Lifelong Learning Programme

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Digital education for Enhanced Editorial products

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Executive Summary

This report presents the approach, results and achievements of the E2 project “Digital education for Enhanced Editorial products” The publishing sector is facing new challenges caused by the technological development of new digital publishing materials. Digital assets, such as e-book, have enjoyed a considerable rise in popularity and consumption over the last years and a new technological frontline is just around the corner with the development of enhanced book, innovative mobile applications, interactive learning solutions, etc. In order to be competitive on the markets, publishing houses should be able to develop new editorial assets kept up with technological development. It becomes increasingly strategic for publishing houses to provide their workers to train and upgrade their skills in order to make them able to design and develop innovative editorial solutions, suitable for the latter electronic tools such as enhanced books, smart phone, tablets, web tv etc.

Therefore, E2 projects aims at delivering an e-learning course to provide workers of small and medium publishing companies with a full range of digital knowledge, skills and competencies in order to design and develop innovative, user-oriented and easy to use editorial products.

According to this, the project E2 aims at designing an e-learning course for publishing workers in order to provide them with a full range of skills related to the most innovative and user-oriented technologies that integrates the traditional competencies of the publishing sector with innovative e-publishing materials.

The E2 e-course aims at helping participants to develop competencies in designing high quality e-publishing materials in order to create new professional profile in the publishing sector and to promote creativity, competitiveness and the entrepreneurship spirit by using ICT instruments. The project, therefore, addresses the Leonardo da Vinci priority "Developing Vocational Skills considering the labour market needs - New Skills for New Jobs".

Main activities are:

- a research to identify the vocational skills and the training needs;

- the development of training materials;

- the design and development of an e-learning platform;

- the delivery of the course and the production of project works;

- the delivery of a Community of Practices.

The E2 projects aims at involving several actors with consolidated expertise in publishing such as publishing houses and European book fairs and in innovative ICT tools and applications which will identify sectoral professional profiles, training needs and learning objects.

In order to successfully promote the project, a comprehensive Valorisation strategy was produced and implemented to strategically involve all partners in dissemination and exploitation activities throughout the project lifetime and beyond. Dissemination materials such as multilingual brochures and e-newsletters have been distributed among the target group and stakeholders. E2 website was created featuring a multilingual public area and a private area. (http://www.e2project.eu)

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1. Project Objectives

The main objective of the E2 project is to implement an innovative didactic methodology that can help workers in the publishing sector increase skills related to new digital technologies. The course encompass several publishing houses providing their staff with digital capabilities in order to create new professional profiles more suitable to the new publishing challenges.

E2 project aims at:

- providing publishing houses' workers with new skills related to new technologies in the publishing sector in order to help promote creativity, competitiveness, employability and the growth of an entrepreneurial spirit. E2 project will allow them to improve their competencies to design innovative e-publishing tools that make companies more competitive on the publishing markets;
- developing a didactic methodology suitable for workers that can improve knowledge, competencies and skills related to the new ICT instruments in order to transfer these technologies on innovative publishing materials.

The project E2 aims at sustaining the world of publishing to face challenges due to the new emerging technologies. E2 project wants to provide workers of small and medium publishing companies with a range of skills and competencies related to the use of new technologies and to the development of multimedia and multimodal products, in order to make publishing companies more competitive on the markets. The project proposal has been set down after a careful analysis of the forthcoming challenges connected with the publishing world such as the lack of training for workers of the publishing houses, especially for small and medium enterprises; necessity of innovation related to publishing products due to the individualisation of products requested by customers; finally, the difficulties for publishing houses on attracting young readers who are more oriented to use digital products to get information, learn and study.

Finally, the project aims at developing educational training products for digital publishing operators, contained in an e-learning course that encompasses lessons provided by experts in communication and digital solutions and applications, in order to allow participants to learn how to design and develop digital editorial products.

E2 addresses publishing houses workers from the 5 partner countries: Italy, Spain, Denmark, Turkey and Lithuania.

