

25 - 26 November 2010

Flemish Ministry of Education Headquarters, Brussels

Conference Programme



# MEDIA & LEARNING BRUSSELS 2010

Developing, Recognising and Embedding Media in Education and Training:  
Towards the Era of Digital Fluency

## Welcome



It is with great pleasure that I welcome you to the Media & Learning Conference organised in our ministry in the context of the Belgian Presidency of the European Union.

This conference comes at a time when more and more of us are coming to recognise the importance of media literacy and digital fluency skills, skills that all young European citizens need in order for them to become the creative citizens that are needed for the future. This conference is all about what policy-makers and practitioners can do to develop, recognise and embed media into education and training in ways that are both effective and sustainable.

It will highlight different approaches towards ensuring that learners have the skills to handle video and audio in a meaningful and thoughtful manner to support their learning and the schemes and initiatives that are needed to raise educators' abilities to create their own media-enhanced resources. It will also highlight ways in which media repositories can be used to complement existing teaching and learning activities, this includes television news archives, media libraries and cultural resources that can support, augment and enhance learning at all stages of life.

This conference will also highlight what is possible by showcasing excellent examples of media use in education and training. Many of these have come to public attention through the MEDEA Awards, an important part of the agenda for this conference which includes presentations and workshops led by award finalists.

Finally, one of the core objectives of this event is to support the creation and growth of a significant European community of practice made up of people keen to share their experience and find ways in which media can really be exploited to support learning in all its manifestations. We have taken the first step in the creation of this community by simply being here together for two days in a spirit of collaboration to discuss and share our experiences and plans. The next step is up to you, and so I would really like to encourage you to use all the means at your disposal including the social networks that are available for this purpose to build and maintain your contacts during and after the conference.

Pascal Smet

Flemish Minister for Education, Youth, Equal Opportunities and Brussels Affairs

## ***Important Information for Media & Learning Attendees***

### ***Registration desk opening hours***

The conference registration desk will be open on Thursday 25 November from 08.30 to 18.30 and on Friday 26 November from 08.30 to 17.00.

### ***Cloakroom and Information desk***

The cloakroom and information desk will be open on Thursday 25 November from 08.30 to 18.30 and on Friday 26 November from 08.30 to 17.00. You can leave your coats and other belongings at this desk. However in the interests of safety, please do not leave computers, mobile phones or any other valuables here as neither the Flemish Ministry of Education nor the conference organisers are responsible for any loss or damage to items held in the cloakroom.

### ***Access to sessions during the conference***

With the exception to the workshops held in G3 Otlet Room on Thursday 25 November, attendees are welcome to take part in any session of their choosing. However the number of people who can take part in the sessions taking place in G2 Cailliau Room, G15 Baekeland Room and G3 Otlet Room is limited due to the size of the rooms and so if you are particularly interested in taking part in sessions that are held in these rooms, you are advised to get to the room early to make sure of a space.

### ***Workshops in G3 Otlet Room on Thursday 25 November***

Attendees who would like to take part in these workshops should first check at the registration desk if there are spaces still available as workshop places have been available for pre-booking for the past 4 weeks and these sessions may be full.

### ***Access to the Pigeon SMS networking service***

If you have already subscribed to the Pigeon SMS service before the conference, your Pigeon code and name will be listed on the screen in the lobby area and can be used by other subscribers of the service to contact you. If you have not yet subscribed to this service, contact our staff at the Cloakroom and Information desk to be included.

You can use this service to contact any other attendee without revealing your own mobile number or having to know the number of the attendee you want to call. You can also use this service to send questions or comments to the chairpeople in sessions taking place in the Hadewych Auditorium.

### ***Access to the wifi network***

If you have already subscribed to the wifi network before the conference, the password that you will need to use this service will be given to you when you register. If you have not yet subscribed, contact the reception desk of the Flemish Ministry to subscribe to this service.

### ***Lunches and coffees***

All those who are registered are entitled to lunches and coffees on both days of the conference. Please wear your badge prominently to ensure you are admitted to the Cafeteria.

