

LIFELONG LEARNING PROGRAMME - Transversal Programme – Key Activity 3



Web 2.0-based virtual communities and social learning to strengthen competencies of people at risk of exclusion

Project Number: 505251-LLP-1-2009-1-IT-KA3-KA3MP Grant Agreement: 2009-11792

Final Conference

CONNECT ME!

Social inclusion, e-inclusion and the WEB-based learning

AGENDA

22nd November 2012

Fondazione Mattei,
Milan, Corso Magenta 63

Under the patronage of



Connect Me! is the final conference of a three years project within the EU DG Education and Culture Lifelong Learning Programme (LLP) – KA3, “*Web 2.0-based virtual communities and social learning to strengthen competencies of people at risk of exclusion – CONNECT*”. It was focused on the Information and Communication Technologies (ICT) as a key enabling factor for learning, competence development, people’s, enterprises’, society’s growth.

The project, www.connect-project.eu, addresses labour, employment agencies as well as training institutions and out-placement organisations, interested in exploiting the new WEB 2.0 technologies with their specific target groups, i.e. people seeking a job, migrants, etc.

In fact the CONNECT aim was to make people meet and communicate with each other at distance, by the WEB, to enhance their key competences such as collaboration, knowledge sharing, and communication itself.

One of the main project results, beyond the specific products coming out of the network’s activities, was the overall increase of awareness about the WEB potential, e.g. for the continuous monitoring of the labour market needs, peer-to-peer mutual learning.

With *Connect Me!* which closes the testing phase, the partners intend to communicate a strong message: the WEB represents a new paradigm for learning, building partnerships, creating value for everybody. As such, it needs traditional cultural and organisation models to be re-thought. That’s not easy as they belong to us; above all, they belong to the aging generations who do represent the majority of the workforce, nonetheless.

Concerning the conference, the first Panel, opening the conference day, will be focussed on the WEB and the social-cultural-digital-labour market- inclusion; the second Panel will be focussed on learning processes and the WEB, how the WEB can help and facilitate people’s and organisations’ informal learning.

Both Panels will discuss the WEB as a more and more powerful tool to overcome inefficiencies, reducing costs, simplifying, increasing transparency. On the other hand, that’s possible only when Public Administrations themselves are determined to using the new technologies and applying the new paradigms.

There cannot be “smart cities” without new cultural and mental models inside institutions and among citizens. It is not a matter of “Digital Economy” only but “**Digital Ecology**”, too.

Under this scenario, **the second Panel** can discuss on three lines:

- a) The connectivity and the network;
- b) The mobile technologies;
- c) The application tools.

Each Panel participant can deal with those topics in relation to

- Collaboration/knowledge sharing tools and social network impacts on collective learning;
- Which implementation and usage aspects are key from a cultural point of view, with respect to the new technologies; what about data on WEB 2.0 citizens’ perceptions:
- Advantages of LTE (4G);
- Citizens’ duties and rights (net neutrality, security, digital right management, privacy);
- WEB 3.0 ?
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The conference is free for registrated participants.

Please register by <https://www.surveymonkey.com/s/Q5K2RW2> before November 20th 2012.

Thursday, 22 November 2012

- 9:00 – 9:45 *Registration of Participants*
- 9:45 – 10:00 **Welcome and introduction** (Cristina Tajani, *City of Milan Councillor for Labour Policies, Economic Development, Innovation and University*)
- 10:00 – 11:30 **Web for Social Inclusion: the best and wide ranging strategy?**
Chair (Anna Maria Darmanin, *VP of the European Economic and Social Committee*)
- Introductory video** (*Social inclusion, digital divide, Job inclusion, Work life balance/e-facilities*)
- Panel** (Walter Cavalieri, *City of Milan Managing Director, Responsible for Labour Policies, Economic Development and University*; Maria Cristina Pinoschi, *Province of Milan Managing Director, Responsible for Vocational Training and Labour (tbc)*; Marco Gui, *Assistant Professor in Media sociology at University of Milano-Bicocca*; Valentina Laterza, *Mayor's Deputy for Youth Policies*; Valeria Severini, *ICT Entrepreneur*)
- Brief discussion**
- 11:30 – 12:00 *Coffee break*
- 12:00 – 13:30 **WEB-based informal learning, eSkills and new paradigms**
Chair (Furio Berdnarz, *President at Stiftung ECAP Schweiz*)
- Introductory video** (*CONNECT: experiences from the Project*)
- Panel** (Stefano Besana, *OPENKNOWLEDGE*, Sergio Cozzolino, *Marketing Servizi Mobile a valore aggiunto – TELECOM Italia*, Luca Giuratrabocchetta, *Country Manager - Google Enterprise Italia*, SAMSUNG tbc)
- Brief discussion**
- 13:30 – 14:30 *Lunch*
- 14:30 – 16:00 **Workshops**
How to foster social inclusion with WEB-based learning initiatives
- 16:00 – 17:00 **Reports**
- 17:00 – 17:30 **Conclusions**
- 17:30 *End of the Conference*

