COME ON, THEN...

DIFFERENTIATING THROUGH QUALITY

IMPRESS ME
Growth in Global Education Technology Expenditure

- 2018: $152B, Digital Spend of 2.6%
- 2025: $342B, 4.4% Digital Spend

Source: HolonIQ, Smart Estimates™ January 2019
HOW CAN WE STAND OUT FROM THE CROWD?
1. WHAT IS OUR RIGHT TO SPEAK?
CONTENT

QUALITY

EMPATHY
For every student, every classroom. Real results.

We're a nonprofit with the mission to provide a free, world-class education for anyone, anywhere.
Новите учебници за 10. клас на „Просвета“ са одобрени от МОН и учителите!
Изберете за вашите ученици!
WHAT GIVES PUBLISHERS THE EDGE?

CONTENT COMMISSIONING

QUALITY ASSURANCE

RELATIONSHIPS
About us

Since 2015, we combine ideas. We create knowledge.

We continue the twenty-year tradition of publishing textbooks and other educational editions as part of the KLETT group, one of the leading European educational publishing houses. We have brought together knowledge, innovation and quality, and now we are developing new educational projects and digital educational content together.
Don't be afraid of word formation!

Do you also belong to those who leave word formation out of education or at least do not like to teach it? If so, maybe you suspect ...
which is an improvement over the last ten years
Figure I.3.15  **Shortages of school resources that hinder quality instruction**

Percentage of lower secondary principals reporting that the following shortages of resources hinder the school's capacity to provide quality instruction “quite a bit” or “a lot” (OECD average-30)

<table>
<thead>
<tr>
<th>Resource Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shortage of support personnel</td>
<td>30%</td>
</tr>
<tr>
<td>Shortage of teachers with competence in teaching students with special needs</td>
<td>25%</td>
</tr>
<tr>
<td>Shortage or inadequacy of time for instructional leadership</td>
<td>22%</td>
</tr>
<tr>
<td>Shortage or inadequacy of physical infrastructure</td>
<td>22%</td>
</tr>
<tr>
<td>Shortage or inadequacy of time with students</td>
<td>20%</td>
</tr>
<tr>
<td>Shortage or inadequacy of instructional space</td>
<td>18%</td>
</tr>
<tr>
<td>Shortage or inadequacy of digital technology for instruction</td>
<td>15%</td>
</tr>
<tr>
<td>Shortage of qualified teachers</td>
<td>15%</td>
</tr>
<tr>
<td>Shortage of teachers with competence in teaching students in a multicultural or multilingual setting</td>
<td>12%</td>
</tr>
<tr>
<td>Insufficient Internet access</td>
<td>10%</td>
</tr>
<tr>
<td>Shortage or inadequacy of necessary materials to train vocational skills</td>
<td>10%</td>
</tr>
<tr>
<td>Shortage of teachers with competence in teaching students from socio-economically disadvantaged homes</td>
<td>8%</td>
</tr>
<tr>
<td>Shortage or inadequacy of library materials</td>
<td>6%</td>
</tr>
<tr>
<td>Shortage of vocational teachers</td>
<td>6%</td>
</tr>
<tr>
<td>Shortage or inadequacy of instructional materials</td>
<td>4%</td>
</tr>
</tbody>
</table>

Values are ranked in descending order of the prevalence of shortages of school resources.

**Source:** OECD, TALIS 2018 Database, Table I.3.63.

[StatLink](http://dx.doi.org/10.1787/888933932399)
2. DO WE CARE AS MUCH AS OUR CUSTOMERS?
Anna Rone
10 years old, Ozolnieku county

I love books. I love reading, doing it with pleasure and a lot. I have been participating in the reading relay for the third year and I plan to do it in the future. Have a beautiful summer and have time for books!

Little prince. New translation
Antoine de Saint-Ecuador
Kreativni centar

@kreativnicentar

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18 hrs ·

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Sva naša izdanja, aktualne prodaje akcije, poseban deo namjerjen nastavniciima, kao i sve novosti iz naših izdavačke kuće potražite na našem novom sajtu https://kreativnicentar.rs/

Pošto još uvijek radimo na kompletnom prelasku sa starog sajta na novi, u slučaju da imate nekih problema na novom sajtu možete nam se javiti najbolj na bookmaster@kreativnicentar.rs

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3. IS WIKIPEDIA GOOD ENOUGH?
YouTube Statistics

More than 70% of all traffic comes from mobile devices.

YouTube is the 2nd largest search engine in the world.

In the US, 96% of teens use YouTube.

YouTube is available in more than 91 countries.

Available in 80 languages, 95% of viewers can access YouTube in their native language.

Higher video quality ranks higher: 320p, 720p, 4K.

320p ranks lower than 720p, and 4K ranks the highest.

Only 9% of small businesses use YouTube.

The average YouTube session lasts 40 minutes.

More than 300 hours of video are uploaded to YouTube every minute.

Users stream over 1 billion hours of content every day.
We invite first-time teachers to participate in the MINECRAFT project, where 100 first-registered schools will be able to try out a new way to interest the younger generation. Integration of MINECRAFT into the general education process is one of the newest projects of the public institution “Three Cubes” of Light and Informal Education.

The pilot version of the project will now cover 4 subjects - mathematics, Lithuanian, knowledge of non-formal activities, and physical education.
4. TECH FIRST... OR NEED FIRST?
5. WOULD I BUY THIS MYSELF?
Figure I.3.1  Teachers’ age

Percentage of lower secondary teachers, by age group and average age of teachers

- 50 years old and above (left axis)
- 30 to 49 years old (left axis)
- Under 30 years old (left axis)

Average age (right axis)
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https://www.thinkwithgoogle.com/feature/testmysite
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<tr>
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<tr>
<td>Thank You</td>
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</tbody>
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