### ***MEDEA Awards Ceremony***

All those registered for the Media & Learning Conference are invited to the MEDEA Awards Ceremony which takes place at 19.00 on Thursday 25th November in the Hadewych Auditorium.

### ***Smoking***

Please note that smoking is prohibited throughout the Flemish Ministry of Education's premises.

**Day 1: Thursday 25 November 2010****9.30 – 11.00****Opening Plenary****Hadewych Auditorium****The Opening Plenary of Media and Learning 2010**

This Plenary Session will be chaired by: Jan De Craemer, Ministry of Education, Belgium

The opening plenary of the Media and Learning Conference *Developing, Recognising and Embedding Media in Education and Training: Towards the Era of Digital Fluency* will include presentations by high-ranking speakers from the Flemish Ministry of Education and the European Commission who will outline core policy considerations related to ICT and media in education in the 21st century.

**Presenters:**

Pascal Smet, Flemish Minister for Education, Youth, Equal Opportunities and Brussels Affairs

George Zissimos, Member of Cabinet, Androulla Vassiliou

Paul Bottelberghs, Ambrosia's Table, Belgium Media literacy in education

Özge Karaoglu, Terakki Foundation School, and winner of the Creativity and Innovation Award, MEDEA Awards 2009, Turkey Tech it Easy With Young Learners

**11.00 – 11.30****Coffee Break****Cafeteria****11.30 – 13.00****Sessions**

| <b>Hadewych Auditorium</b>  | <b>G2 Cailliau Room</b>  | <b>G15 Baekeland Room</b>  | <b>G3 Otlet Room</b>  |
|---|--|--|---|
| ICT and Media Literacy – the Policy Framework   | Show and Tell: Multimedia-Rich Educational Games   | Discussion: Are ownership and regulations surrounding the use of existing media resources strangling creativity within the learning sector?  | Workshops: MEDEA Winners and Finalists 2008-2009  |
| <p>Chairperson: Maruja Gutierrez-Diaz, DGEAC</p> <p>There has been plenty of recent discussion about ICT and Media Literacy across Europe. Presenters in this session will highlight key developments at European level related to media skills and competences and provide an overview of European policy highlights.</p> <p>What is Europe doing to keep ahead on media and digital literacy?</p> <p>Media literacy and culture, Matteo Zchetti , DG EAC-D</p> <p>Digital competences and education, Lieve Van den Brande , DG EAC-A</p> <p>Digital agenda: skills and inclusion, Katarzyna Balucka-Debska, DG INFSO-H</p> <p>National cooperation under European Schoolnet, Marc Durando, Director EUN</p> | <p>Facilitator: Caroline Kearney, EUN SchoolNet</p> <p>Take a look at several examples of mediarich educational games which combine fun with specific learning goals. Each demonstration will include an explanation about how these games contribute to learning and what the learning impact has been.</p> <p>Poverty is Not a Game – an educational/serious game about the experience of being/becoming poor.</p> <p>Shown by: Frederik De Grove, Research group for Media and ICT (MICT), University of Ghent, Belgium</p> <p>The Climate Mystery – combining a dramatic story with environment and climate issues aimed at pupils aged 13 – 16.</p> <p>Shown by: Jørund Høie Skaug, Norwegian Centre for ICT in Education, Norway</p> <p>Monkey Labs - a motivating and intriguing story with popular 3D game play and educational mini-games (Finalist, MEDEA Awards 2010)</p> <p>Shown by: Swen Vincke, Larian Studios, Belgium</p> | <p>Moderator: Deborah Arnold, VideoScop, France</p> <p>Laws relating to ownership and access can sometimes be too complicated for the learning professional to grasp and there are many who argue that current IPR regulations are too restrictive. This discussion will highlight current thinking and some of the initiatives aimed at equipping the learning community with the right information to deal with media usage questions as well as the topic of licensing and open access.</p> <p>Join the panelists:</p> <p>Prof Morten Rosenmeier, Centre for Studies in Legal Culture, University of Copenhagen, Denmark</p> <p>Kirsty McLaughlin, JISC Legal, UK</p> <p>Didier Deneuter, modo advocaten, Belgium</p> | <p>Facilitators: Philip Penny, IADT and Helle Meldgaard, UNI-C, Denmark</p> <p>Workshops and demonstrations showing best practice examples of media use in education and training arising from the MEDEA Awards 2008-2009.</p> <p>Workshop 1</p> <p>Waste not, want not: recycling ELT materials for new platforms - a workshop with Catherine Chapman, BBC Learning English, BBC (Finalist, MEDEA Awards 2008)</p> |

