“Open Education enhanced by Web 2.0!?!?”

Open Educational Practices and Resources for Lifelong Learning

Exploring how self-directed, lifelong learning benefits from open eLearning content, open source educational technologies, social software and common good licences?

16th – 17th of April 2007 in Salzburg
3rd Interdisciplinary EduMedia Conference
http://edumedia.salzburgresearch.at
“Open Education Enhanced by Web 2.0?!?”
Open Educational Practices and Resources for Lifelong Learning“

How does self-directed, lifelong learning benefit from open eLearning content, open source educational technologies, social software and common good licences?

3. Interdisciplinary EduMedia Conference
16th – 17th of April 2007, Salzburg, A

Salzburg Research Forschungsgesellschaft and St. Virgil Education and Conference Centre invite you to participate in the interdisciplinary congress on Open Educational Resources for Lifelong Learning. This event will allow you to meet fellow practitioners, teachers, academic staff, eLearning-researchers, experts in media pedagogy, ePortfolio experts, librarians and educational technologists.

In all educational sectors, innovative eLearning increasingly tends to use freely accessible courses and learning material, collectively generated knowledge bases, such as the free encyclopaedia Wikipedia, or open-source educational technologies and social software. The „Open Educational Resources (OER)“ movement was initiated in the year 2002 by the UNESCO (Forum on the impact of Open Courseware for Higher Education in Developing Countries, promoted of the William and Flora Hewlett Foundation):

“At the heart of the movement toward Open Educational Resources is the simple and powerful idea that the world’s knowledge is a public good and that technology in general and the Worldwide Web in particular provide an extraordinary opportunity for everyone to share, use, and reuse knowledge. OER are the parts of that knowledge that comprise the fundamental components of education - content and tools for teaching, learning and research.” (Hewlett Foundation)

Keynote-speakers like Brian Holmes (Education, Audiovisual Executive Agency, EU), Bernie Dodge (founder of the WebQuest-Method, San Diego State University, USA), Niall Sclater (The Open University, UK) and Guntram Geser (Salzburg Research, A) as well as many other specialized lecturers will contribute to this EduMedia Conference.

Target groups:
• Educationalists, teachers, experts in media pedagogy/education, librarians
• eLearning-trainer: eTrainer, personality trainer, project managers, persons responsible for further education as well as human resource and organisational managers.
• Research and IT-experts: Researchers in the field of Semantic Web and Social Software, media- and educational technologists

Conference language: German and English, translation provided
Date: Monday, 16th of April 2007 to Tuesday, 17th of April 2007
Location: St. Virgil Salzburg, Education and Conference Centre, Ernst-Grein-Straße 14, A-5026 Salzburg, Austria
Registration: Online registration: http://www.virgil.at/edumedia2007
E-Mail: kurssekretariat@virgil.at
Tel.: +43.662.65901-514 (Elisabeth Berthold)
Fax: +43.662.65901-509
Deadline: 5th of April 2007

Conference contribution

<table>
<thead>
<tr>
<th>Conference contribution</th>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>Workshops</td>
<td>Monday, 16th of April 07, 09:00 - 13:00 / 13:00 - 17:00</td>
<td>€ 45,-</td>
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<tr>
<td>Interactive ePortfolio Expert Meeting</td>
<td>Monday, 16th of April 07, 13:00 - 17:00</td>
<td>€ 45,- (no fee for participants of the Austrian ePortfolio-Initiative)</td>
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<tr>
<td>Impulse lecture and Panel discussion</td>
<td>Monday, 16th of April 07, 19:00 - 21:00</td>
<td>€ 9,- (for conference participants inclusive)</td>
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<tr>
<td>Conference</td>
<td>Tuesday, 17th of April 07, 09:00 - 18:00</td>
<td>€ 90,- / € 45,- for students</td>
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</table>

Scientific coordination
Mag.a Veronika Hornung-Prähauser, MAS Salzburg Research Forschungsgesellschaft mbH
Mag.a Michaela Luckmann, St. Virgil Salzburg, Bildungs- und Konferenzzentrum

