Report on Community Building with Stakeholders

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WP5 | D5.3.1

Report on Community Building with Stakeholders

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Acronyms

ARV  Alpine Rendez-Vous
DoW  Description of Work
NoE  Network of Excellence
LLL  Lifelong learning
MoM  Meeting of Minds
OEB  Online Educa Berlin
StAB Stakeholders' Advisory Board
TEL  Technology Enhanced Learning
TT   Theme Teams
WP   Work Package
WPL  Work Package Leaders
1. Executive summary

This report provides the first of three annual reports on the progress of Work Package 5. It describes what has been achieved in the first year of activity related to the 5 tasks outlined in the Description of Work.

1.1 Task 1   Stakeholder Analysis and Initiation of Activities.

A survey of existing TEL associations and institutionalised groupings in Europe (and beyond) was conducted. The data from this survey is being used in the current round of invitations to existing TEL member associations. Similarly, a survey of TEL related conferences and relevant TEL events held at national and EU level was completed in the first six months of the NoE.

1.2 Task 2   Establishment of Stakeholder Panel, monitoring tools, and metrics.

Initial steps have been taken towards establishing a Stakeholders Community, open to all stakeholders. The Stakeholders Community consists of (at least) three Subgroups: 1) the Stakeholder Advisory Board, 2) the “Network of Networks”, and 3) the Research and Innovation Group.

Our approach has adopted a form of participatory design to ensure that developments meet the needs of a wide range of stakeholders. First, we have raised awareness of the existence of a new Stakeholder Community by setting up a dedicated platform, TELEurope.eu. It offers a useful facility to direct attention. The principles underpinning the Community are based on the dialectic between people and artefacts: Using the platform can change people’s activities, and this in turn leads to new needs and opportunities for design of the infrastructure.

Invitations to encourage stakeholders to join the stakeholder community, by providing them with basic information concerning STELLAR and what it can offer them, have been prepared.

During the first week of December 2009, over 180 people (mostly external) signed up for membership of the TELurope.eu site. Currently, existing members are being encouraged to complete key information on their online profiles. The level of engagement is still at an early stage. Sixteen groups have been formed since the set up of the site. Memberships of each group range from 1 to 34 members. The more popular groups, both in terms of members and numbers of contributions, tend to be those that deal with specific events or funding calls (particularly for researchers).

A long list of prospective members for the Stakeholder Board has been compiled taking on board the views of the entire STELLAR membership. The first invitations were sent in December 2009 and responses to formalise the formation of the Board are awaited.

As reported in D5.2, a list of key TEL associations and groups across Europe has been compiled for the Network of Networks. The targeted communication packs for Associations are to be distributed in early 2010.

The Research and Innovation Group is a Special Interest Group within the Stakeholder Network. It will attract those members of the Stakeholder Community with particular interests in research, design and innovation. It is expected that there will be high level of participation from researchers and Small and Medium Enterprises (SMEs).
1.3 Task 3  Stakeholder Needs Analysis.
From the outset, WP5 has sought to specify general benefits that stakeholders will gain through involvement in the Stakeholder Community. In summary, these may be itemised as:

- Networking opportunities and being part of a larger community of shared interests
- Increasing the visibility of personal profile, projects and/or events
- Promotional opportunities
- News of leading developments in TEL and other communications
- Access to resources, reports, 'grey' literature and leading edge insights
- Access to experts
- Answers to their specific TEL questions such as emerging trends
- News of conferences and events
- Mobility and knowledge transfer opportunities
- Funding opportunities

The analysis of stakeholders’ needs has been initiated but is still at an early stage. An open group has been formed on TELeurope.eu to address the issue of stakeholder benefits though the discussion needs further prompting. We will be able to track response rates to this activity.

1.4 Task 4  Elaboration and Showcasing: Two way communications with the rest of STELLAR WPs
The aim of this task is to coordinate with the other STELLAR WPs for mutual benefit. In order to initiate work, specifically on the Elaboration task, it was proposed at the Nice General Assembly meeting in September 2009, to formalise the role of ‘Ambassadors’ within each of the WPs, with the cooperation of the various WP leaders.

1.5 Task 5  Implementation of Synergetic Activities:
Involvement in conferences/ workshops
The aim was to ensure presence at 6-8 conferences per annum. The purpose is to raise awareness and profile of the Stakeholder Community and to invite interaction from conference attendees, as a way to enhance TEL community integration.

In the first year, particular highlights included:

- JTEL Summer School, Slovakia, 30 May- 6 June 2009
- I-KNOW ’09, Graz, 2-4 Sept 2009
- EC-TEL 09, Nice, 29 Sept – 2 Oct 2009
- ABCD Exhibition, Genova, Italy, 11-13 November 2009.
- General Assembly of eVIA Spain, December, 2009
- Online Educa Berlin, Berlin, 2-4 Dec 2009

1.6 Conclusions
The combined efforts of WP 5 have now ensured:
- a networking structure which will continue beyond the life of the project
- the community-building activities have reached a critical mass
- STELLAR has been presented at a significant number of the major European TEL events.
2. Introduction

2.1 Overview

This document provides the first annual report of WP5 direct involvement with Stakeholders in pursuit of the objectives of the STELLAR NoE. It aims to offer the first of three regular (annual) monitoring reports of STELLAR activities and cooperation with stakeholders, to ensure that STELLAR capacity building is auditably connected with the wider community of industry, research and beyond. The report provides an overview of WP activities, and reflects on progress and cooperation with stakeholders across the various tasks that are integral to the operation of the WP.

As such, the report provides an important baseline of external capacity building in the first year of NoE operation in relation to the wider community of industry, education and beyond. The results presented in this report will form the basis for more refined goal setting in year 2 and beyond. We will then be able to monitor more closely against defined success criteria.

NOTE: According to the DoW, this report was to be entitled “Report on Yearly Panel Evaluation and Feedback Event.” However, this does not represent the complete range of activities that have been undertaken in the past year. Therefore, this document might be better viewed as a “Report on Community Building with Stakeholders” to provide a more considered focus for reporting on WP5.

2.2 WP5 Objectives

The STELLAR consortium aims to unify the leading institutions and projects in European Technology-Enhanced Learning (TEL) in a Network of Excellence (NoE). As part of this, it aims to reduce community fragmentation by bringing together the key stakeholders in European TEL and stimulate ongoing knowledge exchange between them. This is the work of WP5.

As outlined in STELLAR’s Description of Work (DoW), the stakeholder capacity building focus of WP5 has the following objectives:

- Ensure visibility of STELLAR aims and results and to valorise the activities and the results of STELLAR and to showcase the impact of STELLAR among the wider TEL community and related research and application communities.
- Identify core groups of external stakeholders with whom STELLAR will engage building upon existing links and networks and to enhance the understanding and integration of TEL research in external communities by expanding the influence and reach of STELLAR outputs.
- Guarantee the involvement of research stakeholders (policy makers, TEL industry, user industry, teachers’ associations, teachers’ training colleges, students’ and parents’ associations, etc.) in order to support definition of TEL research agenda and aid the validation and implementation of research across Europe.
- Foster dialogue and collaboration between STELLAR, TEL researchers and external communities and stakeholders through targeted engagement with existing and emerging TEL Associations, event mechanisms and related communication paths, including online interaction. A key drive is to foster involvement of former FP6 NoE actors and other researchers in the establishment of an open TEL research community.
• Collaborate with other WPs to ensure that key STELLAR outputs are co-ordinated and in a format appropriate for the requirements of external TEL communities.

This report aims to assess the strategy and the extent to which we have contributed to the achievements of the objectives within the first year of activity.

2.3 WP5 Tasks

This report concerns the following tasks within WP5:

Task 1: Stakeholder Analysis and Initiation of Activities
Task 2: Establishment of Stakeholder Panel, monitoring tools, and metrics
Task 3: Stakeholder Needs Analysis
Task 4: Elaboration and Showcasing
Task 5: Implementation of Synergetic Activities
3. Monitoring Progress

3.1 Context for reporting

The work of WP5 is extensive in scope and multi-faceted in approach given that its core aim is to reach out and engage with a wide variety of stakeholders, and to work towards the greater coordination, development and implementation of a research agenda that brings benefit to all.

WP5 activities are at an early stage. For the purposes of clarity, we present evidence of progress to date against the tasks outlined in the DoW. These are task and activity systems; they allow us to capture criteria against which future progress may be better measured, reported and assessed.

The two previous deliverables (D5.1 and D5.2) provided a useful reflection point for activities up to Month 6. These are referred to in the body of the report.
4. Progress against Objectives

4.1 Overview

In this section, we examine the progress against objectives and offer evidence of achievements in the first year. It takes as its starting point the need to map tasks and activities onto the objectives for WP5. There is a close and intimate relationship between tasks, activities and objectives, but for purposes of clarity, we have presented progress against the tasks, and then conclude with a synopsis of WP5 identified impact to date.

