

Technology Enhanced Learning Environments for Social Literacy (TEL4SL)

Project nr. 2014-1-PT01-KA200-001025

Coordinator: Luso-Illyrian Institute for Human Development (iLIDH),
Portugal

Intellectual Output nr. 6

Entrepreneurial Packaging of Social Literacy

Contents

1. Social Literacy Entrepreneurs	3
Who and Where	3
Role.....	4
2. Social Literacy Packaging	5
Elements of Transferability	5
Materials.....	5
Entrepreneurial Experiences Advanced	6
Annexes.....	8
Annex 1 – “O6_Packaging”	8
Annex 2 – “O6_transfer_UVM”	8
Annex 3 – “O6_LED_transfer”	8
Annex 4 – “O6_transfer_Malta”	8
Annex 5 – “O6_Post_project_Network”	8
Annex 6 – “O6_Scientific_Article”	8
Annex 7 – “O6_Communication_Sustainability_Strategy”	8

1. Social Literacy Entrepreneurs

Who and Where

The TEL4SL project, submitted and approved by the ERASMUS+ Programme in 2014, had the overall goal to research, implement and test a technology enhanced learning environment at the Universal Values Museum (UVM), in Mafra Portugal, serving as a model for future reference and potential replication.

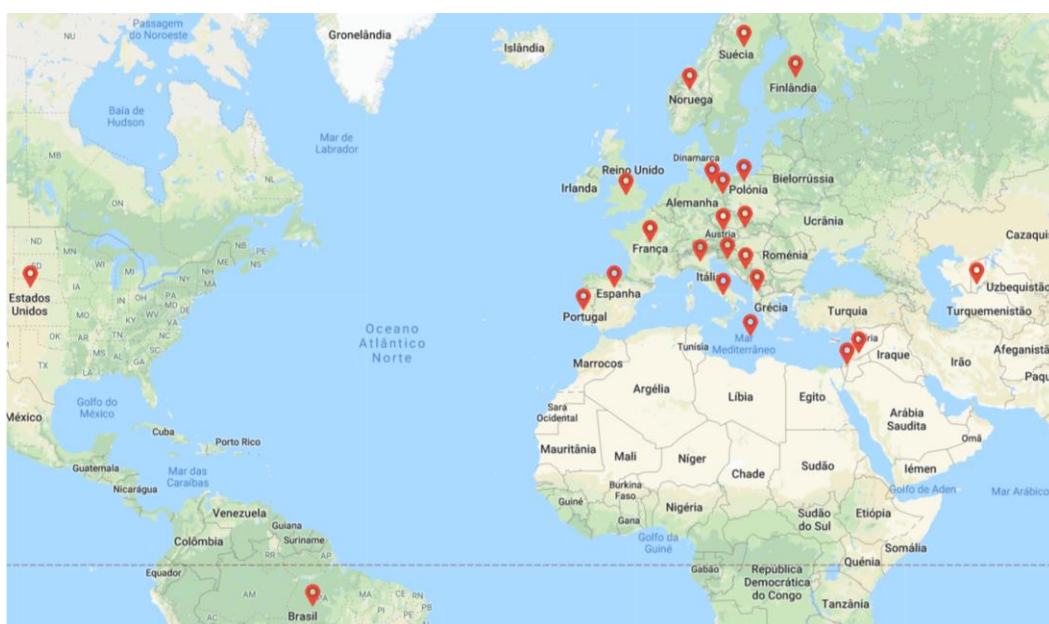
The TEL4SL project envisaged, from its conception, a continuum of knowledge and practice capitalization in Social Literacy, which is partially prior to the project (with LED on Values, DAVID and Peace Education Projects), mostly contemporary with the project in developing an interactive space of technologies for Social Literacy (at the UVM) and in the training of social entrepreneurs in Social Literacy.

For the purpose of supporting knowledge sharing about this pilot experience at the UVM – where a significant number of digital and non-digital learning modules were built, tested and evaluated – the TEL4SL project has also included a set of training activities to build transferability capacity into other countries. These trainees were the “Social Literacy Entrepreneurs”, who came to the UVM to an in-depth training on the foundations of this pedagogical and technological model, accessing knowledge, methodologies and tools to multiply Social Literacy efforts in their communities and regions. On that foundation, these social entrepreneurs were capacitated to act as mediators and consultants to future replications of the UVM in other social and cultural contexts.

