



Education and Culture DG

Lifelong Learning Programme



*eQNet*

*Quality Network for a European  
Learning Resource Exchange*

*[www.eqnet.eun.org](http://www.eqnet.eun.org)*

## **D.4.2 Brochure, poster and presentation**

| <b>Project information</b>            |   |
|---------------------------------------|---|
| Project acronym:                      | eQNet   |
| Project title:                        | Quality network for a European Learning Resource Exchange |
| Project number:                       | 502857-LLP-1-2009-1-BE-COMENIUS-CNW                       |
| Sub-programme or KA:                  | Comenius Multilateral Network                             |
| Project website:                      | <a href="http://eqnet.eun.org">http://eqnet.eun.org</a>   |
| Reporting period:                     | From October 2009<br>To September 2012                    |
| Report version:                       | 1.0   |
| Date of preparation:                  | 22 March 2011   |
| Beneficiary organisation:             | EUN Partnership AISBL (European Schoolnet)                |
| Project coordinator:                  | Riina Vuorikari   |
| Project coordinator organisation:     | EUN Partnership AISBL (European Schoolnet)                |
| Project coordinator telephone number: | +32 2 790 7537  |
| Project coordinator email address:    | riina.vuorikari@eun.org                                   |

This project has been funded with support from the European Commission.

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## **Executive Summary**

The eQNet brochure (paper-based and digital) and presentations (digital slide shows) are basic elements of the project's dissemination strategy. The paper-based brochure and an additional poster are to be used in offices, events and other relevant occasions. The main diffusion of the brochure and poster will be done through the project coordinator and the 9 project partners taking advantage of both online and offline events at the European and national/local levels.

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## **1 Deliverable objectives**

The eQNet brochure (paper-based and digital) and presentations (digital slide shows) are basic dissemination elements of the eQNet project helping to raise attention among relevant stakeholders and to reinforce networking activities in this specific thematic area.

## 2 Brochure

A paper-based eQNet brochure (initially 3,000 copies) and poster were printed in February 2011 to coincide with a major event on “Educational Publishing Futures” organised by European Schoolnet and the ASPECT project in Brussels on 17-18 February 2011. The eQNet brochure was included in the delegate packs at the event and the eQNet poster was displayed on the EUN stand in the exhibition area.

Following this event, the brochure has been distributed to project partners for dissemination and networking purposes. It will also be used at future conferences and exhibitions that EUN will attend

When thinking about a handy and attractive dissemination format, the project coordinator chose a “postcard” sized brochure. Being closely linked with the Learning Resource Exchange (LRE) initiative, the postcard format presents the recently re-launched LRE portal (see side A below) including a highlight “Discover resources that travel well” pointing to the other side where the eQNet project is explained (see side B below).

### ***2.1 Target audience***

The brochure and poster are designed as a brief introduction to the project and to capture reader’s attention. The brochure and poster will be distributed so that it reaches:

- Possible new content providers and associated partners for the LRE: Ministries of Education, ICT vendors, publishers and other organisations
- Organisations and researchers working with repositories and content quality criteria issues
- Policy and decision makers at European and national levels
- Educational authorities
- Potential users of the Learning Resource Exchange portal: teachers

## 2.2 Design

Side A

# The eQNet project

## Improving the quality of LRE content

<http://eqnet.eun.org>

### eQNet

- ★ Identifies resources that can “travel well”, meaning that they can be used in different countries and learning contexts.
- ★ Helps LRE content partners and teachers select resources that have the maximum potential to “travel well”.
- ★ Is a three-year (October 2009 - September 2012) Comenius Multilateral Network funded under the European Commission's Lifelong Learning programme.
- ★ Access the first selection of “travel well” resources at:  
<http://lreforschools.eun.org/travelwell>

### eQNet Partners

- ★ European Schoolnet (coordinator), BE
- ★ ANSAS, Agenzia Nazionale per lo Sviluppo dell'Autonomia Scolastica (former INDIRE), IT
- ★ ITC, Centre of Information Technologies in Education, LT
- ★ DGIDC, Direcção Geral de Inovação e Desenvolvimento Curricular, PT
- ★ BM:UKK, Bundesministerium für Unterricht, Kunst und Kultur, AT
- ★ Ministry of Education, Science, Research and Sport of the Slovak Republic, SK
- ★ DZS, Centre for International Services, CZ
- ★ Statens Skolverk, SE
- ★ Norwegian Centre for ICT in Education, NO
- ★ KlasCement, EduCentrum vzw, BE







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## Side B



## Learning Resource Exchange for schools <http://lreforschools.eun.org>

**Visit the renewed LRE portal!**

- ★ Over 200.000 free learning resources from 25 content providers, including Ministries of Education, commercial companies and research organisations.
- ★ Creative Commons or other open license in all LRE content.
- ★ Enhanced tools for registered users, e.g., save your favourite resources, and rate and comment on content.