4.2 Mapping Tasks onto Objectives

In the DoW, five key tasks were presented:

Table 4.1 Listing of Tasks for WP5

| Task 1 | Stakeholder Analysis and Initiation of Activities. |
| Task 2 | Establishment of Stakeholder Panel, monitoring tools, and metrics. |
| Task 3 | Stakeholder Needs Analysis. |
| Task 4 | Elaboration and Showcasing: 2 way communications with rest of STELLAR WPs |
| Task 5 | Implementation of Synergetic Activities: Involvement in conferences/ workshops |

The Table below offers an initial matrix of how each of the tasks, on an ongoing basis, will contribute to the achievement of the WP Objectives. The Table also indicates the key inter-relationships between the various tasks.

Table 4.2 Interactions between Tasks and Objectives

| Ensure visibility of STELLAR aims and results and to valorise the activities and the results of STELLAR and to showcase the impact of STELLAR among the wider TEL community and related research and application communities. | Tasks 4 and 5 |
| Identify core groups of external stakeholders with whom STELLAR will engage building upon existing links and networks and to enhance the understanding and integration of TEL research in external communities by expanding the influence and reach of STELLAR outputs. | Tasks 1 and 3 |
| Guarantee the involvement of research stakeholders (policy makers, TEL industry, user industry, teachers’ associations, teachers’ training colleges, students’ and parents’ associations, etc.) in order to support definition of TEL research agenda and aid the validation and implementation of research across Europe. | All tasks |
| Foster dialogue and collaboration between STELLAR, TEL researchers and external communities and stakeholders through targeted engagement with existing and emerging TEL Associations, event mechanisms and related communication paths, including online interaction. A key drive is to foster involvement of former FP6 NoE actors and other researchers in the establishment of an open TEL research community. | Tasks 2, 4 and 5 |
| Collaborate with other WPs to ensure that key STELLAR outputs are co-ordinated and in a format appropriate for the requirements of external TEL communities. | Task 4 |
4.3 Programme of activities and task performance in the first year

Figure 4.1 provides an overview of the key activities and tasks which have been completed in the first year. The following section examines each of the tasks and their associated activities in turn and offers an overview on the results to date.

In the first year, there have been regular meetings of the WP5 members sometimes face-to-face but mainly virtually using 28 FlashMeetings.

Figure 4.1 Overview of main tasks and activities

Figure 4.1 presents an overview of key activity systems but does not represent the totality of coordinated effort being undertaken by WP members and other colleagues in STELLAR. All members have ongoing relationships with a wide variety of Stakeholders some of which are well established and mature, while others may be new and emerging. The developments supported by STELLAR offer an excellent opportunity to provide more support and coordination for such involvements.

The first six months of the year concentrated on the work necessary to prepare the basis for establishing a Stakeholder Community and specifying the guidelines, tools and metrics for monitoring progress. They provided the foci for two Deliverables at Month 6 (D5.1, D5.2). Together, these reports refined the organisational framework for engaging and tracking ongoing stakeholder developments. This took into account some changes in terminology.
when referring to the stakeholder community e.g. referring to Network or Community rather than Panel.

In Deliverable 5.2, an Action Plan was presented outlining the main actions to be undertaken for the remainder of the first year (It is re-displayed in Annex 1). At that stage, the most appropriate forms of mechanism for supporting and facilitating stakeholder involvement were not deeply specified. In the following sections, we account for the key developments in the last six months of the project, and the forms of progress that have been made.

**Strategy and Planning for Sustainability**

As may be briefly noted in Figure 4.1, attention is drawn to a meeting held by WP5 in Brussels in September 2009. It offered an opportunity to reflect upon progress to date and to refine our strategy in light of current understandings, in advance of the annual STELLAR General Assembly. One of the key outcomes from that meeting was the ambition to establish TELeurope.eu: a ‘neutral’ platform organised by STELLAR to promote stakeholder involvement in TEL research and mutual benefits.

In planning and implementing networking activities, the consortium took the approach that sustainability of activities should be built into every action of the project, rather than being considered an afterthought to be dealt with in the last year of the project. Thus, the community-building and network-building activities are being planned on a mid- to long-term basis, rather than simply until the end of the project. To this end, the most important decision taken as a result of this strategy has been the branding on the online community. Rather than creating a “STELLAR” community, we have a launched a separate (but aligned) brand TELeurope.eu which has been designed to be a highly visible and recognisable brand within the TEL Community, and which does not bear an association to a particular project or set of partners. This should ensure greater brand-continuity in the future when there will be a necessary phase-shift from STELLAR support and project finance, to a new form of other funding and/or self-sufficiency. In order to give credit to STELLAR (including its partners and financiers), the TELeurope.eu label has always been accompanied by the words “supported by the STELLAR network”. [www.TELeurope.eu](http://www.TELeurope.eu).

An excerpt from the discussion and rationale for TELeurope.eu branding:

**The Challenge**

The STELLAR project aims to unify the leading institutions and projects in European Technology-Enhanced Learning (TEL) in a Network of Excellence. It's ambition is to determine the TEL research agenda within Europe. This means that the network should have authority and credibility, created by gathering sufficient expertise and cooperation of all relevant stakeholders within Europe. Within the STELLAR project there are 16 partners from 9 different countries, offering a broad and multinational representation working together for a period of 4 years. However, to realize the full potential of a Network of Excellence, more partners are needed for a longer period of time than the duration of the STELLAR project. Universities, research institutes and stakeholders from industry and government have to be invited to join the Network.

New partners cannot join the STELLAR project and become project partners. They can, however, participate in specific STELLAR activities and they can join the Network of Excellence that will be organized by the STELLAR project. For these partners, STELLAR is just a project consortium that at best has no specific meaning but might also have been the competing consortium. In the latter case, negative emotions may influence their trust in the Network and willingness to join. In the former case, the existence of both a project and Network may create confusion about the activities and ambitions of both.

**Our Response**

The Network’s scope is therefore broader than the STELLAR consortium, and it’s ambition to set a new and critical foresight agenda for TEL demands that the Network should have its own life apart from and beyond the existence of the STELLAR consortium. Our
communication about and strategic positioning of the Network should make this clear. Therefore, we suggest the “TELeurope.eu” brand for our Network. TELeurope.eu should be positioned as a Network that, although initiated by the STELLAR project and partners, is created by the TEL community as a whole. It should have a scope beyond the STELLAR project, both in time and in purpose, thus attracting academic and non-academic partners that have an interest in TEL. TELeurope.eu differentiates us from the STELLAR consortium. It is the starting point for our branding strategy: defining what, when, where, how and to whom we want to “TEL” Europe.

Our ambition

Integrating the expertise, experience and ambitions of technological and pedagogical experts within TEL community in Europe and moving on to the higher strategic formation of policy based in leading research is the key challenge for the Network. TELeurope.eu tells our stakeholders what they can expect from us and our services: mashup services, the Open Archive, the online STELLAR community and more, to serve as a one stop shop for anything the TEL researcher or stakeholder might want to access. TELeurope.eu offers the opportunity for expansion; whereas STELLAR, with its universal connotation despite its solely European focus, may only be incorporated by the Universe or the Galaxy, offers TELeurope.eu the opportunity to initiate TEL The World.

Our activities

This Network will be created via a series of integration instruments designed to increase the research capacity, integrate the different research disciplines in TEL, and seek active involvement from different stakeholders outside the STELLAR consortium. Several activities that are foreseen within the STELLAR project will serve as a vehicle to promote the Network of Excellence. TELeurope.eu within the Network will be supported by open source social networking tools, discussion and coordination.

Related activities

The connection with the initiating consortium, being the STELLAR project, is important because many activities that support the creation of the Network of excellence are organized and funded by STELLAR. Therefore, in all communication about the TELeurope.eu network, the annotation – an initiative of STELLAR - will be incorporated. The role of the STELLAR brand in this would be as creator of the community etc - thus the TELeurope.eu website, and all materials produced to support it would be branded as “Created and Supported by STELLAR - www.stellarnet.eu” or something of the sort.

4.4 Task 1: Stakeholder Analysis and Initiation of Activities

Activities

As reported in D5.1, potential categories of stakeholders have been identified and analysed by desk research. This has led to the creation of a taxonomic framework which highlighted the multi-polar nature of the stakeholder groups, proposed a methodology for the classification of stakeholders by alliance potential, and which analysed the STELLAR instruments by anticipated usefulness/interest to the various stakeholder groups. This serves two key purposes:

- Ensures that we have a means for examining the scope of membership involvement from across core constituencies of stakeholders
- Provides a means of identifying gaps in the current issuing of invitations as we can monitor coverage across sectors.
This is a key enabling activity for the whole WP. Overviews of the results will be shared with the community as it grows. It will allow us to monitor the changing composition and particular interest groups within the Stakeholder Community and allied activities.

We have undertaken a survey of existing TEL associations and institutionalised groupings in Europe (and beyond). This data is being used in the current round of invitations to existing TEL member associations. A digest of our current findings is provided in Annex 2. Similarly, a survey of TEL related conferences and relevant TEL events held at national and EU level was completed in the first six months of the NoE. These were reported in D5.2.

This work, completed mainly through desk research, is subject to regular review to allow for incorporation of new intelligence.

