Introducing the UK-HK ICT in Education Partnership Initiative

Press Conference and Seminar on

The AiTLE-ETC Educational Software / Apps TestBed Programme

2014 /2015 Phase 1 -
Sharing by participating Hong Kong schools

2015 /2016 Phase 2 -
Launch and expression of interest by participating
Hong Kong schools and UK publishers

Friday 13 February 2015
4:00 –6:00 pm
British Consulate Hong Kong
1 Supreme Court Road,
Admiralty, Hong Kong

Press Conference   4:00 – 4:30 pm
- Official Launch and Announcements by UKTI, AiTLE, ETC
- Sharing by primary and secondary schools principals participated in TestBed Programme Phase 1

Seminar   4:30 – 6:00 pm
- TestBed Programme Phase 1 – School Teachers Sharing
- TestBed Programme Phase 2 Official Launch - Announcement, Timeline and Registration
- Education Mission to the UK - BETT 2016, UK school visits and exchange (self-funded)

EDUCATION IS
GREAT
BRITAIN & NORTHERN IRELAND

With a worldwide reputation for providing the highest-quality teaching resources from pre-school to university and beyond, choose the UK.

Promethean ActivTable

gov.uk/ukti

Overview
AiTLE-ETC Educational Software/Apps TestBed Programme

The AiTLE-ETC Educational Software/Apps TestBed Programme enables primary and secondary schools in Hong Kong to experience a range of the latest educational software and apps from British and International suppliers for an entire school year, in return for feedback from schools, parents and students on the learning outcome benefits.

The project was first started as a joint pilot programme between the **Association of IT Leaders in Education (AiTLE) and ETC Educational Technology Connection (ETC),** with support from **Hong Kong Education City (HKEdCity)** through its online forum, and has now received official support from **UK Trade & Investment (UKTI)** and the **British Educational Suppliers Association (BESA)**.

Phase 1

Phase 1 of the TestBed Programme began in late 2014. Currently, 21 Hong Kong primary and secondary schools have partnered with 15 world-class educational technologies companies (12 British and 3 International) – to trial and provide feedback and analysis on a range of the latest educational software and apps, allowing participating companies to adapt and tailor their products to the needs of the Hong Kong classroom.

> *"Amongst the many projects the Association has been involved in to enhance e-Learning at school, this TestBed project is the only one that offers classroom-level curriculum content and tools that are suitable across all devices. The partnership is particularly timely as all Hong Kong schools are in the process of upgrading their WiFi and mobile learning environments through the latest round of Government funding."*
>
> *- Albert Wong, Chairman, AiTLE, Jan 2015*

Phase 2

With the enormous support offered by UKTI, BESA, participating Hong Kong schools, and UK publishers, we are now able to launch Phase 2 of the Educational Software/Apps TestBed Programme.

Schools are invited to express their interest from now till 28 February 2015, and application outcomes will be announced in mid-March 2015. If successful, it is envisaged that schools will be able to commence the TestBed trial and training at the end of March 2015.

2016 Education Mission to the UK

AiTLE/ETC/BESA/UKTI/HKEdCity plan to lead an education mission to the UK in January 2016, providing opportunities for 15 - 20 Hong Kong school educators (principals and teachers who have successfully trialled the TestBed Programme) to attend and share findings at the Pre-BETT ICT Conference, BETT* Show London and on site visits to UK schools and ICT companies.

The delegation is designed to raise awareness of the TestBed Programme, provide learning and exchange opportunities for Hong Kong and UK participants and explore opportunities for UK-HK School Partnerships including a series of learning, cultural exchange and networking opportunities.

BETT* Show
Held in London every January, the British Educational Training and Technology (BETT) Show is a leading UK show and world's largest educational ICT show. The event brings together innovation and inspiration to the education sector. www.bettshow.com

AiTLE
The Association for IT Leaders in Education aims to promote quality of education through the use of information technology in the form of peer-sharing, seminars and workshops.