**13.00 – 14.00****Lunch****Cafeteria**

## ***MEDEA Awards 2010***

The presentation of the MEDEA Awards 2010 will begin at 19.00 in the Hadewych Auditorium.

### Order of events

- Welcome to the MEDEA Awards 2010 from the MEDEA Awards Committee and the sponsor of this year's awards, Adobe, represented by Allen Partridge.
- Presentation of this year's finalists, Mathy Vanbuel, MEDEA Awards
- Announcement of Winner for Professional Production sponsored by AVID
- Announcement of Winner for User-Generated Content sponsored by SMART
- Announcement of Winner for European Collaboration sponsored by Adobe
- Announcement of Winner of Special Prize sponsored by the MEDEA Awards
- Announcement of Overall Winner of MEDEA Awards by Kathy Lindekens

Following this ceremony a Buffet Supper will be served in the Cafeteria at 20.00.

## ***MEDEA Awards Finalists 2010***

Finalists in this year's competition are listed here alphabetically:

- BBC News School Report by BBC, UK
- Bla Bla Bla e-democracy e minori by Civil Life Lab, Italy
- Et si c'était toi by Lycée Technique du Centre, Luxembourg
- Evolution of life by CNDP, France
- Level 7 by Careersbox, UK
- Monkey Labs by die Keure, Belgium
- Pocket Anatomy by eMedia Interactive, Ireland
- The Classroom by Cornerhouse, UK
- Theorem of fire by Nafta Films, Estonia

**Day 2: Friday 26 November 2010****9.30 – 11.00****Friday Plenary****Hadewych Auditorium****Seeing the Wider Picture**

This Plenary Session will be chaired by Mathy Vanbuel, ATiT, Belgium

The objective of this plenary session will be to try to see where enhanced ICT and Media Literacy is leading and to identify some of the key players and constraints. Speakers will include industry representatives who will outline the role public-private partnerships play as well as practitioners who face the daily challenges of preparing Europe's citizens for the workplace of tomorrow.

**This plenary will feature keynote presentations by:**

Dr Pelle Snickars,  
YouTube: Default of Video

Helen Keegan, University of Salford, UK  
Media and Learning Ecosystems: Blurring Boundaries, Changing Minds

Allen Partridge, Adobe, US  
Engaged Learning: Preparing the Next Generation to Compete in the Global Economy

