Network promoting
e-learning for rural development

e-ruralnet

LLP Transversal Programme

Key Activity 3 ICT - Networks

National Event Report **– Promotion during Swedish Learning Awards 2011 -**

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For more information on E-ruralnet please visit the website: www.e-ruralnet.eu

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I. INTRODUCTION AND EXECUTIVE SUMMARY

This national event was implemented with the purpose to introduce, promote and generate interest for the eRuralnet initiative, its different events, products and services developed as part of the eRuralnet project.

II. SWEDISH LEARNING AWARDS

The Swedish Learning Awards event (previously called Swedish eLearning Awards) is an annual nation-wide event for promoting modern learning services, and to provide recognition to leading learning service product and services developed in Sweden. It is the largest national eLearning event in Sweden of its kind (basically a national Oscar-gala for learning services, rather than for films).

1. EVENT STRUCTURE

The Swedish Learning Awards ceremony is held annually every year. In 2011 is was held on 24 March, and it was as an in-built component of this even that the national eRuralnet event was held.

This event is given a prime attention by the learning service 'industry' and the educational sector, and is attended by most/ key learning service professionals.

This event has great promotional value for the eRuralnet project, and for its Swedish project partner.

Swedish Learning Awards 2011 – Dags att anmäla tävlingsbidrag!

On 22 januari, 2011, In Okategoriserade, by Admin

Den 24 mars går 2011 års upplaga av Swedish Learning Awards av stapeln på Nalen i Stockholm och det är nu dags för er att lyfta fram era bästa utbildningsprojekt. Anmäl era bidrag senast 31 januari.

1.1 Expo/Demonstrations
A product/service expo is arranged as part of the event where most learning service providers are demonstrating its products and services. The eRuralnet project was one of the demonstrators (see annex with photos) and had a central position in the expo area with virtually all delegates/guests (see list of participants in the Annex).

1.2 Plenary presentation of initiatives
In the Awards ceremony plenary session, implemented after the expo period of the event, was all recognized Swedish learning service/product development initiatives introduced to the audience. This included also the eRuralNet (event if it was not a strictly Swedish development effort) and the initiative was explained to all participants (see photos in annex). This learning service overview was followed by an introduction of the Swedish Award Candidates.

1.3 Result from the Jury – Awards distribution

The 2011 Swedish Learning Awards were provided in eight categories, each selected be a jury-group consisting of senior professional from Sweden and from abroad. The list of the award areas are listed below;

Om Jurygrupperna och bedömningskriterier

Jurygrupperna som är sammansatta av de vassaste i branschen från både leverantörs- och beställarsidan ansvarar för var sin kategori. Alla jurymedlemmar arbetar under strikt sekretess och inlämnade bidrag bedöms enbart av den specifika jurygruppen. Läs mer om jurygruppernas bedömningskriterier nedan.

1. Bästa e-Learningproduktion 2011
2. Bästa Simulering, virtuella värld och spel 2011
3. Bästa Standardproduktion* 2011
4. Bästa Rapid e-Learning produktion 2011
5. Bästa m-Learning 2011
6. Bästa Innovation inom system eller verktyg för e-Learning 2011
7. Bästa Kompetenssatsning / implementering 2011
8. Årets Eldsjäl (individuellt pris)

For each of the award areas it was by the jury selected three award candidates and an honor mention. The winners and candidates were introduced both by the development team as well as the products/services they had developed. The was the grand final of the award ceremony and the plenary session, and the award ceremony was concluded with networking among the participant. In this conclusive part of the award it was also great attention given to the eRuralnet as an EU initiative.

2. ANNUAL ARANGEMENTS & RESULTS

The timing for the next annual award ceremony (2012) was also announced and it was proposed that more attention should be given in coming events to also EU-related learning service development initiatives/projects, a direct result of our participation. Format for such involvement would be discussed with the different national associations like; REK, Promise, SVERD, and other national learning-related associations.

2.1 Announcement of 2012 Awards
The 2012 award ceremony is to be implemented in Spring 2012 (after completion of the eRuralnet project), However Emmerce is planning to follow up this successful dissemination event with a post-project promotion of the eRuralnet project during the 2012 Swedish Learning Awards event.

2.2 Jury 2011 and Selection of 2012 jury
The recruitment of the jury for the 2012 event started informally already during the 2010 Award event and the Swedish eRuralnet representative in the 2011 event (Emmerce) was invited to become one of the 2012 jury members.

