



eQNet
*Quality Network for a European
Learning Resource Exchange*

www.eqnet.eun.org

D4.2.1

Brochures for Content Providers and Teachers

| Project information | |
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Executive Summary

There were three types of subsequent brochures produced for dissemination and long term exploitation of eQNet's outcomes. The brochures (digital and printed versions) were some of the basic elements of the project's dissemination and long term exploitation strategy. The three brochures included: The Travel Well Criteria brochures (in 10 partner languages) intended for all categories of stakeholders (teachers, repository owners, policy makers, etc), the eQNet-LRE brochure for content providers aimed at potential new LRE content providers and content consuming platform owners (in English), and the eQnet-LRE postcard for teachers available in 11 languages intended to reach the LRE's potential user base in Europe. The paper-based brochures are to be used events and other relevant occasions. The main diffusion of the brochure is carried out in the course of European Schoolnet's events, workshops and relevant meetings. The 9 project partners will also be taking advantage of both online and offline versions of the brochures for events and online dissemination opportunities at pan-European, national or local levels.

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1 Deliverable objectives

eQNet brochures (produced subsequently to the first brochure) for content providers for teachers and the Travel Well brochure (paper-based and digital) for all stakeholders are intended to reach out to relevant stakeholders and to reinforce networking activities in this specific thematic area. The brochure for content providers/consumers is meant to highlight the high quality of content in the LRE as an outcome of the eQNet project and to attract potential new LRE Associate Partners as content consumer and content providers. The brochure for teachers (available in 11 languages) is intended to raise awareness among teachers of the ‘travel well’ collections in the LRE for schools portal and highlight some of the ways they can search for materials. The Travel Well Criteria brochure (available in 10 languages) presents the seven Travel Well criteria along with examples of resources that exemplify the described ‘travel well’ qualities. It is intended to bring attention to this European content quality framework and to facilitate the production of re-usable Open Educational Resources (either by professional content providers, MoEs or teachers producing their own content).

2 Brochure for Content Providers

A paper-based LRE-eQNet brochure for content providers (initially 500 copies in English) will be distributed by European Schoolnet at relevant events where potential content consumers such as MoEs, regional educational authorities and VLE, and other kinds of platform owners will be gathering. The digital versions will be distributed using EUN online communication channels such as the EUN Newsletter. The dissemination format of this brochure is postcard sized. The postcard presents the Learning Resource Exchange infrastructure and invites new content providers and/or content consumers to connect their systems to the LRE.

3 Brochures for Teachers

The postcard size LRE-eQNet brochure for teachers highlights the availability of re-usable Open Educational Resources in the LRE for schools portal validated by eQNet teachers for their travel well potential. The brochure invites teachers to explore the collections for themselves (with illustrations of how to search for resources). The postcard is available in 11 languages. The initial print was 8000 copies in various languages.

4 Travel Well Criteria Brochures

The Travel Well Criteria brochure (available in 10 languages) presents the seven Travel Well criteria developed through dialogue, research, testing and implementation by policy makers in collaboration with teachers in eQNet. The Travel Well quality criterions are presented alongside examples of resources that exemplify

the described travel well qualities. The initial print was 8600 copies in various languages.

5 Target audiences

The brochures are designed as introductions to the outcomes of eQNet and to capture reader's attention. The brochure will be distributed so that they reach:

- 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
- Teachers who are creating their own Open Educational Resources for sharing with colleagues in online environments

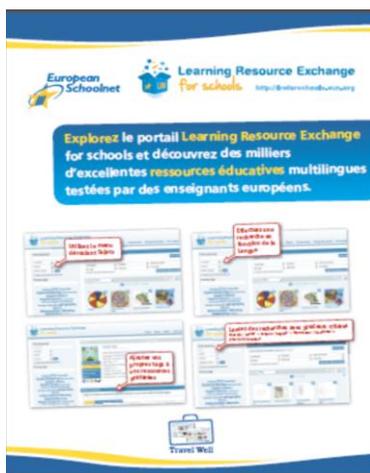
6 Design

6.1 Postcards for Teachers

The postcards for teachers in 11 languages are 170x120mm with glossy lamination

Available languages: English, Dutch, Portuguese, French, Norwegian, Swedish, Czech, Slovak, Lithuanian, German, Italian

Side A



Side B



6.2 Diffusion

The eQNet brochures for teachers are for distribution by EUN and MoE partners. Printed totals were based on partners' indications of their need.

| Partner name | N° of copies: Brochure for teachers | Language |
|--|---|---------------------|
| European Schoolnet (coordinator) | 3000* | EN |
| European Schoolnet | 500 | FR |
| ANSAS, Italy | 250 | IT |
| ITC, Lithuania | 250 | LT |
| DGE, Portugal | 500 | PT |
| BM:UKK, Austria | 1500 | DE |
| Ministry of Education, Science, Research and Sport of the Slovak Republic | 250 | SK |
| DZS, Czech Republic | 500 | CZ |
| Statens Skolverk, Sweden | 500 | SV |
| Norwegian Centre for ICT in Education | 250 | NO |
| KlasCement, Belgium | 500 | NL |
| TOTAL | 8000 | 11 languages |

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

6.3 Postcard for Content Providers

The postcards for content providers are 170x120mm with glossy lamination
The postcard is in English
500 copies for initial printing

Side A



Side B



6.4 Diffusion

The eQNet brochures for content providers are for distribution through the EUN at events for potential content providers and owners of systems (VLE, portals, etc.) that can consume content through a connection to the LRE infrastructure.

6.5 Travel Well Criteria Printed Brochures

The Travel Well Brochure is on 10 laminated pages presented in an accordion folding style (760x210 mm, folded to final size 152x210mm)

Available languages: English, Dutch, Portuguese, Norwegian, Swedish, Czech, Slovak, Lithuanian, German, Italian

Side A



Side B



6.6 Diffusion

The eQNet Travel Well brochures are for distribution (printed and online) through the project coordinator. Printed totals were based on partners' indications of their need.

| Partner name | Nº of copies: Brochure for teachers | Language |
|--|---|---------------------|
| European Schoolnet (coordinator) | 4000* | EN |
| DZS, Czech Republic | 1600 | CZ |
| DGE, Portugal | 1600 | PT |
| ITC, Lithuania | 200 | LT |
| BM:UKK, Austria | 200 | DE |
| ANSAS, Italy | 200 | IT |
| Ministry of Education, Science, Research and Sport of the Slovak Republic | 200 | SK |
| KlasCement, Belgium | 200 | NL |
| Statens Skolverk, Sweden | 200 | SV |
| Norwegian Centre for ICT in Education | 200 | NO |
| | | |
| TOTAL | 8600 | 10 languages |

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

Examples of events and publications where the brochures will be distributed by EUN and/or eQNet partners:

- EMINENT 2012, Genoa, Italy, November 14-15, 2012 (200+ teachers and policy makers)
- eTwinning Annual Conference, 2013 location TBD, (500+ teachers)
- The Media and Learning 2012 Conference, Brussels, Belgium November 14-15, 2012 (teachers and policy makers)
- *Science in School* Magazine, November/December 2012. Full-colour print copies distributed across Europe, *Science in School* reaches over 5000 readers every quarter with online articles available in 30+ European languages - attracting over 30,000 readers from around the world every month.