In this framework, the TEL4SL project has trained more than 100 potential multipliers with the original goal of capacity building in the concepts and practices of Social Literacy, in the experiential and technological methodologies of the Universal Values Museum and on the creation of social added value. As stated since the application of this project, these training activities goal *“is a capacity building course that will enable identified entrepreneurs in EU to take up TEL4SL outcomes and transform them in a socially valuable service to communities in their countries”*.

The TEL4SL Social Entrepreneurs have several occupational profiles, united by the strong commitment to universal values as foundations for personal competence and world peace. They are leaders of prominent NGOs, consultants to governments and international organizations, headmasters and teachers of schools and universities in their countries. But also outstanding students, selected by the eclectic profile and potential to be tutors to their peers at school.

They are distributed in more than 20 countries, mostly in the EU, as illustrated.



Role

In this context, the training events of TEL4SL aimed at building capacity to the partners' networks of professional and voluntary personnel to the universal values approach to promote transversal skills development and assessment and to build capacity for transferability and engagement in entrepreneurial experiences in their communities. In this context, responding to one of the Erasmus+ priorities of promoting the take-up of practical entrepreneurial experiences in education, training and youth work.

Since the project included the take-up of entrepreneurial experiences to other countries, the IO6 also considered how these entrepreneurial experiences benefit from the support of the project, since most transferability costs in the future when using project results will mostly be on customization (cultural adaptations, translations, etc.) and consultancy services and not on commercialization of any project output itself.

Since TEL4SL developed a set of highly interactive and immersive contents that were deployed by relevant ICT in learning environments, the capacity to adopt these new approaches into useful and sustainable teaching and learning processes is linked to the capacity of creating multiplication agents who understand, value and promote the tools with their own practice.

Moreover, the fact that TEL4SL had its project results tested and exploited through a real experimental place where the ICT, research and training facilities, as well as integrated accommodation and subsistence infrastructures, all meet – at the Values University and Universal Values Museum (UVM) in Mafra, Portugal – the Social Literacy Entrepreneurs training occurred in that same place, where multiplier agents could have the direct experience with the object of their training.

In close articulation with the IO5 training activities, the materials of the transferability packaging in Social Literacy is, coherently, equivalent to the contents of those capacity building activities. Therefore, it was defined that the training activities should serve as a tool for training, familiarization and prospection of agents multiplying the results of the TEL4SL project, with specific training in the respective areas.

2. Social Literacy Packaging

Elements of Transferability

This “packaging” aims to be a set of resources in which the Social Entrepreneurs may rely on when developing their Social Literacy initiatives in their countries and regions. It has all the conceptual, methodological and tools descriptions in order for them to present, raise awareness and propose Social Literacy activities to their communities.

It supports the overall efforts that may culminate in the replicability of the UVM experience in other locations of the EU, but all the intermediate efforts to promote Social Literacy are not less important, because they may be necessary steps to that ultimate goal of replicating the “product” that concentrates the major achievements of this strategic partnership in social literacy.

When that happens, the elements that can be transferred through the support and expertise of the Social Entrepreneurs are identified as:

- Interactive games (digital and non-digital), activities, assignments –software & contents;
- Spaces & modules’ designs;
- Implementation and management methodologies & processes;
- Merchandizing products & communication pieces.

However, as stated above, to reach this ultimate replicability goal, the Social Entrepreneurs have available to them a wide set of resources that were enhanced by the TEL4SL project, and about which they have received training. It is the case of the European Programme of Social Literacy, LED on Values, or other initiatives identified at the best practices in Social Literacy, DAVID Database. All of these are relevant educational manifestations of social literacy and should be valued as such.

Materials

The compilation of contents used as materials in the training activities to enhance the envisaged capacity building of Social Entrepreneurs was then selected and adapted to compose a set of materials that could be that “packaging” these multiplier may have at their hand in their Social Literacy initiatives around the world.

Those materials are available in annexes, in separate documents, considering its significant size and extension.

However, for easier consultation, we here organize each training material in accordance with the respective theme and purpose.