III. PROMOTION OF E-RURALNET PROJECT DURING THE EVENT

The participation in the 2011 Swedish Learning Awards ceremony as a national dissemination day for the eRuralnet project in Sweden was a very successful initiative, and it gave a good impact on the Swedish learning service 'community'.

1. The eRuralnet Exhibit / Demonstrations / Promotional activities

The very presence in this event and the networking opportunities that it provided us with (see the large list of professionals and Swedish learning service providers) was both very positive, rewarding and gave great opportunities for explaining the project, introduce developed products and services, as well as to establish and reinforce contacts and collaboration. Direct collaboration and alliances were possible fto establish with most learning-related associations such as;
REK – National association of Knowledge transfer
SVERD – National distance learning provider association
PROMISE – Swedish multimedia producer association
Swedish Learning Association – Learning service user association

1.1 Project Booth
The eRuralnet project had a demonstration and expo boot jut in the middle of the main passage of the expo area, which made virtually every event participant to be exposed to and have opportunity to discuss the project with us, as well as to view the project presentations, and get prepared information materials.

1.2 Projected screen demonstrations
The project presentations were both provided in large-screen format at the booth, as well as in form of large –screen projections in the plenary area. The presentations made through these screens were a combination of PPT slides and web-presentations.

1.3 Handouts
Visitor to the booth were provided with different forms of handouts, like project summary sheets, copies of presentation slides, and web-site printouts as well as copies of the project newsletter.

2. RESULTS

2.1 Interest indications about the project
Many event participants expressed interest in the project initiative and follow-up interactions were agreed and name cards were exchanged.

2.2 Collaboration interest among associations and representatives
The above mentioned national associations expressed interest in project outcomes and willingness to participate in similar project events.
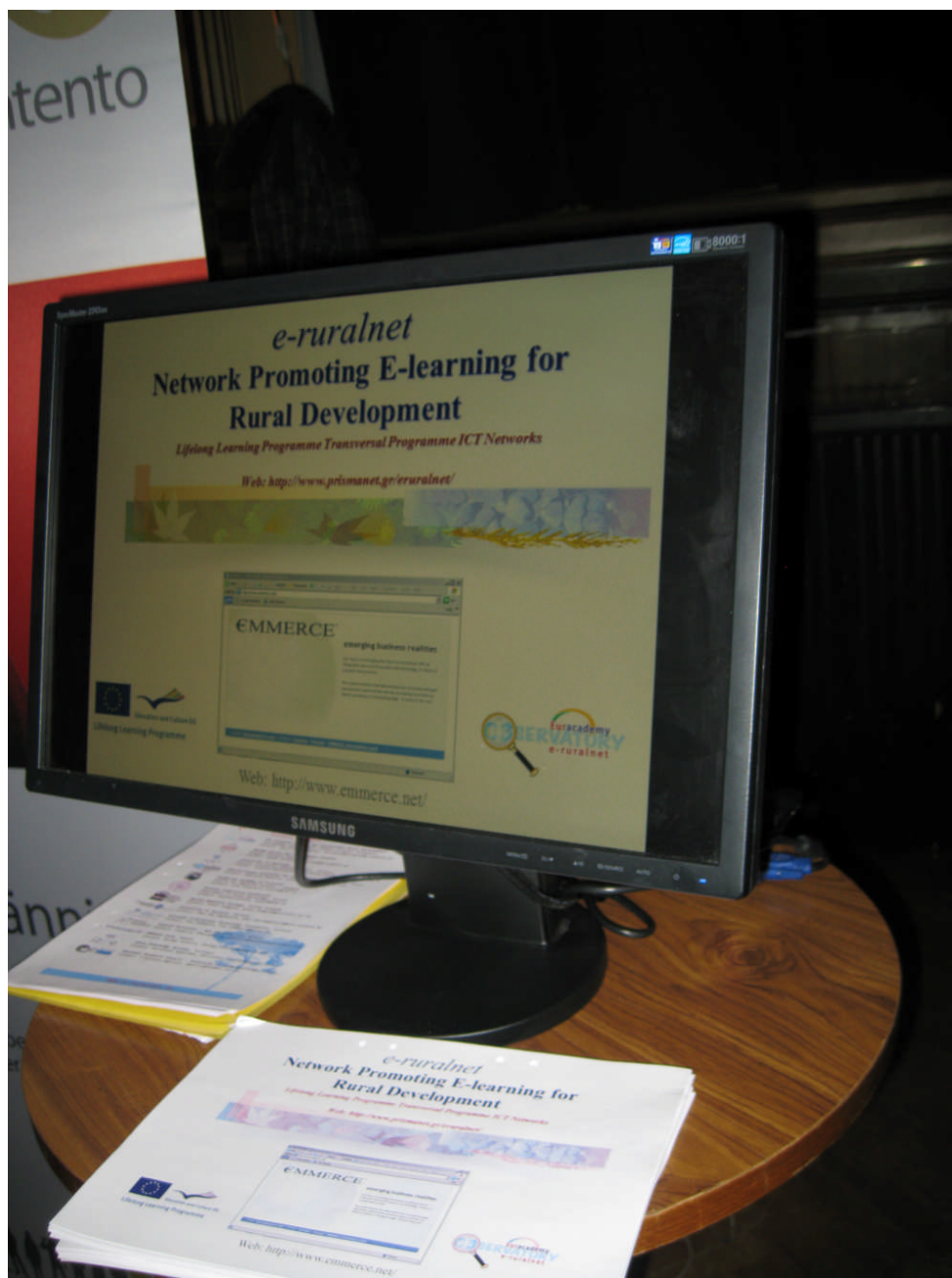
2.3 Intended follow-up for 2012 event.
Participation in the 2012 event is scheduled, as a post-project dissemination effort. In addition Emmerce have accepted the role of jury member in the 2012 Award event. The post-project eRuralnet dissemination is also scheduled for the 2012 event.