**Monitoring of results**

The analysis of stakeholders forms an ongoing iterative activity. The current taxonomy proposes the parameters of role and sector as a means of conceptualising the backgrounds and interests of external individuals or groups with whom we might engage.

In the first six months, a social networked group was activated (LinkedIn\(^1\)). It works principally on the basis of personal connections and primarily involves existing members inviting others to join. While this helped to promote early work, it was limited functionally to the types of interaction we are keen to promote with stakeholders. Therefore, it is now providing an additional conduit for recruiting stakeholders, with the intention of pointing them to the new TELeurope.eu site.

In the last quarter of the first year, the TELeurope.eu was developed on an ELGG platform, and it was formally released at the OEB in December 2009. ELGG is an open source social networking platform. Unlike the LinkedIn grouping, the launch of the TELeurope.eu used a direct face-to-face recruitment method at OEB in December to raise awareness and recruit members, as well as being promoted through informal social networks. In addition, persons already engaged with STELLAR through other instruments (Rendez-Vous, Doctoral Community of Practice, etc) were invited to join this online community.

The TELeurope.eu platform seeks to offer a range of connected and syndicated services that stakeholders may well look for (Task 3 on Stakeholder Needs Analysis will address this issue). As we extend the current limited functionality of the platform over the coming months, we will be able to monitor and share intelligence about community engagement automatically – via the Scoring method outlined in D5.2 and other metrics.

To date, 91 members have joined the LinkedIn grouping, and 294 members are registered on TELeurope.eu. At this stage, members are drawn mainly from research backgrounds. The range of communities initially recruited through OEB reflects a slightly broader constituency of interests given the nature of that particular event. In addition, the geographic spread of registered members on TELeurope.eu reflects the general pattern of national presence at OEB; namely a high attendance of individuals from the Netherlands and the UK.

During the coming year, we plan to engage a much greater spread of communities through our outreach activities. We are also keen to ensure more inclusive approaches to potential members by using different language versions of our invitations and welcome on the site – at least on the home pages.

\(^1\) [http://www.linkedin.com/groups?gid=1827182&trk=myg_ugrp_ovr](http://www.linkedin.com/groups?gid=1827182&trk=myg_ugrp_ovr). Note: requires a LinkedIn user registration to access
4.5 Task 2: Establishment of a Stakeholder Community

The rationale behind this task was to set up a means to establish contacts with key industry representatives and links to Associations involved in TEL. As reported in D5.2, we identified and have planned around a more robust organisational framework for facilitating engagement with stakeholders, as shown in Figure 4.2.

Figure 4.2: Structure of the STELLAR stakeholders’ community and its relation to WP5 and STELLAR.

The Stakeholders Community is open to all stakeholders. In addition to its core activities, the Stakeholders Community consists of (at least) three Subgroups: 1) the Stakeholder Board, 2) the “Network of Networks”, and 3) the Research and Innovation Group.

Figure 4.3 shows the multiple layers of the Community infrastructure. Informal social networking between individuals will undoubtedly carry on in LinkedIn and other Web 2.0 communities. However, we will aim to recruit and direct activities towards TELeurope.eu where a greater range of interactions can be facilitated.

Thus, the Stakeholder Community is more extensive than the visible traces of activity in the TELeurope.eu website. However, TELeurope.eu does offer a vital method for monitoring the apparent “health” of the Community at individual, organisational, community and disciplinary levels.

Assessment data will be collected through the following means:

i) Monitoring on-line activity including use of a ‘scoring’ method
ii) Questionnaire administration
iii) Face-to-face Conversations: These will take place at major events, such as conferences, where a targeted engagement with STELLAR stakeholders is
planned. For example, a first activity of this type took place in the OEB, however the methodology needs to be improved.

Further details of each of these methods, criteria and measurements are available in D5.2, Section 5: Monitoring and Assessment.

**Figure 4.3: Multiple layers of the Stakeholder Network infrastructure**

The following sub-sections consider the activities and monitoring of results to date in relation to each of the three newly established stakeholder entities.

### 4.5.1 Stakeholders Community

**Activities**

A STELLAR Stakeholders’ Community was officially launched through the auspices of TELeurope.eu in December 2009. The Community currently comprises individual registered members who have access to the website and its services ([http://www.TELeurope.eu/](http://www.TELeurope.eu/)).

The current stated aims of the Community are to enable members to:

- Access the pooled expertise of the community and join in special interest groups
- Gain intelligence on funding opportunities and partnerships, for instance, the possibilities for collaborating in a research project, or finding out about latest calls.
- Share their reflections of best practices in an expert TEL community and provide feedback and advice to the specific actions undertaken by WP5 in this context
- Freely access the Open Archive of published material relating to TEL and associated resources.

Registration details have been kept to a minimum to reduce potential barriers for visitors and ease the overhead in time and effort required to join in the first place.

As demonstrated in Figure 4.4, our approach has adopted a form of participatory design to shape the implementation. First, we aim to raise awareness of the new Stakeholder...
Community. The TELeurope.eu platform offers a useful facility to direct attention. Second, we have to convert awareness to interest. To raise both awareness and interest, it is important to have an artefact towards to which people may be directed. Individuals can go into the current instantiation of the platform, browse, check out the other members and probe the various services. However, the principles underpinning the Network are based on the dialectic between people and artefacts: Using the platform can change people's activities, and this in turn leads to new needs and opportunities for the design of the infrastructure.

Once people have registered, they can experience the benefits of the Network, though the nature of that experience will vary depending on need, interest and so on. There are opportunities to personalise and share, which in turn, increase awareness and demands for TEL research and its related benefits. The process of adaptation is key – both to the nature of the communities involved in the Community, and for the evolution of the TELeurope.eu platform.

**Figure 4.4 Model for growing the Stakeholder Community**

In addition we have prepared invitations for the following communities as identified by Deliverable 5.1:

- TEL Associations
- Existing EU project partners
- Small and Medium Enterprises – though also of relevance to large corporate organisations.

An example invitation is provided in Annex 3. The purpose is to encourage stakeholders to join the stakeholder community by providing them with basic information concerning STELLAR and what it can offer them. Information on how and where to find out more is included.

In order to support the recruitment process, extended communication packs are also being prepared. Each provides an overview of the approach that might be used with different
communities of stakeholders, as well as a bundle of targeted materials such as calendar of relevant/recommended events, adapted project presentations, and more.

Finally, we have prepared general invitations for STELLAR members to use with their immediate networks of contacts in order to generate local interest and involvement. The use of a common template that can also be personalised by STELLAR members should ensure that a ‘mass’ mailing can be achieved in due course. WP5 can then monitor responses and uptake of membership.

Monitoring of results

During the first week of December 2009, over 180 people (mostly external) had signed up for membership of the TELeurope.eu site. Over 100 individuals were recruited directly at OEB, with other individuals picking up the information leaflets and engaging with STELLAR members available on the Exhibition booth.

One of the primary aims of attendance at OEB by WP5 members was to raise awareness of the new TELeurope.eu stakeholder community. It is gratifying that a good proportion of the initial approaches led to interest in membership.

**Composition:** Currently, we are encouraging existing members to complete key information on their online profiles. A priority for year 2 is to consolidate this information. This will be of benefit to the community as a whole as well as give more detailed insight into the constituencies that we have attracted, and provide a basis for categorising and investigating stakeholder needs (See Section 3.6).

**Assessing engagement:** The level of engagement is still at an early stage. Sixteen groups have been formed since the set up of the site. Memberships of each group range from 1 to 34 members. The more popular groups, both in terms of members and numbers of contributions, tend to be those that deal with specific events or funding calls (particularly for researchers). The majority of the groups (75%) are open to all members rather than closed.

A number of these groups have been seeded directly by WP5 members and at this early stage of the network most discussions are initiated by STELLAR members. One of our goals for Year 2 is to increase the percentage of active non-STELLAR users, as opposed to users who are mostly viewers of content.

**Technical infrastructure:** D5.2 reported on the analysis of different social networking tools that might support virtual activities of the Stakeholder Community. The ELGG platform was chosen as a rich social networking platform for its versatile nature allowing for additional functionality during the lifetime of the project and beyond. It can be maintained with minimal technical support and allows for flexible arrangements of users and groups. Some technical issues involving the registration process were resolved quickly.

In summary, TELeurope.eu on ELGG:

- Offers an extended community functionality platform
- Will permit the use of dynamic community and grouping software that will allow the integration of a variety of tagged online content such as blogs, feeds, and tweets
- Will offer more sophisticated tracking of online activities by which to monitor site traffic and contributions.
4.5.2 Stakeholder Advisory Board

Activities

A long list of prospective members for the Board has been compiled taking on board the views of the entire STELLAR membership. As indicated in Figure 4.3, we are approaching those individuals considered to be strategic thinkers and significant within their field. The individuals have to be willing to critique and review strategic directions for WP5 and comment on other issues raised by the Executive Board.

As part of the work of the WP1 Delphi Studies, respondents were invited to nominate 20 colleagues whom they considered to be key stakeholders in TEL research. Many of the names included in the long list are also on the stakeholder lists initiated by WP1 for the Delphi Study. The strength of this approach is that these key individuals are contributing to STELLAR in a range of ways and from different perspectives. They are also likely to be familiar with the aims of STELLAR and the way it is working to bring together the whole community.

