 – 12:45 Image building - what can be done to improve the public image of the educational industry and publishers in particular (introduction of the IPA campaign and how to personalise it for individual needs), Practical tools for publishers to use with questions and discussion (Brian Gilsenan, CJFallon)

12:45 – 13:30 Lunch

13:30 – 14:15 Tenders for digital materials in Latvia: This presentation will aim at a discussion regarding requirements from ministries of education to educational publishers and IT companies as the case study of MoE of Latvia seems to be in a sharp contrast and does not reflect the current situation in materials created by the government itself (Sintija Buhanovska, Zvaigzne)

14:15 – 15:00 Does anyone care about the future of learning? Otava Learning works together with Finnish Publishers Association to help political decision makers understand the role of Educational Publishers. What’s happening in Finland after election 2019. (Teuvo Sankila, Otava Learning)

15:00 – 15:20 Coffee
An influencing and educative role in publishing – being a part of a commercial campaign: Otava Learning takes part of a commercial campaign in 2020 which focuses on the polluted Baltic Sea. How can we as a publishing company keep an educative role in a commercial campaign? Can we as publishers influence the kids enthusiasm about the environment, and be a part of influencing the future decision making? (Inka Hedman, Otava Learning)

NOKflex and Digilär: Two fully digital concept for the Swedish market. (Karolina Danstöm, Natur och Kultur)

Learning outcomes of using analog versus digital learning materials - Is the jury still out? (Søren Peter Sørensen, Systime)

Walk through Sofia and dinner

Friday 10th

9:00 – 9:15 coffee

9:15 -10:45 Transversal Competencies - From school subjects to employability skills. This workshop will give an overview about skills and competencies as well as the impact this will have for both curricula and learning materials as well as business models. How can educational publishers address the challenges and produce materials that will be relevant for the curriculum driven by these changes? (Chris Heron, Vivagogy)

10:45 – 11:00 coffee

11:00 – 11:30 Academia Vicens Vives: Vicens Vives is launching this repository of digital educational resources for K-12. The product is addressed to schools that are implementing a blended learning methodology and need reliable digital contents as a complement. This allows us to target a large spectrum of the market: from traditional schools to 100% digital ones. All contents are tagged with the needed metadata to be easily found through a filter system. (Carles Vidal, Vicens Vives)

11:30 – 12:30 A decreasing afternoon market: Starting with the situation in Slovenia, what can be done to stop this downward trend and curb costs in the production of additional materials. (Maruša Kmet, Matic Jurkošek, Rokus Klett)

12:30 – 13:15 open slot for discussion and round-up

13:15 – 14:00 lunch and end of meeting