The E2 project specific objectives are:

• understanding and defining current competences of publishing operators with technologies able to innovate editorial products in the 5 partner countries;

• delivering an e-learning course for workers in the publishing sector that will encompass several publishing houses providing their staff with digital capabilities in order to create new professional profiles more suitable to the new publishing challenges and adequately respond to the new labour market needs;

• involving several actors of the publishing world with consolidated expertise in publishing (e.g. Book Fairs) and in innovative ICT tools and applications;

• creating a trans-national online learning community where experiences and suggestions can be shared by all participants and stakeholders.

In order to guarantee that the project responds to the target users' needs the following activities have been scheduled:

• Comparative research: aimed at identifying the current practices and methodologies in the digital editorial field, providing also a clear scheme of the main innovative features, targets and fruition models, as well as content delivery strategies and technologies, business to consumers and business to business models;

• E-course: at least 30 publishing houses' workers from all partner countries will be trained through an introductory pilot training course delivered online through an e-learning platform. The online course focuses on the cross-media systems and productions, different typologies of interactivity in publishing, interaction between user generated contents and professional products, language and communicative style on the web, production for e-book, marketing for digital products and use of social media in book sale marketing and promotion. The Learning Objects were developed by the partners with a strong expertise in the field of publishing and digital innovative applications and tools.

The target group and the beneficiaries (such as publishing houses' workers) will benefit from their direct participation in the project; moreover, they will experiment a knowledge sharing experience during which they will discuss with their colleagues and peers of the other partner countries.

The potential impact of the project upon the target user group includes the following:

- workers of publishing houses from all partner countries will benefit from the E2 e-course and community, where users will be encouraged to share ideas and experiences supported by tutors and experts.

- small and medium-sized publishing houses will benefit from a trained and skilled staff, able to create innovative publishing products;

- cultural associations operating in publishing, universities and book fairs, educational and training bodies, trainers, researchers, training agency, national/regional or local authorities, decision-and policy makers, e-learning providers, European citizens and the general public are the long-term stakeholders;

The educational model offered by the project is based on both online and in presence learning as well as on synchronous (chat-room, virtual classrooms etc.) and asynchronous tools (forum, video lessons, etc.) with a specific focus on group activities and collaborative learning. This will offer a great opportunity for social interaction and demonstrate how cooperation and peer to peer learning can produce amazing results.

2. Project Approach

Management strategy

The project Partnership relies on an integrated management process based on coherence, sharing of results and horizontal supportive communication. The project management has been developed as a cohesive system driven by effective communication and sharing of competences among the partners (favouring internal contributions), with a strong capability to collect and analyse external inputs. The decision-making process is based on consensus. The organizational structure of the project foresees different roles and functions according to the specific needs and features of each project activity. FORCOM, as the prime contractor of the project, is responsible for the entire project management and leads the E2 Steering Committee (SC) composed by one representative from each partner organization. The main functions of the SC are to supervise all project activities and the achievement of project results; take the main decisions regarding the project operative aspects and the activities developed and resolve any possible contrasts or problems arouse. POLITO, as leader of WP6, in charge for the learning objects production, in order to guarantee a high quality of the project products, assigned to P3 (FFE), P4 (MINDMETIC) and P7 (UNIMI) specific tasks according to their professional skills and expertise. To this purpose, at the project beginning specific Work Teams have been set up:

- Quality and Evaluation Team (QET): project managers and quality experts in charge of the definition of the quality indicators and the assessment of the E2 activities, methodology and contents.
- Research and Didactic Team: project managers, researchers and teachers in charge of undertaking the E2 Research, the identification and development of the course curriculum and course design chart of the E2 course contents.
- Technological Team: technicians and e-learning experts in charge of the design and implementation of the E2 e-learning platform and its collaborative tools.
- Experimentation Team: project managers, trainers and experts in charge of the delivery and monitoring of the E2 course and the production of project works at the end of the training path.
- Valorisation Team: technicians, communication experts and researchers in charge of the design and set up of the dissemination and exploitation activities.