Monitoring of results

The process of shortlisting has been through various iterations. The first invitations were sent in December 2009. We are currently awaiting responses to formalise the formation of the Board.

The current list of invited STAB members consists of:

<table>
<thead>
<tr>
<th>Industry</th>
<th>LLL/ Distance Education</th>
<th>Research, Innovation</th>
<th>Education Providers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volker Zimmermann</td>
<td>Marco Bettoni</td>
<td>Lizbeth Goodman</td>
<td>Mark Durando</td>
</tr>
<tr>
<td>Richard Straub</td>
<td>Paul Lefrere</td>
<td>Sarah Knight</td>
<td>Jim Herbollich</td>
</tr>
<tr>
<td>Giampaolo Barozzi</td>
<td>Rob Koper</td>
<td>Ulf Ehlers</td>
<td>Carlos Delgado</td>
</tr>
<tr>
<td>Fabrizio Cardinali</td>
<td>Terry Anderson</td>
<td></td>
<td>Nikitas Kastis</td>
</tr>
<tr>
<td>Ton Zijlstra</td>
<td></td>
<td></td>
<td>Frans Van Assche</td>
</tr>
<tr>
<td>Teemu Arina</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jan Reichelt</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ellen Wagner</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wayne Hodgens</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Valérie Boudier</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It has been agreed that the composition of the Stakeholders Board will be reviewed quarterly to allow members to enter or withdraw.

4.5.3 Network of Networks

Activities

As reported in D5.2, we have compiled a list of key TEL associations and groups across Europe. As in the case of individuals in the Stakeholder Community, existing membership organisations are presented with reasons as to why they, as an organisation as well as their memberships, can benefit from engagement within the TELeurope.eu community. For example, it provides them with opportunities to showcase their work and identify potential collaborators.

The development of the Network of Networks is at an early stage. On the 1st December 2009, prior to the launch of TELeurope.eu at OEB, a meeting was held with a number of leading individuals drawn from industry, policy, education and a TEL Association. Of the 20
stakeholders invited, we were able to secure the participation of Fabrizio Cardinali (CEO - Giunti Labs), Fabio Nascimbeni (Director - MENON Network), Lieve van den Brande (DG Education and Culture), Prof. Willi Bernhard (Swiss Distance University of Applied Sciences) and Rob Abel (IMS Global Learning Consortium). (see Figure 4.5)

As part of the discussion, the case was put to them for establishing a ‘Network of Networks’ to secure effective interactions with existing TEL Associations. The principal justifications are:

- The Stakeholder Community and TELeurope.eu are not an Association, nor do we seek to ‘compete’ for paid memberships or operate along such lines
- Within STELLAR, we aim for the Network to represent a ‘neutral’ space in which to engage and jointly develop a new and critical foresight agenda for TEL research.

Informal feedback from the group, including the member who was a leading figure in a TEL Association, reflected that this was an important distinction, and an important tactic for addressing issues of defragmentation of the TEL community generally.

Through the Network of Networks, associations from different thematic areas in TEL will be able to share information on research, events and collaboration opportunities, and by doing so, will assist the reduction of community and discipline fragmentation. The Network of Networks will:

- Provide an important conduit to their specific stakeholder communities to ensure effective two-way communication
- Provide intelligence to STELLAR on engaging with wider stakeholder communities
- Comment, where practical, on activities and draft reports for WP5

In addition, from WP5’s perspective, the Network of Networks will be used actively as a communication channel to equally disseminate information to stakeholders coming from various fields related to TEL.

Figure 4.5 Pre-meeting with key Stakeholders at OEB, Berlin, December 2009
Monitoring of results

The targeted communication packs for Associations are to be distributed in early 2010.

Activity on this task is still in hand and the next report for this work package will summarise take-up of invitations by existing Associations, including EA-TEL and TELEARC as links to the previous Networks of Excellence, to join the NoE-inspired Network of Networks. We plan to jointly work together on specifying the best ways to form deep level engagements for the respective memberships.

We will then have a baseline for probing reactions and for setting new objectives related to cooperation with Associations against which progress may be monitored.

4.5.4 The Research & Innovation Group (R&IG)

Activities

As shown in Figure 4.3, the R&IG is a Special Interest Group within the Stakeholder Community in TELeurope.eu. It will attract those members of the Stakeholder Community with particular interests in research, design and innovation. It is expected that there will be high level of participation from researchers and Small and Medium Enterprises (SMEs).

Monitoring of results

Activity of the R&IG is expected to be formally initiated in year 2 when there is a sufficient membership pool to sustain targeted conversations between the research and industrial communities around issues of innovation involving TEL.

The first milestone in this respect will be the actual establishment of this group, with a high rate of participation from SMEs and researchers. No upper limit was set in D5.2, with regards to number of participants, however we expect the group to reach the same size of the STAB during year 2.

The specific aim for this SIG is to reduce community fragmentation, specifically the kind which is holding back innovation in TEL. We perceive that this will be done mainly by:

- Open discussion of innovative ideas,
- Following up on national and European TEL agendas
- Discuss funding opportunities, options for collaboration, exploitation, standardization and legislation that are relevant for innovation.

WP5 will initiate part of the discussion in this SIG by presenting innovative ideas from instruments such as the incubators and the theme teams and asking for members’ feedback and perhaps even involvement in further research, development or exploitation of ideas.

4.6 Task 3: Stakeholder Needs Analysis

Activities

From the outset, WP5 has sought to specify general benefits that stakeholders will gain through involvement in the Stakeholder Community. We undertook a practical exercise to list our views on why individuals (and associations) might be interested in joining with us. As a consortium, we posed ourselves the question from the stakeholder’s perspective of “What's in it for me?” In summary, these may be itemised as:
• Networking opportunities and being part of a larger community of shared interests
• Increasing the visibility of personal profile, projects and/or events
• Promotional opportunities
• News of leading developments in TEL and other communications
• Access to resources, reports, ‘grey’ literature and leading edge insights
• Access to experts
• Answers to their specific TEL questions such as emerging trends
• News of conferences and events
• Mobility and knowledge transfer opportunities
• Funding opportunities

At the more collective level, a Community of Stakeholders might be interested in:

• Collective lobbying power
• Access to test beds on a regional scale
• Expert reviews
• Potential cross-national infrastructures
• Standards issues
• Possibility for an EU-wide TEL research presence
• “Neutral zone” to discuss field related matters
• Reducing barriers between research, innovation, policy and practice
• Contributing to the development of the research agenda related to TEL

This is not an exhaustive list but indicates the breadth of possible benefits that might emerge from any stakeholder community, irrespective of the domain.

We are now in a position to test these assumptions about stakeholder needs. Draft survey instruments and questionnaires have been prepared including some that have been internally reviewed by STELLAR members. All interview protocols are subject to piloting to remove the potential for misunderstanding on the part of respondents.

We also now have a mechanism through TELeurope.eu to facilitate the rapid administration of survey and questionnaires concerning stakeholder needs, especially as community numbers grow. In monitoring online discussions within TELeurope.eu and elsewhere, there are five particular dimensions that we are keen to explore through the empirical data and observations that we will collect:

• To what extent are we correct in our assumptions about what attracts an external stakeholder to become a member of the Stakeholder community, or are we missing some aspects?
• In which ways do different constituencies of stakeholders engage with the community?
• What seems to influence their forms of engagement?
• What are the implications arising out of the former points for the ongoing design and implementation of WP5 activities and infrastructure?
• What new insights does this intelligence offer to other WPs within STELLAR? (See Task 4)

Monitoring of Results

The analysis of stakeholders’ needs has been initiated and is at an early stage. However, we highlight some initial findings among key groupings below. The creation of TELeurope.eu platform now offers an opportunity to centrally invite, collect and engage in discussion with stakeholders about their ‘needs’. While this is not the only available
mechanism, it does provide the opportunity to send a ‘badged’ invitation to respondents and offers an arena in which to hold a more interactive form of discussion.

The TEL Europe.eu platform was launched a month prior to the writing of this report. Over time we expect to attract and build relations with a critical mass of stakeholders in order to deepen the level of discussion. An open group has been formed on TEL Europe.eu to address the issue of stakeholder benefits though the discussion needs further prompting. We will be able to track response rates to this activity.

Approaches to those involved in previous NoEs: D5.2 provided an example of a protocol to be used with those stakeholders who had prior involvement in a NoE. It was considered that these individuals would be in a good position in the first instance to reflect upon their own past experiences and to recommend particular activities, benefits and improvements that they would value from this new NoE. The protocol has been piloted locally at Nottingham with individuals involved in educational research (n=4). The individuals were not formally part of either NoE but had knowledge of network activities. The outcomes of this activity are reported below.

