



SEEL

Supporting Excellence in E-Learning

Workshop 4 - policy

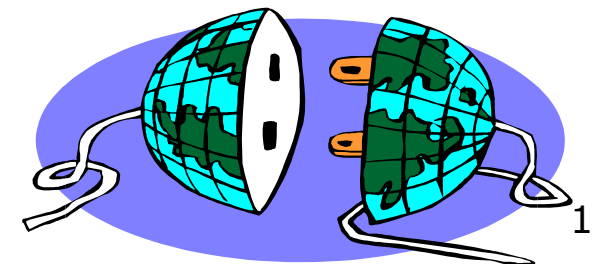
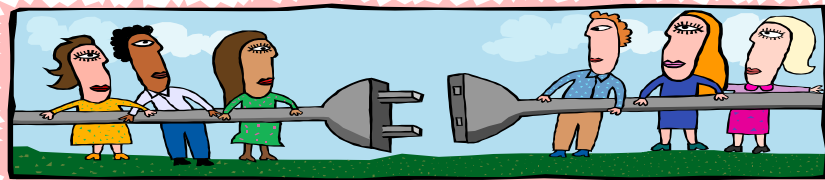
e-learning regions, cities and territories

competition or collaboration?

Kennet LINDQUIST : STPKC : moderator

Pierre DESSON : Ville de Parthenay : chair

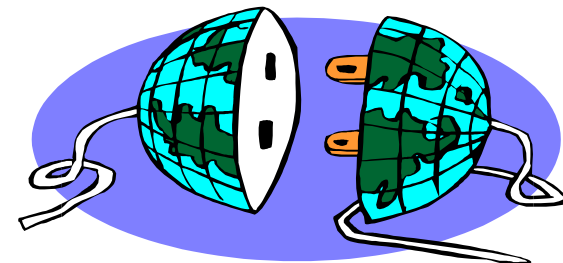
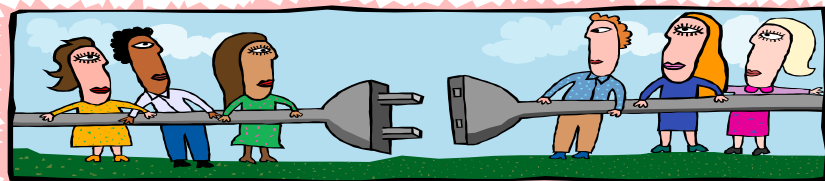
Patrick CHEVALIER : EIFEL : expert





Overview

1. Learning territories
2. Competition and cooperation
3. Relation with Policy
4. Relation with quality
5. 4 short examples



Learning Regions ?

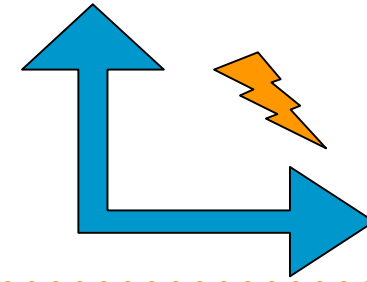


- ▶ **Region**
 - **Cities, Regions, varied territories**
- ▶ **Learning**
 - **Territories that provides opportunities for individual (citizen) and players (training institutions, education, consultants, companies, etc.) to learn**
 - **Territories that are able learn and use learning as a way to develop themselves**





Competition or collaboration



▶ Horizontal competition or cooperation

▪ Competition :

- ◆ On attractiveness for companies and economic actors.... Funds..
- ◆ On attractiveness for qualified people : i.e. Nantes is very attractive for managers because of culture and way of life

▪ Cooperation :

- ◆ to share, investments at a large level,
- ◆ To influence national context, international standards,
- ◆ Strategy to cooperate on e-learning and to compete on economy or tourism... ?

▶ Vertical competition or cooperation

▪ Competition

- ◆ National level defends equality of chance between regions on education and training
- ◆ Habits, budgets, decision, administrative coordination

▪ Cooperation through subsidiarity

- ◆ **Local** : It is more sensible to propose coherence between education and social and cultural policies), and value added services at local level : i.e. cities where relation between players take place
- ◆ **National** : context, coherence with existing actors : at national level ... companies, administration, associations .. **(digital knowledge base)**
(Marku Markkula)