Organisation and marketing
Mag.a Diana Bischof, Salzburg Research Forschungsgesellschaft mbH
Tel.: +43.662.2288-307 | Fax: +43.662.2288-222 | diana.bischof@salzburgresearch.at
Workshops: Methods for the practice of self directed learning in the open Web 2.0

09:00 - 13:00

WS 1: The ePortfolio method implemented with Open-Source-Tools
Wolf Hilzensauer
Salzburg Research - EduMedia, A

WS 2: Creation and maintenance of Open Educational Resources with Open Source Wikis (for beginners)
Marco Kalz
Open University Netherlands, NL

WS 3: Open Source Weblog for Personal Web-Teaching
Michael Gorinary, Internet lecturer and independent researcher, A
Angelika Güttl-Strahlhofer
WissensWert, A

13:00 - 17:00

WS 4: The WebQuest method - a concept for self directed and internet based learning in schools
Sonja Gerber
Käthe-Kollwitz-Schule Bruchsal, G

WS 5: Creating multimedia enhanced e-learning modules with open content (EU-project Bazaar www.bazaar.org)
Carsten Kozianka
University of Cologne, G

WS 6: Podcasting4Education – Production of a podcast episode
Andreas Auwärter
University of Koblenz, G

WS 7: Collaborative knowledge management in the web 2.0 with a semantic Wiki (for advanced learners)
Christoph Wieser
Salzburg Research, A

Per workshop a maximum number of 15 participants; no previous knowledge but registration necessary. Fee: € 45.- / workshop

Interactive ePortfolio Expert Meeting: ePortfolio as an open educational method and tool – what level of quality is needed?

13:00 - 17:00

Moderation and introduction: Erwin Bratengeyer, ePortfolio Initiative Austria, Danube University Krems, A

Educational policy frameworks and models for assessing competences:
Thomas Häcker, Institute for Pedagogical Professionalism and School Culture (IPS) / PHZ Luzern, CH

Assessment of portfolios: Methods, approaches and pitfalls
Veronika Hornung-Prähauser, Salzburg Research Forschungsgesellschaft, EduMedia, A

Quality indicators for ePortfolio processes/products/projects
Michael Lückl, Ministry of Education, Science and Culture, A

Legal challenges and aspects of data protection for ePortfolio usage
Nikolaus Forno, University of Hannover/Vienna, G

ePortfolio Software requirements of Austrian educational institutions
Wolf Hilzensauer, Salzburg Research, A

Open Discussion: Are we ready for the future of ePortfolio work in Austria?
Requirements and recommendations for educational institutions

Panel discussion: 19:00 - 21:00
“Free information, knowledge and creativity in the Web 2.0?!”

19:00 - 21:00

Why should our society share their knowledge? What motivates the individual to actively participate in an open content or open source community? What ties them together?

Moderation
Gerhard Rettenegger
Chief Editor ORF Landesstudio Salzburg, A

Input
Engagement without limits in virtual communities – exemplified by the internet encyclopedia Wikipedia
Ingo Frost, University of Osnabrück, D

Discussion partners
Tim-Christoph Hahn
Promido Internet GmbH, Project: United Story (www.unitedstory.com) and Latengo (www.latengo.de), G

Mathias Schindler
Wikimedia Germany, Society for the promotion of free knowledge e.V. (www.wikipedia.org), G

Wolfgang Schmitt
Music school Völs, Project: Mozart for all (www.mozartforall.org), A

Wolfgang Hofkirchner
Information and Communication Technologies & Society ICT&S, University of Salzburg, A

Patricia Jung
Editor Open Source Press, TechNixen.net, G

Siegfried Reich
Salzburg Research, A

Rubina Vock
Free University of Berlin, Centre for digital systems (CeDOS), G
Programme

09:00 - 09:10 Welcome

Wilfried Haslauer  
Vice Governor of the State of Salzburg

Johannes Hahn  
Federal Minister for Science and Research, A (to be confirmed)

Claudia Schmied  
Federal Minister of Education and Culture, A (to be confirmed)