The initial piloting at Nottingham of the draft questionnaire reported in D5.2, Annex 2, revealed a number of important considerations. Colleagues found it easier to talk about what they liked or disliked about particular activities or interfaces when prompted, but were much more reticent to offer comments at an abstract level about how they would like to benefit from a NoE. It is difficult to engage individuals in meaningful conversations about their needs and expectations without the focus of clear initial propositions or some stimuli to which they can respond. TEL Europe.eu provides such a framework to initiate discussions and to survey opinion. This should promote richer forms of conversation leading to a more informed assessment of stakeholders' reported needs. We will use an online 'plenary session' within the platform to gather stakeholder needs.

Approaches to Associations: The conversations to be held with TEL Associations represent a different tier of involvement. The aim is to build relations that will encourage high-level co-operation and interaction. We anticipate that major TEL associations will have focused views on what the Stakeholder Network might offer them and their memberships. Draft Memorandum of Understanding will be prepared if this is mutually acceptable.

Approaches to individuals: The timing of when to conduct the first quantitative analysis of Stakeholder needs among stakeholders themselves will be jointly decided early in year 2. Members of WP 5 have also been tasked to gather informal feedback from local conversations with stakeholders who, for example, may be project partners. This represents an intermittent (and more difficult to monitor) source of intelligence given issues of privacy and/or anonymity for the stakeholder partner concerned. However, it is noticeable that within the working culture of WP 5, colleagues are increasingly sensitive to stakeholder issues.

A significant opportunity for gaining collective feedback from a group of stakeholders occurred at the Plenary Session on a ‘Discussion on Grand Challenges in TEL’ held at Online Educa Berlin on Friday 4th December, 2009. Attendance was about 40 external participants drawn from research, education and industry. This level of attendance was particularly welcome as the session was allocated to one of the last slots on the last day of the conference programme. The session offered the opportunity to interact directly with stakeholders with whom no prior contact may have been made. Five members from STELLAR formed the Panel (Chair: Fred de Vries (OUNL); Panellists: Claudio Dondi (SCI), Barbara Kump (KC), Marcus Specht (OUNL) and Caroline Windrum (UNOTT)).

The session adopted a Q&A format. Participants were first introduced to STELLAR NoE, informed about the launch of the TEL Europe.eu network, and given an overview of the Grand Challenges. They were invited to comment on how our approach to TEL through the ‘lens’ of the Grand Challenges reflected their own interests and needs.
In practical terms, the Grand Challenges seemed to have been regarded as more a research-led approach. The discussion moved to issues of practice quite quickly – perhaps understandable given the character and composition of the OEB audience. Most questions focused on TEL in educational systems, issues of assessment and teacher development, and how to realise the promise for TEL for transforming learning. Few of the questions picked up on explicitly on issues of the design of technology for learning. A key implication arising from this event highlighted the need to develop greater understanding of mutual needs.

4.7 Task 4: Elaboration and Showcasing

Activities

The aim in this task is to coordinate with the other STELLAR WPs for mutual benefit. Under the Elaboration task, we aim to support work to engage the stakeholder community in each of the instruments that are being deployed in STELLAR e.g. Theme Teams, Incubators etc. Each of these serve the ambitions of meeting the STELLAR Grand Challenges which are of interest to different sections of the external TEL community. The task of Showcasing focuses more on providing a platform to showcase prototypes to the wider Stakeholder Community and extending engagements in that way.

In order to initiate work, specifically on the Elaboration task, it was proposed at the Nice General Assembly meeting in September 2009, to formalise the role of ‘Ambassadors’ within each of the WPs, with the cooperation of the various WP leaders. An Ambassador would be typically a member of WP5 who would also have presence within another WP. There is significant overlap between memberships, and the list of current Ambassadors is provided in Annex 4.

The perceived benefits of this decision were:

- The interests of stakeholders could be kept visible and ‘championed’ within each WP by a particular named member of the STELLAR community.
- Two-way dialogue with WP5 would be facilitated in a more constructive manner, allowing ease of information sharing across the STELLAR network.
- It would limit the risk of missing an activity that might have value to the external stakeholder community and at the same time expand the outreach of STELLAR’s dissemination activities.

The task of Showcasing will be more directed to close cooperation and liaison with WP6 as part of the engagement with Science 2.0 tools to help showcase prototypes etc.

Monitoring of results

TELeurope.eu did not exist during the first round call for a number of the STELLAR instruments (e.g. Alpine Rendez-Vous (ARV), Theme Teams (TT), Incubators, Doctoral Mobility programme). Indeed, TELeurope.eu was only launched during the ARV 2009. Nonetheless, it is important to track the extent to which awards and in particular, applications to the various instruments were received from those outside the immediate STELLAR NoE membership as an indicator of potential dissemination, in the hope that the outreach for future events will be improved. Since the launch of the TELeurope.eu site, most of the instruments have used it to disseminate information about forthcoming events. Of course, if future calls from STELLAR instruments succeed in attracting a wider range of people and institutions, it will be a positive result for TEL promotion and community integration. While the results of promotional activities will not be ascribable to WP5 actions only, we will track the use of TELeurope.eu services in this regard.
It is for this reason that the following section provides some quantitative information about participation in the events and calls from related STELLAR instruments. This data will provide a baseline against which we can plan and monitor future developments.

Working with colleagues in all WPs, we will seek to define in what ways we need to support greater and/or focused stakeholder involvement.

**WP1: Grand Challenges**

In addition to direct outreach to stakeholders in the Delphi studies, WP1 clearly influenced the outreach to stakeholders in other work packages.

The first iteration of the Vision and Strategy document has been taken as a reference point for various events and calls, including the WP3 Alpine Rendez-Vous, Theme Teams and Incubators, and the WP4 Winter School and Doctoral Mobility Programme. Excerpts from the document have been used for communicating the Grand Challenges to stakeholders interested in these calls.

The small-scale studies as part of the trend scouting activity has led to collaboration between STELLAR partners ITD-CNR and the LMU; KMRC and KC; and UNOTT and the OUNL. The study on location-based and contextual mobile learning was accompanied by an interactive workshop at the Alpine Rendez-Vous.

After the first round of Delphi studies, STELLAR partners have been asked to nominate at least 20 experts in the field of TEL for the second round. Exceeding the anticipated pool of 230 experts, 543 experts from all continents - including policy-makers, practitioners and industry - have been invited to participate. The second round will run until the end of March 2010.

**WP 2: Meeting of Minds & Podcast series**

The two main tasks of WP2 relate to the WP5 mission. First, for the Meeting of the Minds (MoM), a panel of external experts have been identified who will engage with STELLAR in a strategic dialogue. As an added bonus, the preparation of the MoM acts as an outreach action to these highly visible external experts and their respective networks. Second, the podcast series will further promote the STELLAR work to the outside world. Colleagues are currently discussing how this series can be best linked with TELeurope.eu (and the Open Archive).

**WP3: Alpine Rendez-Vous**

WP3 will report fully on the success of the outreach to new stakeholders, but there is already significant geographic and disciplinary scope. The ARV 2009 was attended by a total of 134 participants: the majority (79%, 106 persons) from Europe. The rest were comprised of 25 participants (19%) from America and 3 (2%) from Asia.

All workshops at the Alpine Rendez-Vous targeted at least one of the three WP1 Grand Challenges. The workshop organizers reflected upon their results with respect to the Grand Challenges in the Alpine Rendez-Vous Event Report. These reflections, together with the trend scouting activities during the workshops, have been incorporated in the first WP1 trend report.
Table 4.3 Alpine Rendez-Vous 2009 participation

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of participants</td>
<td>134</td>
</tr>
<tr>
<td>Number of institutions involved</td>
<td>56 (so far)</td>
</tr>
<tr>
<td>% of non-STEMellar participants</td>
<td>78%</td>
</tr>
</tbody>
</table>
| Range of disciplines           | A sample of 90 participants that indicated their scientific discipline:  
                                | 21% Education  
                                | 14% Psychology  
                                | 33% Computer Science/Informatics  
                                | 20% Educational Technology  
                                | 11% Other disciplines |

WP3: Theme Teams (TT)

In the first call for proposals, prior to the formation of TELeurope.eu, nearly three-quarters of the institutions applying for funding were drawn from outside STELLAR as shown in 4.4. Please note that the total figure of 117 refers to the number of TT members. However, some institutions may have participated in more than one TT, so the number of institutions involved is lower.

Unfortunately, we have no data about the disciplines involved, neither do we have (yet) an analysis of the type of institutions involved, although it is evident that the majority are academic or research institutions. It should be noted that, in spite of the fact that the TT call was disseminated before the launch of TELeurope.eu, this instrument took advantage of TELeurope.eu not only to disseminate the call but also to set up a group for partner search and proposals coordination.

