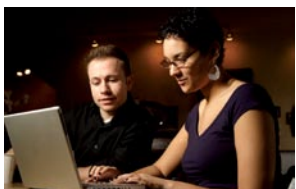


The New Digital Literacy - How ICT Modifies the European Knowledge Society

Europe's development into the world's most dynamic and knowledge based region is the vital key to success in the global competition in innovation and the number one goal of the European Union's Lisbon Strategy.



Today, European citizens competent use of modern information and communication technologies (ICT) ensures a positive development in this direction. It has already been the motor of social and regional development, economic growth and competitiveness in the last years. If European

countries wish to continue to participate in this process digital literacy must be further improved to generate and spread knowledge and information on a large scale. Although the number of ICT users increases steadily there are still large numbers of citizens with little or no ICT skills at all. They run the risk of staying excluded from the use of the internet and web 2.0.

The objective of this conference is to present the latest developments and opportunities how digital literacy can be fostered in society to implement a European knowledge society.



About SPreaD

Within the EU project SPreaD - Strategic Project Management Tool-Kit for Creating Digital Literacy Initiative MFG Baden-Württemberg (D), Directorate General for Modernisation of the Generalitat de la Comunitat Valenciana (ES) and CINOP (NL) are developing together a practical toolkit. It supports regional, national and European institutions regarding the design and implementation of large-scale digital literacy programmes.

Programme

9.30	Participant registration, coffee
10.00 – 10.20	Welcome Klaus Haasis, Managing Director MFG Baden-Württemberg, Stuttgart Herman van Holt, Director Unit Branches & Companies, CINOP, 's-Hertogenbosch
10.20 – 10.45	Opening Prof. Dr. Wolfgang Reinhart Minister for Federal and European Affairs and Head of the State Chancellery Baden-Württemberg, Stuttgart
10.45 – 11.15	Keynote: Realisation of the knowledge society in Europe Brian Holmes Head of Unit, Lifelong Learning Programme, Education, Audiovisual and Culture Executive Agency (EACEA), Brussels
11.15 – 11.45	Digital literacy in knowledge society – Strategies for lifelong learning Carmen Stadelhofer Director of the Centre for General Scientific Continuing Education at Ulm University (ZAWIW), Ulm
11.45 – 12.00	Coffeebreak
12.00 – 12.30	Digital Literacy – Important factor for the regional development towards the knowledge society Juan Manuel Revuelta Pérez General Director of the Delegation of the Region of Valencia in Brussels

12.30 – 13.00	Challenge e-Inclusion: People with learning disabilities in the knowledge and information society Cordula Edler inbut – integrative Beratung und Unterstützung, Zell u.A.
13.00 – 14.15	Lunch
14.15 – 14.45	SPreaD – Best Practice in Europe Petra Newrly Project Manager, MFG Baden-Württemberg, Stuttgart
14.45 – 15.15	Technology enhanced learning: Trends and perspectives in mobile learning Judy Nix EU Projects Manager, Ericsson Education, Dublin
15.15 – 15.45	Collaborative Learning to link and strengthen the European knowledge society Dr. Wolfgang Semar Information Science, University of the Saarland, Saarbrücken
15.45 – 16.00	Coffeebreak
16.00 – 16.30	Swim or (TH)Sink together: INTERtool – Mastering the intercultural challenges in European Project Dr. Beate Schmidt-Behlau dvv international, Bonn
16.30 – 17.00	Successful media adoption within the context of digital literacy and migration Stefan Welling Institute for Information Management Bremen GmbH, Bremen
17.00	End