FORCOM has developed a Management Handbook defining the role of coordinator, WP leaders and partners, and containing financial rules, working methodology and monitoring tools, means of communication among partners and management strategy.

A key tool created and used for the project circulation of information is the project website, which includes a Private Area for partners which contains the tools, templates, guidelines, reports and deliverables of the project and a forum section used for communication among the partners.

The Consortium has paid a special attention to the organization of plenary meetings, due to their importance in discussing both the project activities status and planning

the future ones. The Meeting Agenda and the relevant documents, have been sent to all partners in advance, so as to allow them to arrange the useful documents and to suggest changes, integrations and comments. During the meetings, all documents and materials related to the Agenda are handed out to all partners. After the meetings, detailed minutes, focusing on the topics discussed, results achieved and deadlines, are sent to all partners. All partners are actively involved into the ongoing monitoring procedure with respect to deadlines and the project goals.

Evaluation strategy

The E2 evaluation strategy is supervised by the Quality and Evaluation Team (QET) coordinated by the WP2 partner leader (FFE) and composed of all the project partner.

Planned activities are as follows:

1. Evaluation of activities

The Quality and Evaluation Team drew up the Evaluation Plan in collaboration with Mr. Florindo Ramos the E2 project External Quality Experts, in order to illustrate the overall quality evaluation processes and tools to be used during the project. The tools for the process evaluations includes a project Meeting Evaluation survey (to be filled in by partners after each project meeting) and the “Management Evaluation Grid” to be filled in periodically by all the partners in order to allow an ongoing assessment of the management efficiency and effectiveness.

2. Evaluation of methodology and contents

This activity assesses the E2 project products and didactic methodology in terms of effectiveness/efficacy and impact on the project target group through the submission of expectation/satisfaction questionnaires to workers of publishing sector involved in the project.

3. Quality Reporting Activity

Draw up the Final Evaluation Report. It will present both the results of the E2 internal as well as external evaluation results. It will assess Activities’ and methodology and contents evaluation and will include a detailed picture of the whole project activities and corrective actions taken.

Project methodology

The project methodology is made up of 2 phases: Research and Experimentation.

The Research (completed) aimed at collating European and National Research data findings, provided by each partner on publishing sector and its transformations and at collecting the most interesting best practices in the digital editorial field, providing also a clear scheme of the main innovative features, targets and fruition models as well as content delivery strategies and technologies, business to consumers and business to business models. Finally the Research aimed at identifying the professional and vocational skills to train during the experimentation phase of the project according to the needs of small and medium publishing houses.

The experimentation is split into two main phases: the e-learning course for publishing houses' workers on innovative digital solutions for publishing products and the production of project works at the end of the training phase. The e-course (around 60 hours) is easily accessible and always available for participants to attend on the e-learning platform. The production of project works is the final phase of the experimentation during which course participants will put in practice what they learned through the e-course.

Dissemination and Exploitation strategy

As regards Dissemination, this concerns all activities promoting the project and the participation of key stakeholders in the project on a wide scale. This is an ongoing project activity aimed at finding consensus among local key actors, publishing houses, policy-makers, universities regarding project activities and providing them with information on the quality, relevance, effectiveness and the results of achieved initiatives. All dissemination materials are available on the project website (www.e2project.eu).

The Valorisation strategy is implemented during the project lifetime as follows:

Paper Strategy:

Project multilingual brochures and posters will be distributed during the lifetime of the project and will be also available on the project website in electronic version. All the partners are encouraged to publish articles, papers and press releases promoting project results on thematically related magazines, portals, blogs etc. Scientific papers will be also submitted to national and international conferences focusing on teaching and learning methods, ICT application for training processes, publishing innovative tools etc.