Table 4.4 Theme Teams applications

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of applications</td>
<td>21</td>
</tr>
<tr>
<td>Number of institutions involved</td>
<td>More than 100</td>
</tr>
<tr>
<td>% of STELLAR and non-STEMellar participants</td>
<td>The TT call required at least one STELLAR member and at least one non-STEMellar member per application. 31 out of the 117 participating institutions were from STELLAR, which is 26.5% of the total. 8 out of the 21 proposals were lead by a STELLAR partner (38%).</td>
</tr>
<tr>
<td>Number of countries involved</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>6 of which non-European (USA, Mexico, Singapore, Canada, South Africa, Israel)</td>
</tr>
</tbody>
</table>

WP3: Incubators

WP3 received 4 proposals for incubators. The call required that either the candidate institution or the host institution should be a STELLAR partner. Half of the institutions involved are from STELLAR (due to the above rule, it could have been more, but it couldn't have been less). 3 of the proposals are from non-STEMellar partners to visit a STELLAR institution, the fourth the other way round. Two are related to a TT proposal, two are independent from any TT proposal. Countries involved are: Italy (2), Germany (2), Spain, Moldova, Switzerland, USA. Only one proposal involved a non-European Institution as the institution of the candidate. The research themes chosen are all trans-disciplinary, mostly concerning research methods that can be used in any discipline. All the institutions involved are academic or research institutions.

WP4: Doctoral Mobility Programme

STELLAR received 10 eligible applications to the doctoral mobility programme, out of which 6 applications were from doctoral candidates from non-STEMellar organizations. The 1st call
for the Doctoral Mobility Programme offered only STELLAR partners as a possible host site, however this will change in the 2nd call. Mid- and late-stage doctoral candidates were eligible to apply regardless of citizenship, country of residence and institution. Of the ten applications, three are focused towards education and seven on computer science. We see this mix as contributing towards integration.

Table 4.5 Doctoral Mobility programme applicants

<table>
<thead>
<tr>
<th>Country of residence</th>
<th>Number of applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>4</td>
</tr>
<tr>
<td>Estonia</td>
<td>1</td>
</tr>
<tr>
<td>Moldova</td>
<td>1</td>
</tr>
<tr>
<td>Italy</td>
<td>1</td>
</tr>
<tr>
<td>UK</td>
<td>1</td>
</tr>
<tr>
<td>Finland</td>
<td>1</td>
</tr>
<tr>
<td>Spain</td>
<td>1</td>
</tr>
</tbody>
</table>

This baseline data shown in Table 4.5 will be tracked and monitored over time.

**WP4: Doctoral Academy events**

Doctoral academy events such as the Summer School and the Doctoral Consortia at EC-TEL and the Alpine Rendez-Vous, attract participants from STELLAR beneficiary institutions as well as from outside. All participants can be seen as stakeholders.

**WP6: Supporting Science 2.0**

In WP6, a number of Science 2.0 mash-ups for the support TEL researchers have been developed (see D6.3 for a comprehensive overview). These mash-ups take on the form of widgets, therefore, they can be included in TELeurope.eu. At the moment, a team consisting of several people from WP5 and WP6 are working on a first selection of widgets centring on awareness and collaboration to ensure their seamless integration with TELeurope.eu.

Second, a comprehensive study on Science 2.0 practices is being undertaken within WP6. In a first step, a series of focus groups with researchers from the wide variety of fields within TEL will be held. The results of this study will be used within WP5 to complement the requirements engineering process for later releases of TELeurope.eu.

**WP 8: Management**

The Ambassador and other colleagues in WP8 have worked closely with WP5 in order to ensure a consistent brand image for the new Stakeholder Community. First, an open corporate design strategy was developed into which the design of TELeurope.eu was adapted, following the rules for type face and the basic colour scheme used in other STELLAR promotion material (black background, white lettering, one deco colour). Second, mutual landing zones were created between TELeurope.eu and stellarnet.eu sites to ensure that the platforms are strongly interlinked and stakeholders are directed from stellarnet.eu to the stakeholder community platform TELeurope.eu. Vice versa, people who want to look behind the curtain into the makers of TELeurope.eu and the project behind it, are sent from TELeurope.eu to stellarnet.eu.

As such, WP8 supported the launch event at OEB with promotion material and the development of a set of web banners (Annex 5: T-shirts and web banners)

**Summary of Task 4**

We will look for evidence that the core STELLAR objectives to aid the integration of external TEL community and the promotion of transdisciplinary research is being advanced. This
baseline data will be tracked and monitored over time and are confident that these positive results will improve even more over in the coming years.

The preparation of this report has coincided with the release of next round calls for a number of these instruments. The latest calls are being promoted on the TELeurope.eu website (“Funding Opportunities” group), as well as on the Linkedin group. We will track submissions in due course to see to what extent applicants are from the external stakeholder communities. For those successful submissions, we will also seek to identify if any of them were prompted to apply through the auspices of WP5 activities. By following up informally with those who submitted applications, we will improve our understanding of stakeholders’ information flows.

In order to improve interactions and flows of communication with the other WPs, we will review the operation of the Ambassador model and also the circulation of minutes from WPL meetings.

4.8 Task 5: Implementation of Synergistic Activities

Activities

The aim was to ensure presence at 6-8 conferences per annum. The purpose is to raise awareness and profile of the Stakeholder Network and to invite interaction from conference attendees, as a way to enhance TEL community integration.

Monitoring of results (Conference mini-reports)

Individual members of STELLAR have been asked to highlight the existence of the Stakeholder Community during their conference activities during the first year. The presence of the TELeurope.eu site now provides an opportunity to channel any interest from others, in a way that can be more readily tracked and monitored. Feedback from the conferences will also give us insights into which conferences we should actively target as the Community grows in order to achieve the aims of reaching out to new groups of stakeholders. The issue of conference selection, where we will conduct high-profile activities over the incoming years, will be part of the decision making process within WP5 at the start of each year.

In the first year, particular highlights include:

Doctoral academy events

The JTEL Summer School brought together about 90 doctoral candidates from a number of different countries and representing a wide range of disciplines and research interests. Similarly the Doctoral Consortia at EC-TEL and the Alpine Rendez-Vous attracted doctoral participants from a variety of backgrounds. More details can be found in D4.3. These events were well received by doctoral candidates who found them useful for connecting with others with similar or complementary research interests.

I-KNOW ’09, Graz, 2-4 Sept 2009

The I-KNOW is Europe’s largest conference on knowledge management and knowledge technologies and is annually organized by Know-Center. The conference brings together international researchers and practitioners. Opening and closing keynotes, an international cooperation event, and a conference-wide exhibition complete the I-KNOW conference program. I-KNOW ’09 was held concurrently with I-SEMANTICS ’09 – International Conference on Semantic Systems – in Graz, Austria from September 2 to 4, 2009 and had more than 450 participants. Technology enhanced learning plays a major part in this conference. Apart from the SIG ProTEL kick-off event (see below), special tracks on knowledge management and learning, and on knowledge maturing took place.

SIG ProTEL kick-off events
SIG ProTEL is the EA-TEL special interest group for shaping and advancing the field of professional technology enhanced learning. It is led by Stefanie Lindstaedt (KC) and Martin Wolpers (Fraunhofer FIT) and has around 65 members from all over Europe. The goals of SIG ProTEL are:

- to promote achievements of projects in the field
- to establish links between these projects
- to exchange activities and plans
- to help each other in the evaluation and exploitation of the innovative technologies developed

SIG ProTEL aims to bring together a wide variety of stakeholders in ProTEL, such as researchers, project managers, coordinators, business representatives, and policy makers. In the community building efforts, online social networking on LinkedIn and most recently on TELeurope.eu is complemented by face-to-face meetings at relevant events. In 2009, two kick-off events were held.

On September 3rd, 2009 SIG ProTEL kicked-off activities in the framework of this year’s I-KNOW conference in Graz. The kick-off meeting was visited by around 15 people, among them researchers, project managers, and coordinators from STELLAR partners, but also colleagues from FZI, FBK, UIBK, and CBS, as well as business representatives (e.g. from invent baltics). The group identified initial challenges of professional learning among stakeholders as being:

- sharing evaluation data, results, and experiences
- the need for commonly organised dissemination activities
- the development of effective exploitation strategies
- the strengthening the professional training aspect in TEL

A similar kick-off of SIG ProTEL was held on October 1st, 2009 during the EC-TEL conference in Nice, France. It had 26 participants from around Europe, including representatives companies (like imc, Synergetics, and imaginary) as well as from research institutions (e.g. DFKI, Centre de Recherche Public Henri Tudor, and University of Leicester).

EC-TEL ’09 was the most successful conference in a series of 4 so far. It was held in Nice, France from September 29 to October 2. 220 conference participants and 50 additional workshop participants contributed to a successful four day event. The conference received 158 submissions from 469 authors and from 43 countries from that 35 full papers and 17 short papers have been accepted. Two days were packed with about 10 workshops, tutorials, a doctoral consortium, demonstrations, a special industry track and two days of main conference have been set up. A closing panel was organised from STELLAR about Synergy between the disciplines. It was moderated by Marcus Specht.

Collocated meetings of several European projects took place including the projects CUELC, EATEL, GRAPPLE, ICOPER, LTfLL, PROLIX, ROLE, STELLAR, and TENCOMPETENCE.

ABCD Exhibition, Genova, Italy, 11-13 November 2009.
ITD-CNR had a booth there and prepared a poster concerning STELLAR and the Theme Teams and Incubators calls.

