

SUMMARY OF THE FINAL REPORT

Strategic Project Management Tool-Kit for Creating Digital Literacy Initiatives

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eLearning

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**Innovation Agency
for ICT and Media**

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SUMMARY

The responsible and effective use of ICT is crucial for the competitiveness of the European information society. Even if meanwhile over 50% of the EU population is using the Internet regularly there are still over 40% who does not use it at all. This shows a great need to support the European citizens in using ICT in their daily life. New initiatives need therefore be implemented to strengthen people's ability to use ICT autonomously not only for communication and business but also for educational reasons.

What SPreaD was About

In this sense SPreaD – Strategic Project Management Tool-Kit for Creating Digital Literacy Initiatives – aimed at assisting European public administrations and organisations in developing and managing large scale digital literacy initiatives with a lasting impact. As part of the EU-funded project the consortium partners (MFG Baden-Württemberg, DGM¹, CINOP²) created and disseminated a user-oriented toolkit for designing, financing, implementing, coordinating, marketing and evaluating digital literacy initiatives on regional, national or European levels.

The toolkit development based on six digital literacy projects already successfully realised in the SPreaD partner regions (start und klick!, klick - mach mit!³, do-it.regional, compeTIC, Internauta, Electronisch Leerdossier)⁴. These best practices delivered important factors for the successful implementation of digital literacy programmes. Lessons learned were analysed and integrated in the toolkit.

¹ DGM - Directorate General for Modernisation of Valencia Region

² CINOP – Centre for the Innovation of Education and Training

³ start und klick! and klick – mach mit! are programmes initiated by the non-profitmaking Landesstiftung Baden-Württemberg and managed by MFG Baden-Württemberg.

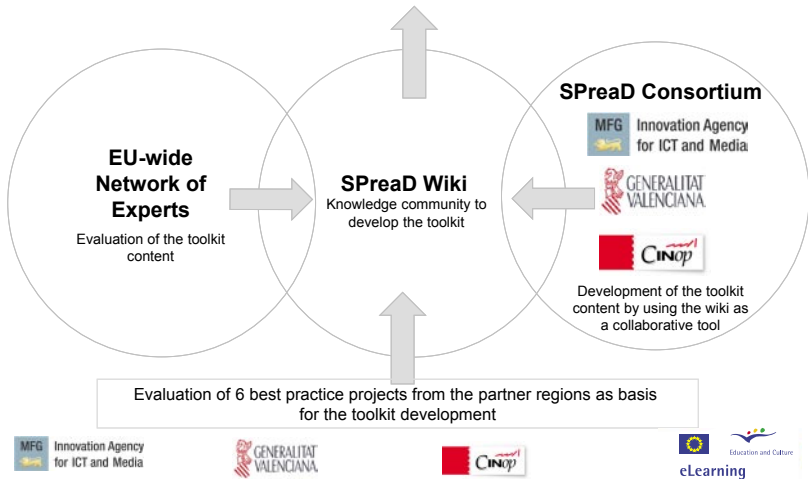
⁴ <http://www.klick-mach-mit.de>; <http://www.doit-regional.de>; <http://www.internauta.gva.es>; <http://www.competic.es>; <http://www.eldvo.nl>



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Main Outputs of SPreaD

- **SPreaD Toolkit**

The toolkit is the main output of SPreaD. It offers innovative input regarding planning and implementing of digital literacy projects e.g. Target Groups, Conceptual Design, Benefit Analysis of Digital Literacy Projects, Financing Strategies, Didactical Design, Technical Infrastructure, Human Factors and Change Management, Sustainability, Control and Evaluation.

In July 2008, 10,000 copies were printed in four languages – Dutch, English, German and Spanish - for dissemination all over Europe. The toolkit can be downloaded in all four languages from the SPreaD website (<http://www.spread-digital-literacy.eu>) or a printed version can be ordered directly by sending an e-mail⁵ to one of the three project partners.

- **Community of Practice**

Parallel to the toolkit development the consortium set up a network of experts working in the field of digital literacy. Experts interested in joining the community of practice had the possibility to present their profiles within the SPreaD wiki. These experts can be contacted by people/institutions interested in obtaining more information on digital literacy. The experts' profiles are summarised in a list at the end of the Final Report.