**11.00 – 11.30****Coffee Break****Cafeteria****11.30 – 13.00****Sessions**

| <b>Hadewych Auditorium</b>   | <b>G2 Cailliau Room</b>   | <b>G15 Baekeland Room</b>   | <b>G3 Otlet Room</b>  |
|--|---|---|---|
| National schemes aimed at enhancing media literacy   | Show and tell: Online services that provide access to media-rich materials for learning   | Discussion: Higher education and media resources - can universities keep up with student expectations and experience?   | MEDEA Winners and Finalists 2010  |
| <p>Chairperson: Matteo Zachetti, DG EAC-D</p> <p>This session will highlight schemes and initiatives in different countries which promote media literacy and digital skills generally within the learning community as well as the need to be media literate in terms of IPR and internet safety.</p> <p>Hanna Wahlman, Finnish Society on Media Education, Finland<br/>Best practices in media education</p> <p>Betty Tsakareistou, Hellenic Educational Radio-Television, Greece<br/>The Digital Transition of Greek Educational Radio-Television.<br/>Experimenting with open platforms for innovation and collaboration</p> <p>Nathalie Labourdette, European Broadcasting Union<br/>Media Literacy &amp; Public Service Media</p> | <p>Facilitator: Eleonora Pantò, CSP, Italy</p> <p>Find out more about the many online services and repositories that provide media-rich resources for learning.</p> <p>Eveline Daems, Kennisnet, The Netherlands<br/>Web-based video for educational purposes</p> <p>Sabrina Broadbent, FilmClub, UK<br/>FILMCLUB UK - a platform for student voice</p> <p>Philippe Van Meerbeeck, VRT<br/>Valorizing broadcast archive in the educational context</p> <p>Jean-Marc Merriaux, lesite.tv, France</p> | <p>Moderator: Erik Duval, K.U.Leuven, Belgium</p> <p>Universities and high level institutions increasingly face a situation where students entering higher education are more regular users of media and ICT than academic staff.</p> <p>Panellists:</p> <p>Clive Young, University College London</p> <p>Rosanna de Rosa, University of Naples Federico II</p> <p>António Teixeira, Universidade Aberta, Portugal</p> <p>Ferdinando Cabrini, Università Torino, Italy</p> <p>André Rosendaal, University of Groningen, The Netherlands</p> | <p>Facilitators: Philip Penny, IADT and Helle Meldgaard, UNI-C, Denmark</p> <p>Presentations of finalists and winners of MEDEA Awards 2010.</p> <p>The Classroom by Rachel Hayward, Cornerhouse, UK</p> <p>Bla Bla Bla e-democracy e minori by Adriana Sartore, Direzione Didattica di Cassola, Italy</p> <p>Et si c'était toi by Laurence Streitz, Lycée Technique du Centre, Luxembourg</p> <p>BBC News School Report by Ros Smith, BBC, UK</p> |

**13.00 – 14.00****Lunch****Cafeteria**

## ***Lobby Stands***

During the Media & Learning Conference there will be stands in the lobby area managed by organisations active in the media and learning sector.

### ***INgeBEELD***

INgeBEELD is a collaboration between CANON, the Cultural Unit of the Flemish Ministry of Education, and various arts education organisations.

### ***European Schoolnet***

European Schoolnet (EUN) is a network of 31 Ministries of Education in Europe and beyond. EUN was created more than 10 years ago with the aim to bring about innovation in teaching and learning to its key stakeholders: Ministries of Education, schools, teachers and researchers.

### ***Lifelong Learning Programme***

On this stand you will find information about the Lifelong Learning Programme of the European Commission. Information about several projects funded under LLP will be available on this stand, they include:

- The MultiLingual Virtual Simulated Patient Project (MVSPP)
- Viducate - Digital video as a support for lifelong learning
- e-VITA: European Life Experience
- Language learning and social media: 6 key dialogues
- EduMecca: New Educational Models that Encourage Creative transfer of Competence and Acquaintance in Lifelong Learning

There will also be information from the Finnish Society on Media Education available on this stand.

### ***KlasCement***

KlasCement is a social network portal aimed at teachers in Flanders that stimulates cooperation at all levels of teaching and learning.

### ***Agence Wallonne des Télécommunications***

AWT is responsible for the promotion and exploitation of ICT in the Walloon region.

## ***Our Thanks***

We are grateful for the input and help of the conference steering committee

- Deborah Arnold, Vidéoscop, Université Nancy 2, France
- Jim Devine, Dun Laoghaire Institute of Art, Design and Technology (IADT), Ireland
- Helle Meldgaard, The Danish IT Centre for Education and Research (UNI•C), Denmark
- Eleonora Pantò, CSP - Innovazione nelle ICT, Italy
- Philip Penny, Dun Laoghaire Institute of Art, Design & Technology (IADT), Ireland
- Andrew Watt, Independent Consultant, Edinburgh, Scotland

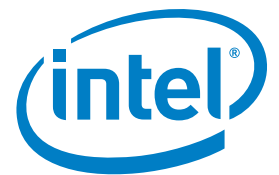
We are also grateful to the conference sponsors and supporters and members of the Media & Learning Advisory Committee.

Media & Learning 2010 would like to thank its sponsors:



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