General Assembly of eVIA Spain, December, 2009
The purpose of this body is to provide an industry platform focused on accessible learning. STELLAR members were involved in the presentation of TELSpain (http://www.telspain.es/), a Spanish network of Technology Enhanced Learning initiatives including members of over 100 companies and research institutions. Delegates were also informed about TELeurope.eu and its potential connection to TELSpain was emphasised. About 100 members of eVIA attended the presentation, of which 30 are part of eVIA’s TEL SIG.
Online Educa Berlin, Berlin, 2-4 Dec 2009
This well-established TEL conference provided an ideal opportunity to launch TELeurope.eu. It had over 400 speakers from 38 countries and involved in 85 parallel sessions, as well as forums, workshops, seminars, plenaries and The ONLINE EDUCA Debate. The conference was accompanied by an exhibition with 104 exhibitors from 20 countries showcasing e-learning products and services.

Seven STELLAR WP5 members were principally involved through:

- Promotion activities at the TELeurope.eu booth as part of the OEB Exhibition
- TELeurope.eu official launch event
- Plenary Session with stakeholders on a ‘Discussion on Grand Challenges in TEL’ (reported in Section 3.5)

The booth provided an important focal point for initiating conversations with people who were curious to find out more about the purpose and services of TELeurope.eu. An information leaflet was prepared and distributed to interested parties (see Annex 6). Information was also available at the booth concerning forthcoming STELLAR activities. Online registrations to TELeurope.eu were available.

The official launch which was held on the 3rd December attracted about 70 people and offered the opportunity to promote the aims of the TELeurope.eu community (Figure 4.6).

**Figure 4.6 Prof Marcus Specht addressing the attendees at the TELeurope.eu launch**

4.9 Summary
This section describes the progress that has been achieved in the first year of the NoE towards meeting the aims and objectives of the TEL Stakeholder Community Capacity development in WP5.

We have provided an account of the programme of activities undertaken by WP5. Particular highlights include:
• Agreed an organisational framework for the Stakeholder Engagement Plan (reported in D5.2, Month 6). This has been warmly received by key members of the stakeholder community at a select meeting in December 2009.

• Ensured the implementation of a new strategy for sustainable community stakeholder development that seeks to live beyond the current NoE funded period, and provide a valuable long-term presence for the extensive TEL communities across Europe. As such, the Stakeholder Network has been officially launched through the auspices of www.TELeurope.eu.

• Laid the basis for extensive stakeholder recruitment and community building in year 2 and beyond by ensuring key building blocks are in place: most notably, the launch of the TELeurope.eu platform Berlin in December 2009, which provides the principal mechanism to encourage and facilitate meaningful interaction with a wide range of stakeholders, revised communications plans targeted to specific sectors, and desk-based research into the communities with whom we wish to target and engage.
5. Plan of forthcoming actions on Tasks

This section provides an overview of the indicative priorities to be undertaken by WP5 in relation to each of the Tasks.

Task 1: Stakeholder Analysis and Initiation of Activities
- Consolidating network of networks initiatives in joint activities with other projects, associations and networks of excellence
- Linking relevant stakeholder groups and organisations to dedicated TELEurope.eu groups
- Addressing policy makers with dedicated events and platform
- Addressing Doctoral community in strengthening links with WP4
- Extending the ‘reach’ of the Community through targeted promotion to attract new members

Task 2: Establishment of Stakeholder Panel, monitoring tools, and metrics
- Monitoring stakeholder recruitment to TELEurope.eu through platform tracking mechanisms
- Organising first Stakeholder Board event and analysing and reflecting on progress on the community building process
- Extending Stakeholder Board for a more balanced representation of different groups
- Constituting activities for the Research and Innovation Group
- Formalising interactions with Network of Networks members.

Task 3: Stakeholder Needs Analysis
- Surveying existing Stakeholder Community members to gather intelligence of best ways to support reported needs
- Creating a detailed mapping of enhanced web 2.0 and science 2.0 methodologies and the functionalities needed by different stakeholder groups
- Mapping the outputs of other WPs into stakeholder instruments, i.e. linking podcast series to interest groups, linking Alpine Rendez-Vous publications to focus groups and others
- Developing a MoU following an Open Innovation approach with the Stakeholder Groups

Task 4: Elaboration and Showcasing
- Collecting national and international best practices via the connection of national events and research projects to TELEurope.eu
- Supporting multilingual mapping and integration of research results
- Connecting innovative TEL solutions and showcases to TELEurope.eu
- Enhancing the profile and role of the Ambassadors within STELLAR to support smooth communication flows.

Task 5: Implementation of Synergetic Activities
- Linking Stakeholder Board and Community to main STELLAR-linked events such as EC-TEL, Alpine Rendez-Vous, Summerschool, and Winterschool
- Reviewing conference selection for year 2 based on agreed criteria and first year feedback.
- Offering the service of STELLAR instruments to research projects, Associations and conferences, for example: event publication, announcement of calls for applicants, project-dedicated forums, etc
6. Conclusion

6.1 Overview
This report aims to assess the strategy and the extent to which we have contributed to the achievements of WP5 objectives.

6.2 Summary of Specific Actions
- Internal stakeholders’ questionnaire was answered by 44 persons among STELLAR participants (see Annex 2 for results) (Task 1)
- A LinkedIn group was created, March 1, 2009, with currently 91 members (Task 1)
- The TELEurope.eu ELGG platform was designed and tested during November 2009, mainly by STELLAR members (Task 2)
- The TELEurope.eu platform has received the overall support of all STELLAR participants and the STELLAR brand name has been kept fully evident on the platform (Task 2)
- TELEurope.eu was officially launched at the OEB, December 2009, and now includes 294 members, 16 discussion groups, news posts and more (Tasks 2, 3)
- Initial feedback from stakeholders was collected face-to-face during a Plenary Session on a ‘Discussion on Grand Challenges in TEL’ held at OEB on Friday 4th December, 2009, and included 40 external participants drawn from research, education and industry (Task 3)
- TELEurope.eu was further presented at key events in the TEL conference calendar such as EC-TEL, I-KNOW and OEB (Task 5)
- The role of stakeholders has been heavily promoted among other STELLAR WPs through the enhanced two-way communications facilitated by the WP5 Ambassadors (Task 4)
- Invitations were sent to leading TEL experts to form the Stakeholder Advisory Board. (Task 2)

6.3 Major Achievements
In relation to achieving the core aims of WP5, namely to engaging with a wide range of stakeholders, the combined efforts of WP 5 have now ensured:
- a networking structure which will continue beyond the life of the project and that has been set into motion from Year 1
- the community-building activities have reached a critical mass, with activity within the community beginning to happen spontaneously without necessarily needing to be seeded by STELLAR members
- STELLAR has been presented at a significant number of the major European TEL events (most notably, OEB, EC-TEL), meaning that it has achieved highly visibility within the TEL community
- the team working within the WP has proved to be highly engaged, and has formed a close-knit team which works well for the continued implementation of the work programme
Annex 1: Action Plan overview, July 2009

Foreseen Action Plan for 2009 (Taken from Deliverable 5.2)
Annex 2: Results of internal stakeholders’ questionnaire

Introduction
The purpose of the internal stakeholders’ questionnaire was to mark the most popular TEL-related associations and events. This mapping can potentially help STELLAR, specifically WP5, to plan further dissemination activities and for inviting people/organisations to join TELeurope.eu. The questionnaire draft was presented in D5.2, however the results are reported for the first time in this report.

Questionnaire
The questionnaire was deployed via Googledocs. Invitations were sent by STELLAR members to other persons in their institutions involved in TEL.

Participants were asked the following:
- Name
- email address
- Please indicate professional associations you belong to
- Please indicate conferences where you present your research and development related to technology Enhanced Learning (TEL)
- Do you have additions on the listed associations and TEL events? Think especially of National ones
- Please list projects in which you are involved which relate to research and development in Technology Enhanced Learning

Reply rate
The internal questionnaire was answered by 44 persons from STELLAR partner organizations, during June to August, 2009.

RESULTS

Associations
The following international associations were identified as being the most relevant in the field of TEL, judging by the number of times they were mentioned in the internal survey (3 to 7 times). The number of STELLAR persons who indicated they are members of an association does not necessarily indicate quality, however it is a good measure of our potential influence over an association and therefore an estimate of our chances of recruiting that association to support our network and participate in its activities.
### Acronym | Full Name
---|---
EARLI | European Association for Research on Learning and Instruction
EATEL | The European Association of Technology-Enhanced Learning
AACE | Association for the Advancement of Computing in Education
ACM | Association for Computing Machinery
EDEN | European Distance and E-Learning Network
ELIG | European Learning Industry Group
IEEE | Institute of Electrical and Electronics Engineers
IFIP | International Federation for Information Processing
ISLS | The International Society of the Learning Sciences
TELEARC | European Technology Enhanced Learning Association

In addition, we have listed the following **national associations**, also sorted by popularity. However, in this case popularity is less relevant as we will allow representatives of each country to make this judgement.