Multimedia Strategy

The multilingual project website will be continuously updated with project results and products and promoted during and after the project. A project e-newsletter will be sent out every 4 months through the project website and via email to each partner's emailing list. A community of practices will be designed, developed and implemented starting from June 2013 in order to allow users (course participants, stakeholders, key actors etc.) to exchange information on innovative ICT tools and applications for publishing.

Event Strategy

Five National Exploitation workshops will be organized in each partner country starting from February 2013. National events will be arranged before the delivery of the E2 online course in order to promote the project and mainly to involve potential participants in the course. Besides, projects objectives, activities and results will be promoted during the Vilnius Book Fair organised by LLA, Torino Book Fair organised by IBF as subcontractor and Istanbul book fair organised by KALEM. The E2 Final International Workshop will be organized in Bilbao (Spain) in January 2014 to disseminate and exploit the project results.

The E2 partners will draw up an Exploitation Agreement aiming at regulating intellectual property rights' issues, copyrights, potential transferability of the project.

3. Project Outcomes & Results

In order to successfully achieve the main project objectives, the partnership realizes specific activities and outputs throughout the project lifetime with the aim to obtain important outcomes and results. The most important project outcomes and results are as follows:

Comparative Research

A Comparative Research coordinated by UNIMI has been undertaken in all the 5 E2 project countries. The aim of the WP5 outcomes is to undertake research with workers of small and medium publishing companies to understand currents experience and expectations around ICT tools and innovative digital editorial products. This will be achieved through two objectives: gathering coherent, EU wide data on small and medium publishing companies, with a focus on their use of ICT in all phases of production and in marketing and distribution on the marketplace and Workers' experiences, expectations, training needs regarding digital media and the design and creation of innovative editorial products (e-book and enhanced book) and new marketing and distribution strategies. The second objective is to collate and analyse the resulting data to identify the objectives, skills and training needs and priorities for an advanced professional course development for workers of small and medium publishing companies.

These objectives were realised through the following deliverables:

- The E2 Research Report describes the current best practices related to the most innovative ICT applications developed by publishing companies to create innovative products, from an EU wide perspective (focused on the context of the 5 partner countries). This literature review contains EU wide data and analysis of research, current practices and publishing contexts relating to the use of ICT within publishing companies with an emphasis on innovative, user-oriented and easy to use digital editorial products; research and practices related to design and creation of innovative editorial products (e-book and enhanced book) and new marketing and distribution strategies.
- Training Needs Report is the results of an online survey submitted to 166 small and medium publishing companies from all the 5 partner countries. The document aims at identifying the "enhanced editor" profile and define the vocational skills requested by publishers. Moreover it reports the current competences of operators with new technologies able to innovate editorial products.
- E2 Course Curriculum is based on the desk and fieldwork research undertaken and outlines the E2 online training course programme.
- Course design chart specifies for each module identified in the E2 course Curriculum the following features: learning outcomes, number of hours for each module.

The results from the E2 Research Report and Training Needs are presented as follows: small and medium companies - defined as employing less than 250 people and with an annual turnover below € 50 million - working in publishing are not only important economically (SMEs count for more than 90% of the companies of the publishing sector); but they also make an essential contribution to cultural and

democratic diversity across Europe. As a consequence of migration to digital technologies, the whole publishing industry is confronted by major challenges and must adapt to the new paradigm as it takes shape. Over the past 10-15 years. increasing use of internet and the rapid development of free-sheet press titles represent a significant challenge for the printed publishing sector. These changing market conditions require that the publishing sector develops new business models and adapts itself to the new market environment. As the publishing sector is dominated by small and medium enterprises, the innovation process has specificities.

