



presents...



# Keynote Address

**Fabrizio Cardinali**

**CEO, Giunti Labs**

**Chair, European Learning Industry Group**

Chicago: September 13-15, 2009

Copyright 2009 MDR & EdNET



## Building Digital Learning Content Marketplaces for World's Knowledge Societies & Beyond. (and Surviving Global Crisis and Competition)

Fabrizio Cardinali

CEO, Giunti Labs

Chair, European Learning Industry Group

Global Advisor, Open Knowledge Initiative MIT

Board of Directors, IMS Global Learning Consortium

NATO ADL SCORM co writer & reviewer



# Giunti Group

*Innovating Educational Content. Since Ever.™*

## ***Giunti Publishing Group***

- One of Europe's oldest & leading Educational, Cultural Heritage & Tourism Publishers
- Publisher of Pinocchio, Leonardo Facsimiles and of all Florentine Museums (more than 6 ML visitors/year)
- Leading Italian K12 Publisher with more than 1500 employees and 300 ML turnover
- More than 20 Companies managing authoring, packaging, printing & distribution cycles

# Giunti Labs Research

## Europe's Leading Private Learning Content RD Lab



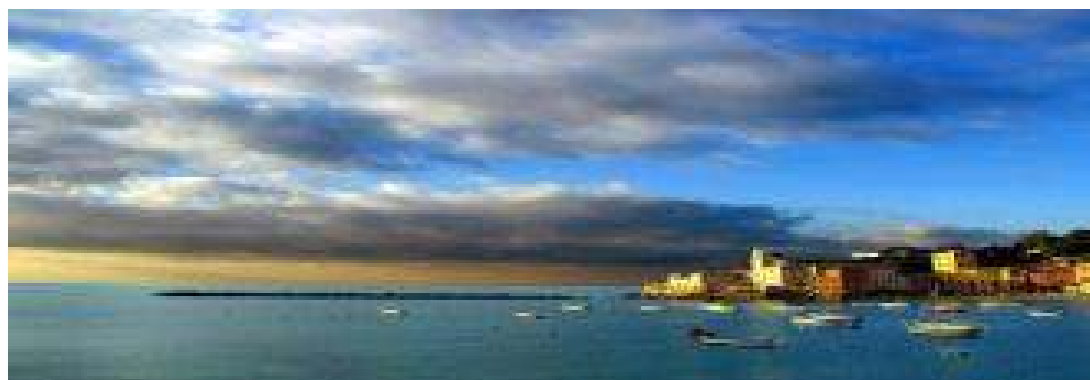
Research Division



A Federated Digital Repository System

learn eXact®  
Learning Content Management Suite

- eXact Packager  
Authoring Suite
- eXact Siter  
Learning Management System
- eXact Portfolio  
ePortfolio Management System
- eXact TV  
TV Learning Management System
- eXact Lobster  
Digital Repository
- eXact Skills  
eSkills Management System
- eXact VR  
Virtual Collaborative Learning Worlds
- eXact Mobile  
Mobile Learning Management System



Towards PALS  
Personal Ambient Learning Services  
(Media, Location & Context Based Personalization)

ist ist ist

SEVENTH FRAMEWORK PROGRAMME SEVENTH FRAMEWORK PROGRAMME

GIUNTI labs  
the X Learning Company  
Research Division

**PROTAGE**

The Future of Learning Via Digital Preservation & Access?

2009 © Giunti  
No reproduction

- **Project Area**  
STREP project, VII FP, ICT 1-4.1 "Digital libraries and technology-enhanced learning"
- **Partners**  
National Archives of Sweden (SE), Lulea University of Technology (SE)  
National Archives of Estonia (EE), Fraunhofer Gesellschaft zur Förderung der angewandten Forschung e.V. (DE), University of Bradford (UK)  
EASY innova S.L. (ES), Giunti Labs, S.r.l. (IT)
- **Objective:**  
PROTAGE aims at building and validating a new flexible and extensible solution for long-term digital preservation and access, by dealing with the latest research on digital preservation strategies and on autonomous systems based on intelligent agent technology and methodology.
- **Start date**  
November 2008
- **End date**  
October 2010
- **Total Cost**  
2.7 ML Euro
- **URL**  
<http://www.protage.eu/>



Mrs Vivianne Reading

2000-2005: PRODI Commission – Commissioner Culture & Education

2006- 2010: BARROSO Commission – Commissioner Media & Information Society

**2008:** New ELIG becomes a Centre of Gravity for Europe's Learning Industry

**elig**  
European Learning Industry Group

**54 Memb**



# AA Generational Opportunity

The World is Flat. Again.