Social Literacy Packaging Files	Purpose in the “Packaging”
- “O6_Packaging”	With the design of a physical box in the form of a UVM logo, to support Social Entrepreneurs with a common harmonized physical design tool for production in their country (production outside the scope of the project).
- “O6_transfer_UVM”	Support Social Entrepreneurs with a tool that enables them to present the pedagogical and technological experience of the UVM (pilot of TEL4SL) to defend transfer processes to their countries and regions, with conceptual and methodological support.
- “O6_LED_transfer”	Support Social Entrepreneurs with a tool that enables them to present the experience of the European Social Literacy Programme LED on Values in their countries and regions, with conceptual and methodological support as a means of thematic introduction and foundation for the appropriation of the UVM experience.
- “O6_transfer_Malta”	Demonstration of an example of how the implemented process of introducing the Social Literacy resources of the partnership can bear fruits of transferability to other partner countries.
- “O6_Post_project_Network”	Demonstration of TEL4SL as a networking entrepreneurship project for knowledge capital and experience in Social Literacy, able to mobilize a network of social entrepreneurs from around the world in a transnational effort of Education and Culture.
- “O6_Scientific_Article”	Support to Social Entrepreneurs with a scientific article published in an international journal in which the technological and pedagogical elements of the UVM are referenced as a best practice at the international level

Entrepreneurial Experiences Advanced

Although TEL4SL project had the initial goal to create conditions for future transferability of Social Literacy resources, in the framework already exposed above, the fact is that this strategic partnership of the Erasmus+ programme has gone beyond its initial expectations and, still during the project duration, has engaged significant stakeholders and initiated relevant entrepreneurial experiences.

This was the case of how the implemented process of introducing the Social Literacy resources of the partnership could bear fruits of transferability to other partner countries, namely to Malta, in a process of appropriation of the knowledge capital and experiences assimilated in TEL4SL, supported by the training activities of Social Entrepreneurs of TEL4SL, under the patronage of the Ministry of Education of Malta.

Also beyond the expectations of the project promoters was the outstanding engagement of Social Entrepreneurs from 12 countries of the world in the “12 Stones 4 Peace / Humanity First” movement, that started with the last training event in the project, and resulted in a very detailed and

comprehensive action plan with tasks and activities foreseen, which could easily result in setting up a formal Network under the Erasmus+ Programme for further multiplication and developments in new countries. This action plan gathered the presence and support of worldwide relevant institutions and experts, such as the Representation of the European Commission and UNESCO in Portugal, Stanford University, Youth Committee of the United Nations among many other prominent commitments for a post-project stage cooperation.

Proof that the TEL4SL model is capable to support replicability are still various expressions of interest of museums and international organizations, such as some under the International Network of Museums for Peace (INMP) or others individually. Most have gained contact with the promoters in the TEL4SL Multiplier Events, having resumed contact in order to transfer experiences and applications for their museums, showing how collaboration between partners and social entrepreneurs throughout the project has resulted in fruitful contacts for replicability and sustainability of results. Just as the model for dissemination and valorisation of results that TEL4SL pursued is one that is relevant to the nature of its products and services.

Also considering the long duration of the project – 36 months – and adding the conception and application period of another 12 months previously, we are looking at four years of new political cycles in the EU. Therefore, considering previous networking at the application stage, the project had the merit of reaching new political stakeholders who were actively involved in the results of the project, namely senior officials from national, European and global governments and institutions. This was the case of the Malta Ministry of Education (partner country), the Head of the European Commission Representation in Portugal (coordinating country), UNESCO Secretary-Generals in Portugal and Albania, President of the Council of Europe and Deputy Minister of Integration European Union in Albania (partner country), Chairman of the United Nations Youth Committee, leaders of the International Network of Museums for Peace (headquarters in The Hague, Netherlands, partner country), among many others.

Finally, a reference to a scientific article published in an international journal, coordinated by the Faculty of Medicine of Lisbon and with the participation of project team members, in which the technological and pedagogical elements of the UVM are referenced as a best practice at the international level.

Annexes

Annex 1 – “O6_Packaging”

Annex 2 – “O6_transfer_UVM”

Annex 3 – “O6_LED_transfer”

Annex 4 – “O6_transfer_Malta”

Annex 5 – “O6_Post_project_Network”

Annex 6 – “O6_Scientific_Article”

Annex 7 – “O6_Communication_Sustainability_Strategy”