- **SPreaD Wiki**

The SPreaD wiki was the collaborative working tool of the SPreaD community to develop the SPreaD toolkit. It offered – and continues to offer – a chance to update the content dynamically, even after the project has finished and the printed version of the toolkit has been published. An open knowledge process for the development of the toolkit is thus guaranteed. A wiki also creates opportunities for sustainability, as it has a longer lifespan than the project and the toolkit can be regularly brought up to date.

- **SPreaD Final Conference**

During the SPreaD final conference „The New Digital Literacy – How ICT Modifies the European Knowledge Society“ on July 10, 2008 in Stuttgart the latest developments and opportunities for fostering digital literacy were presented to a large European audience.

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Main Conclusions Regarding the Development of Digital Literacy Initiatives

- In regions where digital literacy and the use of ICT is relatively low, especially among adults, broad effects can be achieved by implementing low-threshold curricula for beginners in a classroom setting to enable blended learning approaches to be introduced gradually.
- In regions where digital literacy is widely developed, more innovative technologies such as Web 2.0 or mobile learning can be integrated into the curricula.
- Generally, it was revealed that blended learning approaches and the use of innovative tools such as Web 2.0 increase the incentive to use digital media more regularly in daily life.
- Not surprisingly, younger people adopt the use of ICT for learning faster than the elderly. The use of ICT within class lessons often even encourages them to learn more enthusiastically and to be more creative and innovative by working with digital media.
- In connection with start und klick! and klick – mach mit! in Baden-Württemberg it was also confirmed that the availability of course material in both printed and online versions and the supply of binding teaching and learning targets created an innovative boost for educational institutions. This was especially true with regard to the opportunity to offer a wider variety of digital literacy courses. Furthermore, by providing learning material that includes detailed learning instructions for educational institutions, a certain minimum standard is assured for the courses offered.
- In addition to this, participants can benefit from the additional training and exercise materials that can be downloaded from the Internet. These materials enable them to systematically apply and deepen their knowledge after the course has finished. This supports learning flexibility in space and time and promotes the independent consolidation of acquired skills. It creates added value for all students and makes a vital contribution to quality assurance and sustainable knowledge teaching.
- Within compeTIC and Internauta it was shown that the integration of a forum is a very useful tool for beginners to stay in touch with the project management and obtain helpful information beyond the scope of the offered offline courses. A forum can also be set up by tutors to support new ICT users and encourage them to continue using ICT. At the same time, it strengthens the overall feeling of security among beginners. The tutor must be constantly aware of the need to encourage students by sending messages and inviting them to participate in the Virtual Campus as a way to prevent them from giving up.
- The realisation of a successful project always implicates the establishment of a large and active network. Without the support of other institutions acting in the same field it is difficult to reach the target group and achieve project sustainability.



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- In four out of the six best practice examples innovative project management and evaluation platforms were used to manage the overall project. All administrative processes stipulated by the project management and the training institutions could be carried out online. Furthermore, the platform was used as a simultaneous evaluation tool. This enabled the project management to react directly to evaluation results and improve the project systematically and steadily, thus additionally strengthening the project's sustainability and lasting efficiency.

SPreaD Impact

With the development of the toolkit SPreaD ensures that future digital literacy initiatives in Europe will be based on sound management skills and on an understanding of the key factors that influence their success and sustainability.

To promote the toolkit in Europe the SPreaD consortium has started to disseminate it from July 2008 on between regional, national and European public and educational organisations. So far, over 2,000 toolkits have been distributed all over Europe. The response was very positive and the toolkit will be really used to set-up new digital literacy initiatives.

So the Polish "Cities on Internet Association" has proved the usefulness of the toolkit and is going to translate the toolkit into Polish. This will further strengthen the dissemination of SPreaD and thus support digital literacy Europe-wide.

Furthermore by bringing together digital literacy experts from all over Europe within the Community of Practice SPreaD supports and strengthens the cross-regional exchange of knowledge and experience between digital literacy experts. This exchange of knowledge is not only a closed process. Each expert can also be contacted by people interested in implementing new digital literacy initiatives and in receiving practical information on this issue. A broader knowledge exchange on digital literacy is thus guaranteed.

As digital literacy is intertwined with two European programmes, namely eLearning and e-Skills the SPreaD Consortium, which will be transformed into the SPreaD Community of Practice, contacted these programmes to make the results of the SPreaD project available on a large scale and to strengthen the community for the future.

More extensive details on the project and its outcomes can be found in the SPreaD Final Report or on the SPreaD project website www.spread-digital-literacy.eu.