<table>
<thead>
<tr>
<th>Name</th>
<th>Full Name</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMW</td>
<td>Plattform Wissensmanagement</td>
<td>AT</td>
</tr>
<tr>
<td>EduHub</td>
<td>A forum for new learning technologies at Swiss universities</td>
<td>CH</td>
</tr>
<tr>
<td>GI</td>
<td>Gesellschaft für Informatik e.V.</td>
<td>DE</td>
</tr>
<tr>
<td>DGP</td>
<td>The German Psychological Society</td>
<td>DE</td>
</tr>
<tr>
<td>Didacta</td>
<td>the Association of the Education Sector</td>
<td>DE</td>
</tr>
<tr>
<td>TELSpain</td>
<td>Spanish Network of Technology Enhanced Learning</td>
<td>ES</td>
</tr>
<tr>
<td>ENEM</td>
<td>Plataforma Tecnológica Española de Tecnologías Audiovisuales en Red</td>
<td>ES</td>
</tr>
<tr>
<td>INES</td>
<td>Plataforma Tecnológica Española de Software y Servicios</td>
<td>ES</td>
</tr>
<tr>
<td>EVIA</td>
<td>Plataforma Tecnológica Española de tecnologías para la Salud, El Bienestar y la Cohesión Social</td>
<td>ES</td>
</tr>
<tr>
<td>ATIEF</td>
<td>Association des Technologies de l’Information pour l’Education et la Formation</td>
<td>FR</td>
</tr>
<tr>
<td>EIAH</td>
<td>Environnements Informatiques pour l’Apprentissage Humain</td>
<td>FR</td>
</tr>
<tr>
<td>CKBG</td>
<td>Collaborative Knowledge Building Group</td>
<td>IT</td>
</tr>
<tr>
<td>SIE-L</td>
<td>The Italian e-Learning Society</td>
<td>IT</td>
</tr>
<tr>
<td>ALT</td>
<td>Association for Learning Technology</td>
<td>UK</td>
</tr>
<tr>
<td>BERA</td>
<td>British Educational Research Association</td>
<td>UK</td>
</tr>
<tr>
<td>CILIP</td>
<td>Chartered Institute of Library and Information Professionals</td>
<td>UK</td>
</tr>
<tr>
<td>BPS</td>
<td>British Psychological Society</td>
<td>UK</td>
</tr>
<tr>
<td>BCS</td>
<td>British Computer Society</td>
<td>UK</td>
</tr>
<tr>
<td>SRHE</td>
<td>Society for Research into Higher Education</td>
<td>UK</td>
</tr>
<tr>
<td>HE-Academy</td>
<td>UK higher education academy</td>
<td>UK</td>
</tr>
<tr>
<td>LATWF</td>
<td>Learning and Technology World Forum</td>
<td>UK</td>
</tr>
</tbody>
</table>
## Conferences and events

We have identified the following events as the most popular[^ii]:

<table>
<thead>
<tr>
<th>Rating</th>
<th>Acronym</th>
<th>Full Name</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>IASTED</td>
<td>The International Association of Science and Technology for Development</td>
<td><a href="http://www.iasted.org/conferences/home-688.html">http://www.iasted.org/conferences/home-688.html</a></td>
</tr>
<tr>
<td>9</td>
<td>I-KNOW</td>
<td>International Conference on Knowledge Management and Knowledge Technologies</td>
<td><a href="http://www.i-know.at">www.i-know.at</a></td>
</tr>
<tr>
<td>8</td>
<td>OEB</td>
<td>Online Educa Berlin</td>
<td><a href="http://www.online-educa.com/">www.online-educa.com/</a></td>
</tr>
<tr>
<td>7</td>
<td>EARLI</td>
<td>European Association for Research on Learning and Instruction - various conferences</td>
<td><a href="http://www.earli.org/conferences">http://www.earli.org/conferences</a></td>
</tr>
</tbody>
</table>

[^i]: The use of the word “association” might be misleading, as we also included networks which are not necessarily defined as associations, such technology platforms or other organizations of this nature.

[^ii]: With a rating of 18 to 5 participants from the STELLAR network – the left-hand column indicates the number of persons who attend the event.
Annex 3: Invitation to Stakeholders

An invitation from STELLAR Network of Excellence:
Join the network and help build the European Technology Enhanced Learning Community

STELLAR
STELLAR is a Network of Excellence which considers the effects current and future developments will have on education and professional learning by addressing three Grand Challenges in research: connecting learners; orchestrating learning; and contextualizing virtual learning environments and instrumentalizing learning contexts.

STELLAR builds upon, synergises and extends the valuable work we have started in European research on Technology-Enhanced Learning (TEL) by

- Identifying and engaging with core groups of external stakeholders
- Guaranteeing the involvement of research stakeholders to define the TEL research agenda.
- Fostering dialogue and collaboration between STELLAR, TEL researchers and external communities and stakeholders.

What can STELLAR do for me?
If you are working in research related STELLAR’s Grand Challenges, we can support you by:

- Helping you network with your peers, both within the field of TEL, and beyond it
- Increasing the visibility of your activities
- Encouraging discussion around the research and political agendas around TEL
- Providing access to the work done by the STELLAR network.

Engage with Your Peers
STELLAR has launched a social portal for TEL researchers and stakeholders – TELurope.eu, where you can:

- Create or join a Special Interest Group
- Start a Blog, perhaps linked it to your website
- Discuss one-on-one with experts – a long list of well known figures in the field are already members of the stakeholder community.

Increase the visibility of your results
The STELLAR Open Archive is a means by which projects can submit publications to an online archive, access to which is free of charge. We invite you to visit http://oa.stellarnet.eu, register your organisation, and begin to upload your materials. The main advantages in terms of visibility for this repository include:

- The STELLAR Open Archive (through its affiliation with TELearn) is the only European Archive dedicated solely to TEL
- We accept all serious material including grey literature (such as conference presentations and papers, videos of lectures etc)
- The STELLAR OA is linked in with several major institutional repositories and archives, including Google Scholar
- All material is checked by an editor for admissibility, ensuring the continued quality of the archive and its materials
STELLAR also runs a series of podcasts aimed at strategic and policy thought leaders in TEL. Please contact us if you think your project might be interesting to them.

Join in the Research Discussion
The STELLAR website – www.stellarnet.eu disseminates all deliverables from the project, including: the proceedings of ‘Meeting of Minds’; podcasts which offer regular insights from key persons in the field and the aggregation of a considerable body of research on TEL associated with the grand challenges. You are invited to register and join discussions.

...and much more
Other instruments within STELLAR include Summer and Winter schools for doctoral researchers, mobility grants, small grants for research, various panels for experts in the field to exchange views and much more. Some of these instruments could be useful to you; see http://www.stellarnet.eu/instruments

STELLAR is funded by the 7th Framework Programme of the European Commission.
Annex 4: List of current Ambassadors supporting interactions between WP5 and other WPs

<table>
<thead>
<tr>
<th>Joint Programme of STELLAR WPs</th>
<th>Ambassador</th>
</tr>
</thead>
<tbody>
<tr>
<td>WP1    The Grand Challenges for TEL</td>
<td>Eelco Herder</td>
</tr>
<tr>
<td>WP2    Building Strategic Capacity</td>
<td>Erik Duval</td>
</tr>
<tr>
<td>WP3    Building Research Capacity</td>
<td>Donatella Persico</td>
</tr>
<tr>
<td>WP4    Building Next Generation Capacity</td>
<td>Marie Joubert</td>
</tr>
<tr>
<td>WP6    Science 2.0 for TEL</td>
<td>Stefanie Lindstaedt</td>
</tr>
<tr>
<td>WP7    Monitoring, Evaluation and QA</td>
<td>Barbara Kieslinger</td>
</tr>
<tr>
<td>WP8    STELLAR Management</td>
<td>Fridolin Wild</td>
</tr>
</tbody>
</table>
Annex 5: STELLARnet.eu and TELeurope.eu promotional materials

T-shirts – distributed during OEB, December 2009

Web banners
Annex 6: TELeurope.eu Publicity Leaflet

External cover

TELeurope.eu  TELeurope.eu
europe  europe

collaborating to explore the possibilities for using and developing innovative methods and strategies in education and lifelong learning

Explore the universe of Technology Enhanced Learning

created and supported by STELLAR  created and supported by STELLAR
What can TELeuropa offer?

Members of the TELeuropa community will be able to take advantage of the STELLAR instruments in the short to medium term, as the community develops and grows its own instruments.

TELLAR welcomes stakeholders from outside the network to participate in certain STELLAR events and to contribute to developing a research agenda for TELeuropa. STELLAR’s vision is that all stakeholders in TEL will be able to develop by: accessing the pooled expertise of the community and joining special interest groups with leading experts; engaging in stimulating, challenging and wide-ranging debate; collaborating in research projects; sharing risks; accessing tools for TEL research; taking advantage of funding opportunities such as theme teams and incubators and using the online Open Archive of published material relating to TEL.

Joining TELeuropa

If you want to become a member of TELeuropa:
- It will cost you nothing
- It requires only as much commitment as you wish to give
- It is easy – all that you need to do is to register on the website www.tel.eu where a vibrant community already exists.

Explore the universe of Technology Enhanced Learning

created and supported by STELLAR

Inside leaflet
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