

## START-UP

**A DELTA Programme (March 1989-March 1991)**

### Partners

First and foremost Start-Up is a human network in Europe, composed by people who are active in the field of learning technology.

Michel Orban of the Service de Technologie de l'Éducation is working with Dieudonné Leclercq in the field of Information Technology for training since a long time, paying a particular attention to psychology of apprenticeship and pedagogy.

Hjørdis Beier is involved in a new action programme on Information technology for education set by the Danish Government : Orfeus.

Jean-Marie Albertini manages IRPEACS, a laboratory of the National for Scientific Research in France which is dedicated to multimedia integration.

Ulrich Bosler, Head of the Educational Technology Department of IPN in Kiel, Germany, develops a special action to train future authors of educational software by making them translate and adapt to German Culture the best software in Europe.

Liliana de Ponti is an author of educational software using authoring systems. She works at Dida'el, a new company funded in 1983, which is still present on the educational software market when Mondadori and others classical publishers are no longer present.

Antonio Dias de Figueiredo was the National Coordinator of the Minerva Programme in Portugal, now as Full professor at the University of Coimbra he is involved in software engineering and architecture of knowledge based systems for education.

Robert Lewis who has been involved in the Microelectronic for Education Programme is presently responsible for the ESRC Research Programme on Information Technology for Education.

Raymond Morel is Director of the computer assisted learning Centre of Genève (Centre EAO) which is in charge of the policy of the Education Department of la République de Genève. André Boder, who worked with Jean Piaget and Seymour Papert in Genève and at the Centre Mondial Informatique in Paris, is the project manager who coordinate the Swiss action in which the University of Genève , namely Edouard Bayer and Bernard Levrat, is involved

Xavier Comtesse, in Switzerland too, has funded Le Concept Moderne in 1984, a software house whose interest are in expert-systems for banking, telematics applications and computer assisted learning.

Eric Barchechath and Serge Pouts-Lajus are both Director of OTE. Serge Pouts-Lajus is a specialist in the didactic of mathematics. He developed as an author many educational software before to be an executive manager of the educational software company of the publisher Fernand-Nathan. By Intellectual interest he resigned from Nathan to work personally on Start-Up.

Eric Barchechath used to be an economist working on marketing of new products and services as marketing research engineer, before he was Director of the Education Department of CESTA, a public Government agency which was dedicated to advanced technologies. He worked there on Information technology for education and on social acceptance of technology.

All the Start-Up partners have worked since the beginning of June 1988 to define a common analysis on the European market and the crucial needs for its development.

All of them are preoccupied by the economical dimension of I.T. for Education, balance between the growth of production costs and the rate of return, by the new relation and combination between products, production and standards on the one hand and services, servuction and specifications on the other hand.

All of them are sensible to the cultural and linguistic differences and to the variety of curricula all over Europe.

And mostly, all of them are highly concerned by quality and efficiency of new technology for education.

## Introduction

Start-Up aims to assert the importance of professional producers of learning materials for the general Delta field.

First the Delta Programme needs in order to succeed a special involvement of producers and educationalist both in the technological and pedagogical aspects of its action.

Second, the emergence of an educational market for learning technology requires professionalism.

- Educational Markets are not large
- Classical Publishers are waiting and have no habits in research and development .
- Competition on pre-market like the educational one is counter-productive and jeopardize the rise of true new industrial operators.

Start-Up wants to provide a real time view of the true Delta Market : the producers that is people who are dealing with the final demand, the end users purchasers and consumers of learning materials.