ETC Educational Technology Connection (HK) Ltd
Represents some of the best known British and international educational technology brands and BETT award winners.

Supporting Organisations:

UKTI
UK Trade & Investment is the Government Department that helps UK-based companies succeed in the global economy and assists overseas companies to bring their high-quality investment to the UK.

BESA
BESA is the UK's trade association for suppliers of educational equipment and services. Our 300 members cover all levels of education from pre-school to university, and provide all types of equipment from furniture to ICT, in order to meet the equipment needs of educators worldwide.

Hong Kong Education City
HKEdCity, a wholly owned company of the Government of the HKSAR, operates a prime one-stop professional education portal to promote the use of information technology to boost the effectiveness of learning and teaching.

Programme Highlights

Multiple products, Multiple schools

Bespoke advice

Professional development opportunities and support from UK and international publishers

User community experience-sharing and peer support

Knowledge exchange with overseas schools

The TestBed Programme matches each school with several products across different subjects, ensuring the e-learning initiative within the school is well supported by multiple teachers, therefore building the necessary critical mass to create e-learning momentum.

While there are many freeware and resources available online, the TestBed Programme offers schools well structured, professionally-designed and award-winning educational software and apps, specifically for curriculum use.

a)   Online webinars
      Hong Kong teachers can learn from and give feedback directly to software publishers during online webinars, with all content recorded and edited for later review and sharing. This is ideal for continual professional development and internal training purposes.

b)   Face-to-face training
      Publishers can undertake Hong Kong school visits (pre-arranged by ETC) to work directly with teachers and students. Teachers also benefit from hands-on training from publishers at "expos" such as the Learning and Teaching Expo 2014.
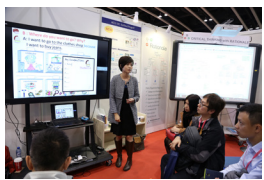
Each TestBed software or apps will be matched with 3 to 5 schools, allowing a sharing community to be established. The TestBed programme aims to enhance and facilitate exchange amongst schools, via the HKEdCity Forum, at the Learning and Teaching Expo and in many other different venues, benefiting both the publishers and Hong Kong schools.

The TestBed programme provides an ideal platform for participating schools to connect with users in other countries, who share the same vision in harnessing technology to raising learning and teaching outcomes.   The planned BETT 2016 delegation and school exchange is one of the many options we are creating for TestBed schools and publishers.

Phase 1 Schools

CCC Heep Woh Primary School

Fung Kai Liu Yun Sum Memorial School

HK & Macau Lutheran Church Primary School

HKBUAS Wong Kam Fai Secondary & Primary School

HKFYG Lee Shau Kee College

HKIED Jockey Club Primary School

Jordan Valley St. Joseph's Catholic Primary School

Ju Ching Chu Secondary School (Yuen Long)

Lee Kau Yan Memorial School

Lock Tao Secondary School

Ping Shek Estate Catholic Primary School

PLK Dr Jimmy Wong Chi Ho (TSV) Primary School

Pui Kiu College

Salesian School

Shatin Methodist College

SKH Bishop Mok Sau Tseng Secondary School

St. Margaret's Co-educational English Secondary & Primary School

St. Stephen's College

Stewards Pooi Tun Secondary School

United Christian College (Kowloon East)

Yan Chai Hospital Law Chan Chor Si College

Phase 1
Products and Companies

UK Companies

2Build a Profile, *2Simple Software*

AppFurnace, *Kudlian Software*

BrainPOP UK, *BrainPOP UK*

Clicker 6, *Crick Software*

Fluency Tutor, *TextHelp*

I am learning, *i-education*

Little bridge, *Little Bridge World*

Mathspace, *Mathspace*

Oddizzi, *Oddizzi*

Purple Mash, *2Simple Software*

Read&Write Gold, *Texthelp*

Sumdog, *Sumdog*

Sunflower for Science, *Sunflower Learning*

The Day, *The Day News & Media*

VLog8 for iPad, *Data Harvest Group*

WriteOnline, *Crick Software*

Yenka Science, *SumDog*

International Companies

BrainPOP ESL, *BrainPOP*

BrainPOP Junior, *BrainPOP*

BrainPOP, BrainPOP China, *BrainPOP*

Geometry Expressions, *Saltire Software*

SymbalooEDU Premium, *Symbaloo*

Expression of Interest for Participation at the AiTLE–ETC Educational Software/Apps TestBed Programme Phase 2

