# E2 Project Newsletter Issue # 2 – October 2012

## Editorial

The publishing sector is fast-changing, facing new challenges due to the technological development of innovative multimedia and multimodal products.
E2 "*Digital Education for Enhanced Editorial Products*" project aims at supporting the world of publishing facing these challenges.

The project wants to provide publishers with a range of skills and competences in designing high quality e-publishing materials such as enhanced books, in order to promote creativity and competitiveness by using ICT tools.

E2 is a two-year Leonardo da Vinci Multilateral Project addressing the "*New Skills for New Jobs*" priority. The project started in February 2012 and will finish in January 2014.

E2 is addressed to **small and medium publishers** in the five partner countries involved in the initiative: **Denmark, Italy, Lithuania, Spain and Turkey**.

E2 key activities are:

- European comparative research to identify training needs of small and medium publishers
- Design and delivery of a pilot e-learning course addressed to small and medium publishers
- Creation of an Online Community of Practices
- Organization of the E2 project final international workshop in Bilbao

The main project result is the "**Enhanced Editors"** e-learning pilot course addressed to small and medium publishers. It aims at increasing publishers' skills related to the e-publishing sector, through the development of innovative products and marketing strategies in order to exploit opportunities and challenges of e-publishing.
Participants also produce project works using applications and teachings developed through the e-learning course. Project works could encompass enhanced books suitable for the computer, web TV, mobile phones etc.

## Spotlight

The E2 project team closed the research phase to identify both current best practices in the e-publishing sector and current experiences, expectations and training needs of publishers in all the five project countries.
The research phase has been coordinated by the Italian partner UNIMI, University of Milan, with the contribution of Politecnico di Torino and all other partners.

**Research Report**, released at the end of September and available in the project website, makes an overview on the publishing context, showing different publishing markets and outlining the changing publishing landscape focusing on new reading devices, process innovations and legal aspects, such as piracy and DRM.

**Training Needs**, shows the survey results conducted on a sample of 166 small and medium publishing houses. The document aims at identifying the “enhanced editor” profile and define the vocational skills requested by publishers.

Finally, partners discussed about the **Course Curriculum** that will face two main topics: development of technological skills on Production of new applications for digital publishing and Marketing & E-commerce to enhance the commercial capacity of small and medium publishing houses.

The E2 “Enhanced Editors” course will be available on 2013 and will be open and free of charge.

## News

The **first Interim Meeting** for the E2 project was held on 14th September 2012 and organized by our partner MINDRESEARCH in Copenhagen. The meeting aimed at discussing the results of the research phase, the training needs and to start outlining the E2 Course Curriculum. It was a successful summit since all partners got to know each other and had the opportunity to have an open discussion on the main issues related to future steps and activities.

E2 partners will meet again in **Istanbul** in **March 2013**, hosted by the project partner KALEM Agency.

## E2 Partnership

The E2 multi-actor partnership is composed of seven partners from 5 different countries.

**E2 Project Coordinator:** Consorzio FOR.COM. Formazione per la Comunicazione, Italy
www.forcom.it

**E2 Partners:**

- Politecnico di Torino, Italy
  www.polito.it
- Fondo Formacion Euskadi, Spain
  www.ffeuskadi.net
- Mindresearch, Denmark
  www.mindresearch.dk
- Kalem Kültür Dernegi, Turkey
  www.kalemkultur.org
- Lietuvos leidėjų asociacija, Lithuania
  www.lla.lt
- Università degli Studi di Milano, Italy
  www.unimi.it

## E2 website

# www.e2project.eu

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