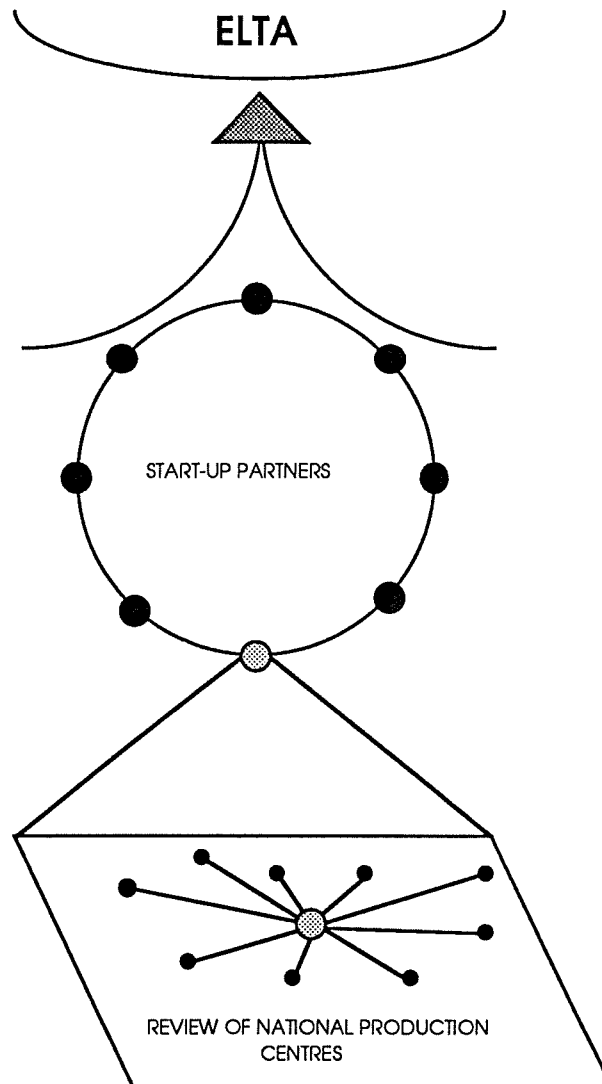
Start-Up relies on three linked strategic actions :

- organizational
- informational
- operational

The organizational side in the Start-Up Network will be set up through a concrete action : to collect and share the European know-how in the production processes of learning materials, by analysing the better production centre.

- Three levels are therefore apparent in this general network :
- The Start-Up contractors
  - The producers of each country linked through the Start-Up partners
  - The institutions, governmental and para-governmental organizations which are managing information technology development for education.

START-UP NETWORK GENERAL STRUCTURE



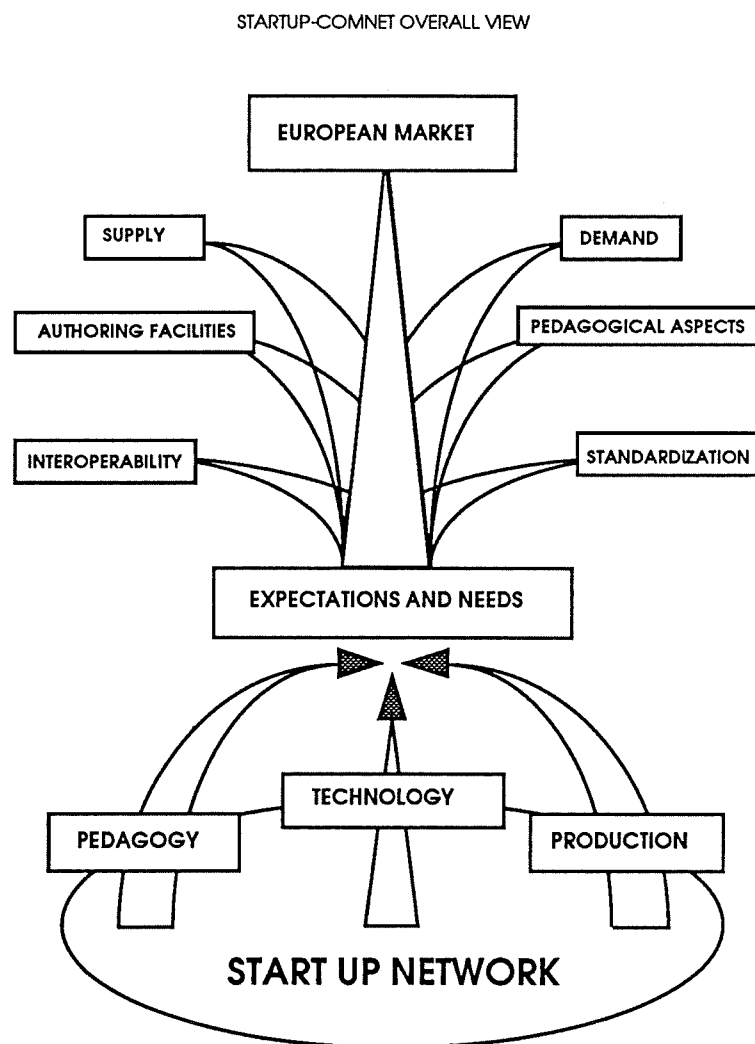
With the network we want to set, the institutional dynamic context where the following action procedures will take place and develop.