Technological and economic evolutions affect both the consumption patterns of publishing products and production processes. The rapid adoption of new paradigms is now becoming vital for the publishing sector: these innovations relate to new contents, new business models and ultimately new technological devices. The design and the creation of new products, e-book, enhanced book, trans-media project should be dealt in-house, renouncing to turn to external services. Because digital is still ‘other’ in many publishing companies, a specific department, team or line of business, it’s not yet integrated into publishing businesses as well as many people think. A progressive integration is needed: publishing houses should develop their products regardless from the final output (paper or digital books). They need to integrate marketing and production using XML tags to define better selling strategies, built according to the profile of each consumer that accesses the publishing house’s or retailers’ web portal. A viable strategy for small and medium sized publishers is probably to specialise in product niches in terms of content, but also in terms of innovative technological solutions. Regarding the Training Needs analysis, the questionnaires filled in by publishing houses workers highlights that the publishing houses interviewed have some knowledge of the web and its social platforms but they are not sure how to use them to make a profit. In fact, they are very interested in the improvement of skills like e-commerce and social media. Thus the need to organise a training course focused also on the promotion of books in the digital markets through the use of social platforms.

According to the results of the research phase, E2 partners established a course curriculum to plan the production of learning objects that will compose the lessons to upload on the e-learning platform. The E2 e-course will involve at least 30 publishing houses’ workers from the 5 partner countries.

The E2 e-course focuses on the cross-media systems and productions, different typologies of interactivity in publishing, interaction between user generated contents and professional products, language and communicative style on the web, production for e-book, marketing for digital products and use of social media in book sale marketing and promotion.

The online course is divided in two sections and consists of 15 modules and it is designed to take up to 60 hours. It will take place on the E2 e-learning platform (accessible from the project website) between late March 2013 and July 2013 in all partner countries. Upon completion of the modules of the online, participants will produce an original products. The second phase of the e-course incorporates 40 hours of individual work and activities in where participants will apply what they learned in the first phase of the e-course. This practical part of the course will involve all participants who will be supported by experts in communication, publishing and technologies in order to create an innovative editorial product for each involved

worker of publishing houses. All course materials are in English but the lecture notes will be available both in English and in all the partner languages. National groups of participants are moderated by national tutors who communicate in their native languages.

4. Partnerships

The multi-actor consortium has been set up according to the project aims and professional expertise required to successfully carry out planned activities. Each partner represents different EU territorial regions to address the target group on an broad EU level and contributes with diverse skills to enrich the project and reinforce a quality work programme, ensuring the successful transfer of knowledge and experience.

The project consortium consists of 7 organizations, representing 5 countries: Italy, Spain, Denmark,Turkey and Lithuania. Specifically, E2 partners are the following:

- Consorzio FOR.COM. Formazione per la Comunicazione (FORCOM), Italy (Project Coordinator).
- POLITECNICO DI TORINO – Cinema and Media Engineering (POLITO), Italy.
- FONDO FORMACION EUSKADI S.L.L. (FFE), Spain.
- Mindmetic Research (MINDMETIC), Denmark.
- Kalem Kültür Dernegi (KALEM), Turkey.
- Lietuvos leidėjų asociacija (LLA), Lithuania.
- Università degli Studi di Milano (UNIMI), Italy

The project is coordinated by the Steering Committee, led by FORCOM, who supports each working team of experts and administer the appropriate distribution of tasks. Teams: Research and Didactic, Technological, Experimentation, Quality and Evaluation and Valorisation.

All project tasks are distributed among partners according to their skills and the nature of activities to sustain a balanced work plan. FORCOM coordinates the project, develops the technical e-platform and organizes dissemination activities due to its extensive experience in customizing E-learning solutions and EU project management. UNIMI, led the research phase and with the contribution of POLITO and FFE, provided specific research tools in order to investigate user needs of selected publishing targets. POLITO is in charge for the production of learning objects and will lead exploitation activities, subcontracting some activities to International Book Forum (business area of Torino Book Fair) in order to have a stakeholders database and to organize projects promotion and exploitation.