The workshop will be in Italian with simultaneous translation (Italian to English and English to Italian)



Education and Culture DG

Lifelong Learning Programme

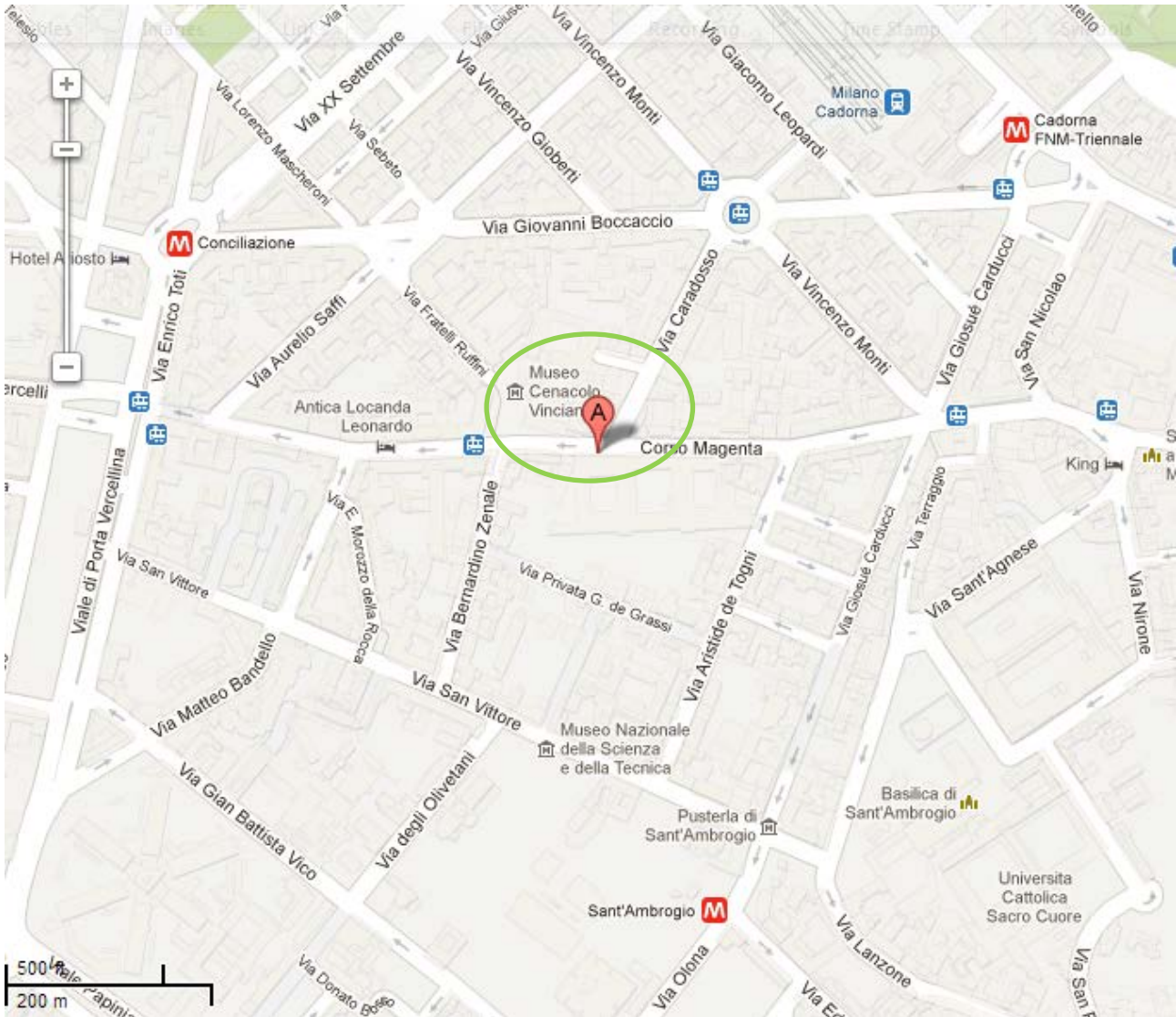
EACEA

Education, Audiovisual & Culture
Executive Agency

The event will be hosted at the :

Fondazione Mattei,

Milan, Corso Magenta 63



Transport link: http://www.feem.it/userfiles/attach/200911121244264How_to_reach_FEEM_Milan.pdf