Informational action procedure will be realized through the network and aims to provide producers with quality information on the main fields concerned by technology for education and training.

1.) Methodology for design and creation which are dealing with the cognitive dimensions, the interactive pedagogical strategies, the technico-pedagogical ergonomics of learning.

2.) Development tools and technical environment which are dealing with tools functionalities, integration, standards.

3.) Production methodologies which are dealing with the economic integration of human technical and financial resources oriented to the markets.



As a result producers will have :

- A European production who's who giving directions dans editorial trends
- Indications on the various type of solution for professional aptitudes arrangement chosen by the different types of producers
- Indications on the different qualification level of existing development teams
- Information on arbitration between technical pedagogical and didactic requirements

- Information on production organization in Europe from an organizational and managerial point of view
- Visions on producers expectations and needs.

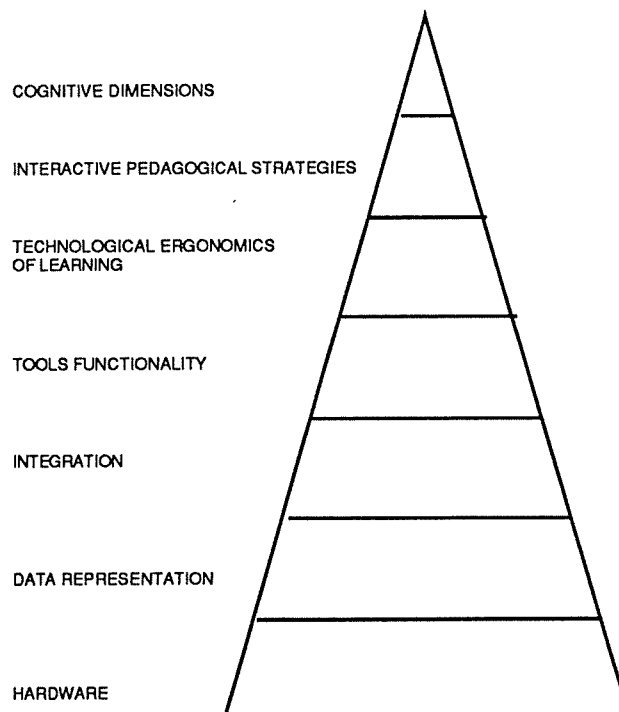
The operational action procedure aims at identifying operational recommendations in terms of :

- industrial
- technico pedagogical
- and marketing

## Imperatives

Achieved through the network, knowledge and aspects of the various European markets (strengths, weaknesses, institutional policies and strategies, social and cultural behaviour) will establish the most important directions of development for a European market from the producers point of view, and will contribute to clarify the ways to solve problems on a community basis.

Start-Up will act as a provider of information on supply and demand, on standards used by the producers, on the reglementary dimensions, on Market Development and mainly on technico-pedagogical requirements referring to the Production Model we have defined.



START-UP - A production methods representation model.

## Summing up START-UP

START-UP is supported by DELTA (Development of European Learning through Technological Advance) from March 1989 to March 1991.

DELTA is a Research and Development Programme of the Directorate General XIII of the European Community.

The DELTA Programme has provided a unique opportunity to set up a teaching and training cultural industry for professional producers of multimedia educational systems.

The START-UP Project has specific goals :

- to **analyse** three aspects of current "best practice", namely those concerned with **pedagogic**, **technical** and **marketing** goals.
- to **encourage** a European network of producers in order to stimulate the market and ensure its commercial viability.
- to **provide** the European producer's network with information on effective methodologies for design, software environment and industrial implementation.

For further information , please contact :

## The START-UP partners

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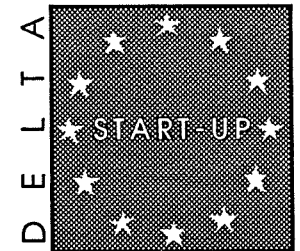
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DEVELOPMENT OF EUROPEAN LEARNING  
THROUGH TECHNOLOGICAL ADVANCE



START-UP IS SUPPORTED BY THE DELTA  
PROGRAMME OF THE EUROPEAN ECONOMIC  
COMMUNITY AND THE SWISS GOVERNEMENT