

- Press release -

## **MFG Baden-Württemberg develops Web 2.0 training programme for training providers**

**New EU SVEA project aims to increase the use of social media like wikis, blogs and podcasts in adult education**

SVEA, MFG Baden-Württemberg's newly launched educational project, is part of a campaign to promote the use of Web 2.0 – the "collaborative Internet" – in adult education institutions. Amongst other things, the Public Innovation Agency for IT and Media is developing a Web 2.0 training programme together with four European partners that will be used to train training providers in the use of social media like blogs, wikis and podcasts. The knowledge acquired will subsequently be integrated into each provider's organisational structures and teaching concepts as a starting point for further development.

**Stuttgart, January 27, 2010** – The EU SVEA project managed by MFG Baden-Württemberg, the Public Innovation Agency for IT and Media, has just got off to a successful start with a kick-off meeting on January 26 and 27, 2010. The aim of the project is to train providers of adult education in the use of Web 2.0, the "collaborative Internet". The fundamental knowledge they acquire in this way about Web 2.0 culture and its technologies can later be incorporated into their respective lessons. "Web 2.0" describes those parts of the Internet in which users are able to publish their own texts, images, photos or videos and share them with others.

Together with its European project partners, MFG is developing an Internet platform and a training programme that will facilitate virtual team management and eModeration in virtual conferences, for instance. Training providers and their lecturers will additionally be introduced to social business networks and instructed in techniques for learning and teaching with wikis, blogs and podcasts.

"If we want to succeed in integrating social media into our course material, we must understand the culture of Web 2.0 and be familiar with its technologies. SVEA gives us an opportunity to gain valuable experience and optimise new teaching methods by experimenting in different directions", Dr. Christian Fiebig, Director of Böblingen-Sindelfingen Adult Education Centre, explains. "The training programmes will help our staff develop the necessary skills, to enable us to improve our competitiveness in the education market", he continues.

The project is funded by the European Commission and will run for a period of 24 months. It is being undertaken by MFG as project coordinator with support from four European partners: CSP Innovazione nelle ICT in Italy, EuroPACE in Belgium, FUNDECYT in Spain and Coleg Sir Gâr in Wales.