List of visiting guests and participants:

First name: Family name; Company

Agneta Stureborg von Sché
Alexis Flohr
Alison Francis
Anders Pettersson
Anders Sällberg
Anders Troive
Anders Nylund
André Gottfridsson
Andreas Brömster
Anna Österlund
Annelie Håkansson
Annelie Elgevi
Annika Fredling
Annika Falk
Axel Dahlin
Bengt Nilsson
Björn Forsén
Boel Franck
Bosse Forsberg
Brita Hahne
Börje Marcus
Camilla Orrenäs
Carl Plogbäck
Carl-Johan Rydberg
Cecilia Sköld
Cecilia NIlsson
Charlotte Gustafsson
Christopher Stolpe
Dan Nilsson
Daniel Ernerot
Daniel Brånn
David Granberg
David Calmhede
Ebba Torngren
Edvin Ruud
Elin Bjursten
Elisabeth Eriksson
Torgil Lenning
Erik Öberg
Eva Oldhammer
Eva Rafner
Felicia Kreuger
Fredrik Christiansson
Fredrik Paulsson
Fredrik Rexhammar
Gustaf Sylvin

Göran Axhamre
Hans Curman
Helen Norberg

Companies
Ping Pong AB
Xtractor
Sony Ericsson Mobile Communications
Grade
Happyworks AB
Apis telecomtraining
Scania CV AB
Houdini Group AB
SKTF
ERicsson
Krus
SKTF
Grade
Sveriges Utbildningsradio AB
Happyworks AB
Kriminalvården
Intermezzon
Landstinget i Uppsala län
Step2 Communication AB
Axfood AB
Wassum Academy
Contento Svenska AB
Babygruppen Online Sverige AB
SKTF
Happyworks AB
IKEA
IKEA
Intermezzon AB
Teknikhuset AB
Contento Svenska AB
UNIT4 Agresso
Learntech AB
Learnways
Xtractor
Apis telecomtraining
Grade
Landstinget Sörmland
Wassum Academy
Arbetsförmedlingen
IKEA AB
Addisonföreningen
Involve Communication AB
Netcompetence
SIBA
Wroom AB

