



# Newsletter

Professional learning for adults on the move

Issue 1

## Welcome!

We are pleased to introduce you to the Lifelong Learning Programme (LLP) project MOVE-ON: Professional Learning for Adults on the Move.

This first communication is designed to provide you with some background information about the project and to show you how you and your organisation may benefit from the services MOVE-ON has to offer.



## Learning on the move

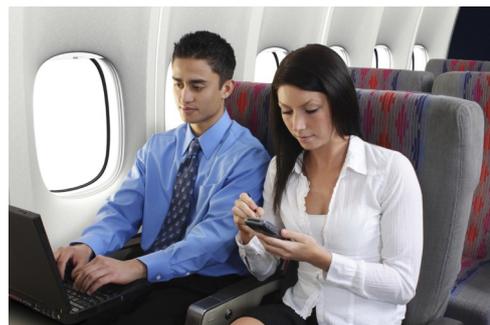
Adult learners' re-entry into the learning environment, in many instances, requires a leap of courage, and yet their learning success is integral to the health of communities and the economy. These learners, whether busy parents, young adults or seniors who would like to stay professionally active, can only (re-)enter or stay in the workforce by becoming life-long learners.

Learning on-the-move holds a promise for providing opportunities for adults to stay in-line with their career, personal and educational goals, to keep pace with professional and societal changes and with the

new formal requirements in the modern labour market.

Learning at the "non-place" refers to learning which takes place in spaces of temporary, transient activity (such as airports, supermarkets, hotel rooms, highways, queues, etc.), in general in time and place that

would normally be mostly "downtime" for a person. On the other hand, the tendency of more and more adults carrying powerful portable devices provides a well-exploitable opportunity for learning.



## Project Aims and Objectives

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The MOVE-ON project (under the LEONARDO DA VINCI Lifelong Learning Programme (LLP) of the European Commission, Education and Culture DG) aims at designing, developing and validating new vocational education possibilities ready to be offered in short episodes (max 10 minutes each) during "non-place" events with the goal to increase the overall volume of participation of adults in vocational education.

More specifically, MOVE-ON aims at:

- Designing, developing and valorising a novel mobile-learning pedagogical approach based on the recent developments in ped-

agogy, placing the active learner at the heart of activities.

- Developing and valorising an innovative and attractive all-inclusive mobile-learning system that will support acquisition of knowledge while on-the-move or at the "non-place".
- Targeting adult professionals from all over Europe who lack free-time and are conscious about their educational needs.
- Designing and developing educational material (courses) that covers a selection of subjects and skills that demonstrate growing demand from employers across all levels of employees. This material will

be easily adaptable for different portable devices and organized into smaller learning units, fitting the transient context of mobile use and the MOVE-ON pedagogy.

- Offering a multilingual service, as the system itself and the educational material will be available in several languages.

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## State of the art



Mobile device manufacturers have raised the bar with the introduction and success of sophisticated portable devices (like iPhone, iPad, Blackberry, Google Nexus, tablets, etc.) who have already demonstrated good potential for mobile learning (e.g. iTunesU). At the same time, these modern learning tools, which have the potential to alter the educational experience, seem to be entirely separated from pedagogy since they simply do not fit with existing pedagogies. This gap from modern learning tools to state-of-the-art pedagogy needs to be bridged by developing new pedagogical approaches and respective content for mobile learners.

From the societal point of view, as society becomes increasingly

hectic and knowledge-based, adult employees of all professions and educational levels are obliged to adopt more vocational education activities to renew, update or certify knowledge and skills in order to remain competitive in the workplace within an ever increasing technological environment. On top of that, as documented by the “New Skills for New Jobs” priority (launched in 2008 by the European Commission), skills upgrading is critically important for Europe’s short-term recovery from the crisis and longer term growth and productivity, for its jobs and its capacity to adapt to change, for equity, gender equality and social cohesion. As stated in the report, “too little is done to increase and adapt the skills of

an ageing workforce”.

Within these frames, the main challenge of MOVE-ON is to increase the overall volume of participation of adult professionals in learning and vocational education, by focusing on the possibilities offered by portable devices widely adopted nowadays as new access media to learning. MOVE-ON’s expectation is to motivate, enable and support busy adult professionals in learning on-the-move or at “non-places” by providing an alternative educational model that fits their mobile and fast-moving way of life.

## Key expected results

Feedback from pilot testing will provide insight into the appropriate educational approaches that suit the mobile context and motivate mobile users to engage with the MOVE-ON service.

The ultimate product of the MOVE-ON project will be a multilingual (EN, EL, BG, IT, HU) learning platform with courses available in all 5 languages. The courses that are being developed will be delivered on smart mobile devices (more specifically on iPhones) and are focusing on the topics: Project Management, Negotiations and Financial Management. Each MOVE-ON course

will consist of a series of 20 ten-minute episodes and will be highly interactive as a result of a combination of informative and experimental elements (text, videos, photos, animations, exercises, games, etc.). Finally, this new educational approach will be tested and evaluated by users in several European countries.



## For more information

For more information on the project’s progress, related events and publications, to contact us or to get involved in the MOVE-ON community, please visit our website at <http://move-on.exodussa.com>.

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## Achievements so far

Key representatives of MOVE-ON have met on two occasions in February and July 2011 (in Athens and Budapest respectively), and have further participated in a number of online consultations to ensure a smooth and harmonious progression of the project's ambitious plans.

Following a three-fold approach, (1) examination of the existing literature on learning theories and methods with relation to mobile learning; (2) looking at mobile learning in practice – by research and analysis of previous mobile learning endeavours; and (3) exploiting the project partners' rich experience and expertise in adult learning through brief use cases, the MOVE-ON team has already concluded a comprehensive study to elaborate the training program's philosophy, structure and content, and to establish a strong foundation for the MOVE-ON training model and

future course developments.

The development work is now at the stage where the actual courses, that will be adapted for mobile devices (for iPhones, to be precise), are selected and broken down to "bite sized" learning granulates. The chosen course topics, that are expected to be popular in the circle of the project's target groups, are Project Management, Financial Management and Negotiations.

Each MOVE-ON course will consist of a series of 20 ten-minute episodes. These will be highly interactive as a result of a combination of informative and experimental elements (text, videos, photos, animations, exercises, games, etc.). Each course will end with an evaluation test to assess the learners' newly attained knowledge and skills. The mobile learning experience will include additional support in the form of tutoring, and through the establishment of

online fora for each course with a provision to record learning progress (download the completed episodes from phones, so that they can be replaced by new learning materials).

By the end of December 2011 (which coincides with the half point of the project's lifetime) the first learning episodes will be developed, and by April 2012 an English version of the courses will be ready for testing and translation to the other partner languages.

Stay in touch; bookmark the project web site, read the periodical newsletters, attend and participate in conferences where MOVE-ON is presented, and in due course – join the piloting to learn more.

## Project partners

EXODUS S.A. (Coordinator) — GR ([www.exodussa.com](http://www.exodussa.com))

ALBA Graduate Business School — GR ([www.alba.edu.gr](http://www.alba.edu.gr))

COREP—Consorzio per la Ricerca e l'Educazione Permanente — IT ([www.corep.it](http://www.corep.it))

ITD—Institute of Technology & Development Foundation — BG ([www.itd-bg.eu](http://www.itd-bg.eu))

EDEN – European Distance and E-Learning Network — UK ([www.eden-online.org](http://www.eden-online.org))