**Discover resources that "travel well"!**






Image credits: XTEC, NBE Norway





### 3 Poster

To promote the re-launch of the LRE portal, which will include an expanded travel well collection thanks to the eQNet project, a poster was also produced to promote both (LRE and eQNet) based on the brochure design. The poster has been printed in size A3, landscape (420mm X 297mm). The number of copies is 200.

**Learning Resource Exchange for schools** <http://lreforschools.eun.org>

**The eQNet project**  
Improving the quality of LRE content  
<http://eqnet.eun.org>

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Discover resources that "travel well!"

Image credits: XTEC, NBE Norway

European Schoolnet

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## 4 Initial presentation

The main presentation is published at SlideShare and embedded on the eQNet website: <http://eqnet.eun.org>

### Using and discovering learning resources across contexts: eQNet

- Riina Vuorikari
- 1635 views, 8 embeds
- <http://www.slideshare.net/vuorikari/eqnet-presentation>

The screenshot shows a SlideShare presentation titled "eQNet presentation" by Riina Vuorikari. The main slide is titled "Where to find « travel well » attributes?" and contains four numbered points:

1. Creating resources (e.g. visual, easy translation, language independent,...)
2. Easiness to find the resource (e.g. metadata & searchability)
3. Selecting « travel well » resources (e.g. personal choice vs. based on criteria)
4. Actual use of resources (e.g. evidence that LO is used in different contexts)

A green oval highlights points 1 and 2. A thought bubble labeled "Gut feeling?" points to point 3. The presentation is embedded on a SlideShare page with a sidebar showing social media sharing options (3 tweets, 4 shares, WordPress, Blogger, etc.) and a "Related" section with other presentations by the same user.

Other eQNet presentations include:

### Discovering and using learning resources across contexts: eQNet

- Riina Vuorikari
- 402 views, 1 fav, 2 embeds
- <http://www.slideshare.net/europeanschoolnet/eqnet-for-seam280910>

### Introduction to European Schoolnet's work on "travel well" content (Melt, Hewlett & eQNet)

- Riina Vuorikari
- 317 views, 1 embed
- <http://www.slideshare.net/europeanschoolnet/introduction-to-european-schoolnets-work-on-travel-well-content-melt-hewlett-eqnet-riina-vuorikari-european-schoolnet>

### Travel well resources

- Silvia Panzavolta

- 291 views, 2 embeds
- <http://www.slideshare.net/europeanschoolnet/silvia-panzavolta-eminent09-workshop-b2-2648576>

### **How I use learning resources in my classroom**

- Teija Jormanainen
- 432 views, 2 embeds
- <http://www.slideshare.net/europeanschoolnet/how-i-use-learning-resources-in-my-classroom>

### **Digital Resources - eQnet**

- Riina Vuorikari
- 350 views, 2 embeds
- <http://www.slideshare.net/europeanschoolnet/digital-resources-eqnet>

## 5 Diffusion

The eQNet postcard and poster are distributed through the project coordinator and all the partners.

| Partner name  | Nº of copies:<br>Brochure | Nº of copies:<br>Poster |
|---|---------------------------|-------------------------|
| European Schoolnet (coordinator)  | 1200*                     | 65*                     |
| ANSAS, Italy  | 200                       | 15                      |
| ITC, Lithuania  | 200                       | 15                      |
| DGIDC, Portugal   | 200                       | 15                      |
| BM:UKK, Austria   | 200                       | 15                      |
| Ministry of Education, Science, Research and Sport of the Slovak Republic | 200                       | 15                      |
| DZS, Czech Republic   | 200                       | 15                      |
| Statens Skolverk, Sweden  | 200                       | 15                      |
| Norwegian Centre for ICT in Education                                     | 200                       | 15                      |
| KlasCement, Belgium   | 200                       | 15                      |
| <b>TOTAL</b>  | <b>3000</b>               | <b>200</b>              |

\*If any partner needs more brochures, EUN can provide them from its share.

Examples of events where the brochure will be distributed by the project coordinator:

- ASPECT Strategic Seminar on Educational Publishing Futures, 17-18 February 2011, Brussels
- eTwinning Annual Conference, 31 March – 2 April 2011, Budapest (500+ teachers)
- Scientix Conference, 6-8 May 2011, Brussels