Learntech AB
Swedbank
Step2
Swedbank
Helena Eketrapp LearnTech AB
Helena Fock SKTF
Henrik Grunning EnlightKS
Henrik Svensson Getinge Infection Control AB
Ingela Bredesen Arbetsförmedlingen
Jakob Netz Learnways
Jan Bergare BTS
Jenny Seeholm SIBA
Jens Wisén Kriminalvården
Jerry Ando Teknikhuset AB
Joakim Ortner Bonanza
Johan Olofsson Xtractor
Johan Romås Wassum Academy
Johan Skärskog Netcompetence
Johan Skoglöf Learntech
Johan Eckerström Houdini Group AB
Johannes Petterson Contento Svenska AB
John Sarafian TMP Media Group AB
John Lohman Kriminalvården
Jonas Englund Grade
Jonas Robertsson Contento Svenska AB
Jonas Killgren Learnways
Jonas Wååg Learnways
Jonna Meijer Netcompetence
Josefin Westlund Intermezzon
Kamil Kozuch UNIT4 Agresso
Karin Lönn Elekta
Karin Wilund Involve Communication AB
Karin Torheim Krus
Karin Flinkenberg SKTF
Karin Ottosson SKTF
Karin Jansson TicTac Interactive
Kennet Lindquist Emmerce EEIG
Kent Sundin e-Ruralnet
Andersson Happyworks AB
Klas Turesson MA-system
Klas Whal Learnways
Kristian Åsberg Tetra Pak AB
Kristina Olli-Lindström Swedbank
Kristina Engdahl Aurora Innovation AB
Lars Gustafsson AB Tetra Pak
Lars Lindgren BTS
Lena Strand Xtractor
Lena Möller Ergonomhuset AB
Lennart Helmbold Media Evolution
Lisa Alexandersson Xtractor

Lisa Svensson Student
Lise-Lotte Appelgren EnlightKS
Louise Westhoff Xtractor
Louise Dahlén Systembolaget
Lovisa Wihk Södertörns brandförsvar
Magnus Rudmalm Arbetsformedlingen
Magnus Jönsson Grade
Magnus Huss Lexicon Interactive
Maivie Stigson AB Tetra Pak
Malin Hydén ONE DAY Interact AB
Malin Sjöberg Student
Maria Alriksson Step2
Maria Rådström Swedbank
Maria Claesson Kinnarps AB
Maria Wilhelms SKTF
Mariana Backes Martins Mercuri International
Marie Lenhoff Grade
Marie Holmqvist Tullverket
Marie Asker Lindblad Billerud AB
Martin Nyman Kinnarps AB
Martin Liberg Kinnarps AB
Martín Prieto Fuente Interactive Lab
Mattias Kareld IKEA
Merit Rodén Involve Communication AB
Mia Arnell Houdini Group AB
Michael Walter de Perlet Training Partner
Michael Schlegel Tetra Pak Processing Systems AB
Mikael Rosholm Training Partner
Mikael Svelch Promise
Mikael Herrala SIBA
Monika Marklund Marklund Film AB
Måns Lagerbäck Netcompetence
Mårten Diktonius Step2
Nicole Janssen Axfood AB
Niels Bergsten IKEA
Niklas Angmyr AB Angmyr Business Opportunities
Niklas Andersson Contento Svenska AB
Niklas Axelsson Sirius Humanum Ambulans AB
Niklas Olofsson Training Partner
Nils Carlberg Learnways AB
Olga Shyshko Svenskt Demenscentrum
Olivia Hjorth Skånes Universitetssjukhus
Patrik Walerholt Wassum Academy
Patrik Åkesson Krus
Pernilla Blennow SIBA
Pernilla Fasth Intermezzon
Pernille Ravnskov Gäst till Apis Training
Peter Pierrou Xtractor
Peter Bergh Promise
Peter Söderholm Bonanza

Peter Zethraeus TicTac Interactive
Petter Nordqvist Contento Svenska AB
Rebecka André Axfood AB
Richard Bergström Ping Pong AB
Richard Sigray Krus
Rickard Nygren Grade
Robert Gustavsson Student
Sandra Eriksson Alvarado Student
Sara Pejnefors Xtractor
Sara Kvarnängen Grade
Sara Hjulström Svenskt Demens Centrum
Sofie Ahlén Netcompetence
Solveig Lampe Landstinget sörmland
Staffan Westelius Xtractor
Stefan Hallberg Xtractor
Stefan Johansson Learnways
Stefan Tunhage Intermezzon
Stephen Thiel Lexicon Interactive
Stina Lantz Aurora Innovation AB
Susanna Larsson Ergonomhuset AB
Susanne Hedberg Wassum Academy
Susanne Hedin Ergonomhuset AB
Tanzil Khan Atlas Copco Tools
Ted Karlström SKTF
Thomas Malmqvist Nordea
Tobias Sjökvist Lexicon Interactive
Tobias Öqvist Lexicon Interactive
Tobias Meschke Babygruppen Online Sverige AB
Tom Sjögren BTS
Torbjörn Bredin SKTF
Tore Marklund Marklund Film AB
Tove Borglund Grade
Ulf Sandgren e-Ruralnet
Ulf Eklund Lexicon Interactive
Ulf Brissman IKEA of Sweden
Veronica Söderström Promise
Xavier Follet Grade
Xerxes Malekani SIBA