People with attitude 2.0

Attitude 2.0:
learning is sharing

6th International EducaRed meeting

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People with attitude 2.0

Presentation of the Meeting

This 6th edition of the **International EducaRed Meeting** organized by **the Telefónica Foundation** consolidates this event as the one with the greatest impact and participation of all those concerned with the educational use of the Internet and its on-going evolution and transformation, particularly in the Ibero-American setting.

On this occasion, the 6th edition of the Meeting has some **major novelties** in terms of its **nature ("essence")** and **structure ("format")**, as represented by this year's slogan: "Attitude 2.0: learning is sharing", the best expression summing up these significant innovations set out in detail below.

EducaRed interprets the slogan of this 6th Meeting around a series of "attitudes" that must be shared by the delegates attending:

- **active participation** in both the virtual phase and in the face-to-face phase of the event,
- a predisposition to **"experiment", "share", "collaborate"** and **"discuss"** with the rest of the participants,
- **desire to learn** in a social context in which the most important aspect is the relationship between individuals, with ICT as a tool facilitating and amplifying this relationship.

Thus, the "essence" of the Meeting basically lies in the core of how this event has been designed and prepared: **"with attitude 2.0".**

This new edition **has been designed** through dialogue and reflection in an open and participatory way with **teachers and network leaders** in applied educational innovation using ICT.

And, with respect to the "format", the programme of the Meeting is segmented into tracks with a shared focus so that, depending on delegates' profiles, interests and needs, they can **draw up their own experiential itinerary in order to participate in the event** and make the most of the Meeting dates. As will be seen later on, other participants, the "Guides", will be available to help delegates with the task of finding the optimal combination of sessions.

The programme combines a relevant selection of diverse and complementary experiences, together with open spaces in which educational social networks will take the lead in developing their own events within the Meeting.

The 6th Meeting, as in previous editions, **kicks off on line** with a **"virtual Meeting"** enabling web-based debate of the themes proposed, before both the virtual and face-to-face world subsequently converge at the live sessions during the event. In this way, this Meeting strongly backs the generation of an on-going discussion that can enrich the face-to-face activities with participants' contributions at all times, whether before, during, or after the **"face-to-face Meeting".**

Through its EducaRed education programme, as in all of its activities, **the Telefónica Foundation** will welcome all of the external and internal players committed to improving education and involved in the process of change we are all undergoing: teachers, leaders, networks, educational organizations and Administrations.

Goals of the Meeting

- To connect with teaching staff and the most active and participatory networks

  - To strengthen relationships among teachers, leaders and networks from "2.0" standpoints.
  - To highlight existing networks so that they can provide input for the Meeting and ensure the relevance of the subjects discussed.

- To live an experiential event

  - To take part in a unique experience. A different kind of meeting at which the delegates are active and the Attitude 2.0 is palpable in all events on offer.
  - To combine knowledge and emotions, using such resources as humour, unique moments, surprises and celebrating the pride of being teachers. Aprender compartiendo y compartir aprendiendo

- To learn by sharing and to share while learning

  - To penetrate into an atmosphere of co-operative, network-based peer-learning.
  - To help participants feel they are the stars of the show and not merely attendees.

Who is it aimed at?

Teachers, ICT leaders, Educational Organizations and Administrations (Networks), trainee teachers and parents seeking to contribute to the debate on educational change. "Change Agents" who can transform education by using, among other levers, Information and Communication Technologies (ICT) and Teaching, Learning and Collaboration (TLC) Technologies.

Contents of the Meeting

From the perspective reflected in this edition's slogan, the Meeting deals with the topics of greatest current interest in connection with formal and informal education for pre-university educational stages, in a context of networks in which the key factor is the interaction among individuals and the change agents involved.

Starting from here, the contents will be structured in the following large areas:

- Networked Learning Communities

This first framework will include presentations, analyses, experiments and discussions on the educational and organizational potential of network connections (learning communities) between the key agents in the educational community: teachers-students-parents.

- Settings for educational practice in Innovation

This second framework deals with the understanding and analysis of a selection of case studies, prior experience, good practices and entrepreneurial models under development in the scope of applied educational innovation through ICT, in both formal and informal education, for the different agents in the educational system: teachers, networks, companies, institutions and organizations.

The role of the mass media in the dissemination of new ideas and the change of mindset implied by the new education in an advanced technological setting will be analyzed from the standpoint of the integration of education into the new digital culture.