The AiTLE-ETC Educational Software/Apps TestBed Programme is now calling for expressions of interest from both UK and international companies and also Hong Kong schools to participate in Phase 2 of this exciting programme.

Phase 2 of the programme aims to recruit about 20 educational software/apps companies to match with 20 to 30 local schools in Hong Kong. Each school will be allocated 2-3 products for at least a 12-month TestBed cooperation period.
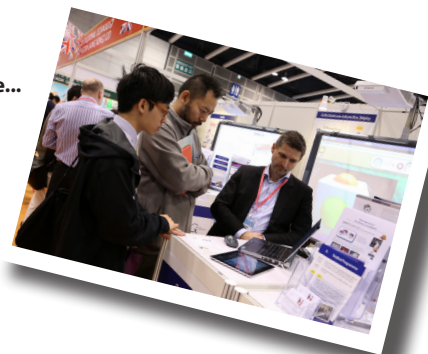
Phase 2 Products and Companies

UK companies

2Build a Profile, *2Simple Software*

ActivBoard, *Promethean*

ActivTable, *Promethean*

AppFurnace, *Kudlian Software*

BrainPOP UK, *BrainPOP UK*

Fluency Tutor, *Texthelp*

I am learning, *i-education*

Little bridge, *Little Bridge World*

Mathspace, *Mathspace*

Oddizzi, *Oddizzi*

Read&Write Gold, *Texthelp*

Sumdog, *Sumdog*

Switched on Computing, *Rising Stars*

Switched on Science, *Rising Stars*

VLog8 for iPad, *Data Harvest Group*

WriteOnline, *Crick Software*

Wordshark, *White Space*

Wordwall, *Visual Education*

International companies

BrainPOP ESL, *BrainPOP*

BrainPOP Junior, , *BrainPOP*

BrainPOP and BrainPOP China, *BrainPOP*

Geometry Expressions, *Saltire Software*

Rationale, *Critical Thinking Skills BV*

ScribeSense, *ScribeSense*

ThingLink, *ThingLink*

And more to come...

Electronic version of this TestBed Programme information and invitation

To find out more about the individual products available in the AiTLE-ETC Educational Software/Apps TestBed Programme, please visit the following link to access the electronic version of this brochure, which incorporates hyperlinks to all TestBed products.
http://issuu.com/etchongkong/docs/testbed2

To find out how to participate in this exciting AiTLE-ETC Educational Software/Apps TestBed Programme during Phase 2 (2015/2016), primary and secondary schools should:

Register online to attend the Friday, 13 February, 4:00–6:00 pm press conference and seminar
http://testbed2.eventbrite.hk

Or, if you are unable to join the 13 February seminar, please write to us to indicate your interest. We shall send you the full product list for selection, please write to:

The Association of IT Leaders in Education (AiTLE)
Email: testbed@aitle.org.hk

Deadline for application - 28 February 2015

For UK and international educational software/apps publishers wanting to participate in Phase 2 of the TestBed Programme, please contact:

ETC Educational Technology Connection (HK) Ltd
Room 1509, Cityplaza 4, Tai Koo Shing, Hong Kong

Contact: Connie Chen, Director
Tel: +852 2653 2789   Mob: +852 94370106
Email : info@etc-edutechconnect.com.hk

Deadline for application: 10 February 2015 (for publishers only)

ETC eLearning brochure: *http://issuu.com/etchongkong/docs/etc_elearning*