FFE, that has a vast experience in the evaluation of training and education projects within different programmes, leads the Quality Assurance. KALEM will lead the experimentation activities, including the general management of the e-course and the selection of participants, due to their direct knowledge of publishing sector. It will assure a proper implementation of the e-course. LLA will be involved in the dissemination and exploitation activities through the promotion of E2 at the Vilnius Book Fair. LLA will contributed in the research phase in the identification of best practices and vocational skills in publishing. LLA will be also involved in the delivery of the e-course and selection of participants.

Finally, MINDMETIC will contribute to the emotional evaluation of the project works created by e-course participants in order to test their usability.

The added value of the transnational dimension of the partnership is considered as follows:

- A better understanding of the training needs of publishing houses workers at European level by analysing the background of 5 different partner countries.
- Developing an e-learning training course based on a transnational exchange of methodological approaches and experiences of different partners involved in the project and the ability to reach a significant number of target groups, due to the high numbers of partners and countries involved.
- Effective dissemination and exploitation strategies to present the E2 project results targeting a wide audience at EU level.

5. Plans for the Future

In the second year of the project the following activities will be undertaken:

MANAGEMENT

Management related activities will be ongoing throughout the whole project lifetime. They include coordination, communication, organisation and financial monitoring of the project. The planning of tasks for the coming year looks as followThe planning and distribution of tasks for the coming year looks as follows:

- Operative, financial and administrative project management

- Organisation of second interim meeting in Istanbul on March the 1st 2013.

- Organisation of all virtual meetings necessary to keep an ongoing communication and contact with all the partners;

- Organisation of the final meeting in Bilbao in January 2014.

QUALITY AND EVALUATION

related activities will be ongoing throughout the whole project lifetime. Planned activities are as follows

1. Evaluation of activities

The Quality and Evaluation Team manage the overall quality evaluation processes and define tools to be used during the project. The tools for the process evaluations includes a project Meeting Evaluation survey and the “Management Evaluation Grid” in order to allow an ongoing assessment of the management efficiency and effectiveness.

2. Evaluation of methodology and contents

This activity assesses the E2 project products and didactic methodology in terms of effectiveness/efficacy and impact on the project target group through the submission of expectation/satisfaction questionnaires to workers of publishing sector involved in the project.

3. Quality Reporting Activity

Drawing up the Final Evaluation Report. It will present both the results of the E2 internal as well as external evaluation results. It will assess Activities’ and methodology and contents evaluation and will include a detailed picture of the whole project activities and corrective actions taken.

DISSEMINATION and EXPLOITATION

The Dissemination and Exploitation activities will be implemented during the project lifetime as follows:

• Partners will take part in relevant national and international events and inform community by means of project presentations and publications.

- Four more issues of the project e-newsletter will be sent out through the project website and via email to each partner's emailing list.
- One national Exploitation events will be arranged in each partner country.
- The E2 Final International Conference will be organized in Bilbao (Spain) in January 2014 to disseminate and exploit the project results. The conference will host key stakeholders, decision makers and interested target groups who will design future exploitation scenarios for the activities, methodologies and products developed during the project phase.
- All partners will continue to involve key actors through networking activities at local, national and international level delivering project dissemination materials (project brochure) to promote the project results and its potential transferability.
- The project database of potential stakeholders will be created and updated with data of key-actors of publishing world interested in project results.
- The partners will draw up Exploitation Agreement aimed at defining potential exploitation actions (regulating intellectual property rights' issues, copyrights, potential transferability of the project etc.) after the project end.
- Project works produced by participants will be exposed during an event organaised by IBF, the business department of the Torino Book Fair.
- A Community of Practice will be developed and animated It will allow users to provide and take information on innovative ICT tools and applications for publishing and all the necessary documentation on this topic.

6. Contribution to EU policies

The E2 project aims at increasing the awareness and to improve the skills of workers employed in the publishing houses, helping the target groups to develop competencies in designing high quality e-publishing materials in order to create new professional profiles in the publishing sector and to promote creativity, competitiveness and the entrepreneurship spirit by using ICT instruments.