- Frontier: Views and Trends in Education

This block will attempt to analyze, evaluate and share views and trends on the role played by education in 21st-century society, from external and internal "frontier" perspectives on the educational system.

Structure of the Meeting

Participation at this 6th International Meeting of EducaRed is marked by the interaction among all the delegates taking part, in both the virtual and the face-to-face contexts, from the concept of "Attitude 2.0":

Format

- **Jigsaw** format, offering a wide perspective. Delegates can segment the programme's offerings in light of their own interest and as a stimulus to break away from their "speciality".
- Aimed at **learning by doing**, hands-on, learning and unlearning, workshop areas by age groups, P2P, the Bank of Common Knowledge (BCK), etc.
- **Open** for an **inter-network** meeting, facilitating open spaces through the programme for educational networks to include their own activities.

Roles and commitments

- Each delegate has a role (3) and a commitment:

    - **Eager to connect - "Guides":** these individuals are in charge of linking people with the activities that best suit their profile (advisors). They are more advanced users who help each delegate requesting assistance to draw up a "tailor-made programme".

    - **Eager to tell - "Correspondents":** these take on a commitment to share what they learn, their experiences and their conclusions with those who have been unable to attend the Meeting in person. Their role is to edit, publish and disseminate through the social networks all the items of value they identify. Among these, a special group will be set up for the correspondents from Latin American countries where EducaRed is conducting its programmes.

Activity groups

- There are 4 types of activities at the Meeting, each identified by a colour depending on the type they belong to:

    - **Knowing:** Accessing knowledge through experts.
    - **Category:** "Speeches". Level of interaction between speaker and audience: medium (questions).
    - **Experiencing:** Access to knowledge through "learning by doing" for oneself, in groups and in a network.

- Category: "Workshops". Level of interaction: high (doing, touching).
- **Sharing:** Access to knowledge through practical experience of others. Category: "Experiences". Level of interaction: medium (questions, comments).
- **Debating:** Access to knowledge through interaction and contrasting opinions and know-how. Category: "Debates". Level of interaction: very high (everybody participates and conclusions are drawn jointly).

The Meeting starts in the virtual world, where the community of participants is invited to work and discuss, in an open and collaborative way, the themes proposed.

The virtual scope is organized around the same group of activities as the face-to-face event, but with the added value that the participants will be immersed in a social network setting that will boost, in addition to the above, their knowledge and the relationships between them, laying down bridges between the Ibero-American educational community.

As the fruit of the various activities undertaken to stimulate discussion in the virtual arena, a selection of contributions by the participants will be conveyed to the face-to-face sessions in order to continue delving deeper in these and so establish a communication flow between the two realms that will enable the debate to continue and keep it alive over and above the face-to-face Meeting by enriching it with further input.

On the other hand, through the live broadcasts and the availability of recordings of the face-to-face sessions over the Internet, the world of face-to-face contacts will also interact with the virtual part. The activities in the main auditorium (plenary sessions) and one of the rooms for the "Knowing" area will be broadcast live. The rest of the sessions will be recorded and made available for playback.

The virtual site at http://encuentro2011.educared.org for the 6th International EducaRed Meeting allows for:

- On-line registration for the Meeting from July 15th, 2011.
- Active participation in the spaces structured around the Meeting's contents blocks.
- Presentation of individual educational experiences:

  - for discussion during the virtual sessions,
  - for presentation during the face-to-face sessions, following selection by the Scientific Committee.
  - The guidelines for presentations that must be observed in the documentation on Experiences will be available on the Meeting's web site at: **http://encuentro2011.educared.org**

- Collaboration in the recommendation of experiences to other participants at the Meeting.
- Experiencing network-based training activities related to the Meeting's goals.
- Contributing and sharing documentation.
- Following the progress of the face-to-face sessions live.
- Seguir en directo el desarrollo de las sesiones presenciales.

The programme of the 6th international EducaRed meeting will be constantly updated and available on the web site of the 6th International EducaRed Meeting **http://encuentro2011.educared.org**

Registration and participation

In order to attend the Meeting and be able to take part through the various options, it is necessary to go to the Meeting's website and comply with all the registration requirements detailed there: http://encuentro2011.educared.org

Secretariat of the 6th International EducaRed Meeting

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On-line sessions

From September to October, 2011

Official web-site:

http://encuentro2011.educared.org

News blog:

http://blogs.educared.org/encuentro2011

Face-to-face sessions:

October 20th, 21st and 22nd, 2011

Hall 6

Parque Ferial Juan Carlos I

IFEMA

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Institutions promoting and organizing the Meeting

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