From the "Low Cost Battle ....

....To the "Advanced Skills War"



- 70% of India's trade is for providing outsourcing services to Western Economies

- Ford Motor expects to double in Europe by 2008

- Daimler Chrysler expects to 68% in 2011

- In US half of working age whether by financial necessity

- In Japan the number of people decline by 740,000/year for treatment

- In Finland employment rate 1990 and 21% of corporate employees older than 50

- In 2010 10 TOP Jobs will not have existed in 2004**

- Medical tourism to Asia could generate up to \$4.4 billion by 2012

- Median Age will not grow at least 1% annually for the next 3 decades**



Bumrungrad Hospital (Bangkok) walk in average 17 2008 sites average  
 During 2005 Bumrungrad Hospital treated 400,000 foreign patients  
 Bumrungrad Hospital is building a 18story outpatient center to bring capacity to 6000 outpatients a day  
 More than 150,000 North Americans and Europeans seek medical overseas every year  
 During last 6 months at least 20 large US Corporations have signed on to overseas plans from United Group Programs (health Insurer in Florida)

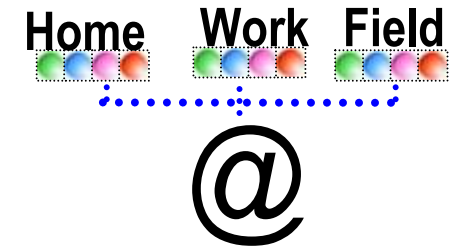
# Europe's 21<sup>st</sup> Century Educational Challenges:

1st: Innovating its Educational Systems Towards Rapid Skills Development

Corporate Training  
(International, Skills /competency Based, Rapid and Flexible)



Knowledge Workers

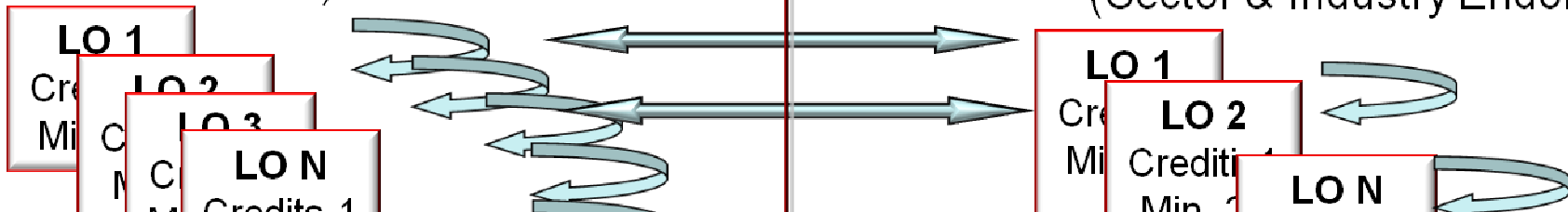


(Re) Employment MarketPlace (s)

Flexible Personal Profiling (Assessment->Remediation -> Qualification)

Formal Credits Paths  
(Curricula Certified)

Informal Credits Paths  
(Sector & Industry Endorsed)



WIKIPEDIA  
The Free Encyclopedia

## Marchitecture

From Wikipedia, the free encyclopedia

**Marchitecture** (or **Marketecture**) is derived from the words **marketing** and **architecture**. The term is applied to any form of **electronic architecture** perceived to have been produced purely for marketing reasons. It may be used by a vendor to place itself in such a way as to promote all their strongest abilities whilst simultaneously masking their weaknesses.

# Europe's 21<sup>st</sup> Century Educational Challenges:

## 2nd: Innovating its Publishing System Towards Wiser Accessibility and Affordability

In the US ,...

- During 2005 more than 1.5 Billion paper books have been posted of which ....

(Source: AAP)

- .....1 Billion returned in 2006, equal to 465 million US\$ expenses

(Source Environmental T

- Annual Student e from 700\$ to 1000\$ can't afford the c

- Used Textbooks comprise only 25-30% of all those in the market

- Faculty Guidelines emerge seeking to prohibit faculty from assigning a textbook if they do not plan to use at least 50 percent of its content in the course.

- Over the last three years, 34 states have proposed a total of more than 100 bills related to textbook costs