Factors that influence cooperation-competition

- ▶ **What is the national situation ?**
 - National primary and secondary education
 - National infrastructures, law, ..
 - National attitude and initiatives towards local initiatives
- ▶ **How "specific or global" is the territorial policy ?**
 - What are the boundaries of the initiatives taken at different level ? : education, training, employment, social
 - The more local should be the more global ?
- ▶ **What attitude and role of the territorial authorities ?**
 - animation, coordination, support, etc. ?
- ▶ **What is the scope : international ? local (4 CASES) ?**
 - **Buyer of services for citizens ?**
 - ◆ Innovation ? Looking for the best ideas or solution
 - ◆ Protection ? Mastering all the process
 - **Supplier of educational, knowledge, services ?**
- ▶ **Quality policy ?**





Examples : Buying or supplier

▶ Buyer approach

▪ Close strategy : one or 2 (only) french Region

- ◆ Local buyers and providers : sharing of the resources between local providers
- ◆ Purpose : help the training bodies to learn how to implement ICT, how to cooperate together..

▪ Open strategy : Nouveau Brunswick (Canada)

- ◆ Import is necessity for developing the quality of the supply at regional level (16000 courses available for the regional citizens)

▶ Supplier approach

▪ Developing a high value activity : La Réunion

- ◆ Developing activities on multimedia
- ◆ Developing competences
- ◆ Training and attractive
- ◆ Cooperation at world level : learn how to cooperate and attract the best competences, how to manage big projects with intermediary competences, how to subcontract with partners (Madagascar)

▪ Singapore : e-region : then e-learning player

- ◆ We have to become the hub of the knowledge society in South east Asia
- ◆ Let's do it for ourselves with excellence and elaborate and propose services





Quality and cooperation and competition

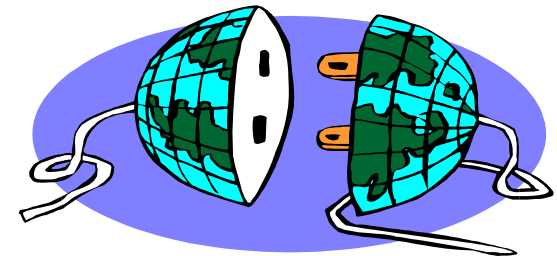
- ▶ **Quality**
**Quality = process + results = possibilities to improve
(management and responsibility)**
- ▶ **Transparency of results, of contractual relations**
- ▶ **Quality approach will develop global approach**
- ▶ **Competition should be productive rather than negative/
inefficient competition should be avoid**





e-learning regions, cities and territories competition or collaboration?

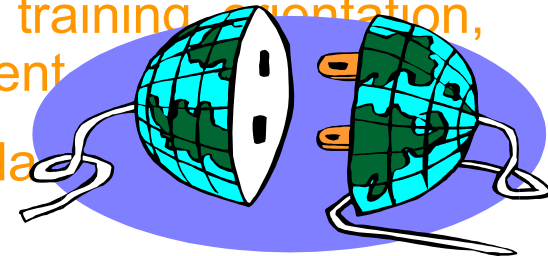
- ▶ **Cooperation is a necessary step to prepare to compete whatever level or objective are**
- ▶ **Territories are not only companies**
 - their first mission is to serve their citizen interest. the possibility to sale services or product should not be in contradiction with the citizen interests... if better products exist outside, it is better to import them...**





Possible themes or subjects for competition or collaboration ?

- ▶ Organisation of the education and training system
- ▶ Close relation between demand and supply, opening
- ▶ Life long learning : formal and informal training, from education to training,
- ▶ Coordination between supports :
- ▶ Information and orientation services to people : centration of services on the individual .. Personal file, initiative
- ▶ Development of innovative and high added value services :
 - portfolio, knowledge management of cities, ...
 - valorisation of culture, of collective knowledge
- ▶ Involvement of economic actors in training, orientation, employment, economic development
- ▶ Involvement of social actors : solidarity







- What is a regional policy for e-learning

▶ Wishes **Tools to access the situation**

- ▶ Tools to evaluate the situation of the region in e-learning

- ▶ Methodology for learning regions

- How to start a e-learning policy
- One stop service for regional players on e-learning :
- Common understanding of e-learning region

- ▶ Vertical cooperation should be encouraged

- ▶ Competition between territories at the same level exists... They should have the equivalent access to tools. It is not a bad thing : competition on quality and new services.

- ▶ Emilie Romagne .. Aide

- ▶ Common understanding of what e-learning region is

- ▶ La maîtrise des technologies

- ▶ To help the local players .. To, develop innovation and to transfer to other regions

- ▶ SMEs collaboration with big companies .. Use of