Inspired by the findings contained in a survey submitted in 2009 by Eurofund to the European Commission titled “Investing in the Future of Jobs and Skills” concerning publishing and printing scenarios, the project E2 aims at sustaining the world of publishing to face challenges due to the new emerging technologies. E2 project wants to provide workers of small and medium publishing companies with a range of skills and competencies related to the use of new technologies and to the development of multimedia and multimodal products, in order to make publishing companies more competitive on the markets.

The E2 project intends to contribute to the ET2020 objectives by:

- Developing innovative ICT-based tools for the implementation of lifelong learning;
- Delivering a training methodology through new learning approaches based on digital and pedagogical competences;

In particular, the E2 project meets the following LLP objectives and LEONARDO DA VINCI priorities:

LLP-Obj-e - To help promote creativity, competitiveness, employability and the growth of an entrepreneurial spirit;

LLP-Obj-h - To support the development of innovative ICT-based content, services, pedagogies and practice for lifelong learning.

The project aims at providing participants with new skills related to new technologies in the publishing sector and allows them to improve their competencies to design innovative e-publishing tools. This methodology approach is based on the development of new publishing creative solutions and able to make companies more competitive on the publishing markets. Participants will have network opportunities with ICT and communication experts and with the Book Fair during the project lifetime. E2 project wants to develop a didactic methodology suitable for workers that can improve knowledge, competencies and skills related to the new ICT instruments in order to transfer these technologies on innovative publishing materials. This learning process will combine mainstream writing for several publishing topics with innovative digital technologies such as enhanced book, mobile applications, web tv in order to foster the development of new ICT skills and competencies.

LEO-SpObj-a - To support participants in training and further training activities in the acquisition and the use of knowledge, skills and qualifications to facilitate personal development, employability and participation in the European labour market

E2 project will deliver an e-learning course for workers in the publishing sector in order to increase skills related to new digital technologies. The course will encompass several publishing houses providing their staff with digital capabilities in order to create new professional profiles more suitable to the new publishing

challenges. Workers can adequately respond to the new labour market needs that demands workers able to create innovative applications to satisfy customers' requests.

LEO-OpObj-2 - To improve the quality and to increase the volume of co-operation between institutions or organisations providing learning opportunities, enterprises, social partners and other relevant bodies throughout Europe

The E2 projects aims at involving several actors with consolidated expertise in publishing such as Book Fair and in innovative ICT tools and applications which will identify sectoral professional profiles, training needs and learning objects. It will help participants to increase their awareness on new electronic tools and will teach them how to develop innovative materials and applications in order to create more user-oriented and more easy to use publishing products.

Priority 3 - Developing Vocational Skills considering the labour market needs – New Skills for New Jobs

In response to the new challenges that publishing sector has to face and to the new skill requirements for workers related to ICT devices, the project will deliver an e-learning course that will develop a methodology to improve digital skills and competences. The aim of the project is to create a new professional profile for publishing sector with high-quality skills in technological instruments, languages and entrepreneurship, more responsive to the labour market needs in publishing.

LLP Horizontal policies

Moreover, the LLP Horizontal Policy “Promoting an awareness of the importance of cultural and linguistic diversity within Europe, as well as of the need to combat racism, prejudice and xenophobia” is also addressed by the project as publishing sector is of major importance to the European Union and its citizens. It has a key economic role to play and it is vital to the development and preservation of culture, information, education, democracy and to tackle racism, prejudice and xenophobia . The E2 project aims at creating an environment where different cultures could share experiences and information. Innovative publishing products could be key tools for an improvement of inter-cultural dialogue within European countries.

Finally, there is complementary with the **Employment** policy as E2 project addresses the initiative "New Skills for new Jobs" launched by European Commission in 2008. E2 aims at designing and developing education and training to make workers gain required skills for the future challenges of publishing. E2 projects will allow participants to upgrade skills throughout their working life. Besides, E2 fosters the cooperation between education institution, small and medium enterprises and publishing experts in order to provide workers with the required skills.