Herbert Gimpl  
Amtsführenden Präsident des Landesschulrates für Salzburg, A

Siegfried Reich  
Head of Salzburg Research, A

09:10 - 09:30 Introduction

Innovation and change in the field of education – eLearning with Open Educational Resources: The European perspective

Brian Holmes, European Commission, Head of the Executive Agency for eLearning Programmes

09:30 - 10:00 Keynote 1

Prospects and barriers for open education in the Web 2.0: Recommendations and outlook in the year 2012 – Study results of the EU-Project “Open eLearning Content Observatory Services”

Guntram Geser, Head of Department Information Society Research, Salzburg Research, A

10:00 - 10:30 Keynote 2

„DO something with the information in the Web!“ – Self-directed eLearning is more than reading of freely accessible eContent

Bernie Dodge, Educational Technologist, San Diego State University, US

10:30 - 10:50 Keynote 3

“OpenLearn” – Benefits from an open learning culture and open educational resources for educational institutions

Niall Sclater, Director, Virtual Learning Environment Programme, The Open University, UK

10:50 - 11:00 Discussion

11:00 - 11:10 Break

TRACK 1-1 TRACK 2-1 TRACK 3-1

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<thead>
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<th>Time</th>
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<th>Track 2-1</th>
<th>Track 3-1</th>
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<tbody>
<tr>
<td>11:30 - 12:00</td>
<td>Open didactics in the Web 2.0</td>
<td>Trends and strategies for Open Course Ware in higher education and professional training</td>
<td>Libraries as open learning locations and digital service providers for Open Educational Resources</td>
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<tr>
<td></td>
<td>Michaela Luckmann</td>
<td>Heimo Sandtner</td>
<td>Robert Luckmann</td>
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<td></td>
<td>St. Virgil, Education and Conference Centre</td>
<td>ZML – Innovative Learning Scenarios, FH-Joanneum Gesellschaft, A</td>
<td>Land Salzburg, Referat für Erwachsenenbildung und Bildungsmedien, A</td>
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<tr>
<td>12:00 - 12:30</td>
<td>Learning in the age of the Net-Generation: WebQuest and WebInstruct</td>
<td>Open content in the internet as link between learning, knowledge and development</td>
<td>Fit for Open Access as (academic) library</td>
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<td></td>
<td>Heinz Moser</td>
<td>Graham Attwell</td>
<td>David Prosser</td>
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<tr>
<td></td>
<td>Pädagogische Hochschule Zürich, CH</td>
<td>University of Bremen, G / Pontydysgu, UK</td>
<td>The Scholarly Publishing and Academic Resources Coalition (SPARC – Europa), UK</td>
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<tr>
<td>12:30 - 13:00</td>
<td>“We can do this alone!” Cooperative Open Learning (eCOOL) in theory and practice</td>
<td>Bringing a global movement of Open Educational Resources in a new, European, learner-centred mode</td>
<td>Gateway to European national library resources – The European Library</td>
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<td></td>
<td>Helga Wenzel-Anders</td>
<td>Ben Janssen, Fred Mulder</td>
<td>Fleur Stigter</td>
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<td>COOL-coordinator for vocational schools, A</td>
<td>Open University Netherlands, NL</td>
<td>The European Library, NL</td>
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<tr>
<td>13:00 - 14:00</td>
<td>Information quality, information evaluation and lifelong learning</td>
<td>Strategies for the creation of Open Educational Resources by Austrian universities</td>
<td>Knowledge – Power – Freedom?</td>
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<td></td>
<td>Hermann Astleitner</td>
<td>Petra Oberhuemer</td>
<td>The eLibrary Project Austria – Winner of the Media-Prix 2006</td>
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<td></td>
<td>Department of Educational Science, University of Salzburg, A</td>
<td>Centre for Teaching Development, University Vienna, A</td>
<td>Daphne Frankl und Gernot Hausar</td>
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<td>Project initiators, A</td>
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### TRACK 3-2

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker/Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:00 - 14:20</td>
<td>LeMill – Web community and search engine for finding, authoring and sharing educational resources</td>
<td>Tero Leinonen, Media Lab – University of Art and Design in Helsinki, Finland</td>
</tr>
<tr>
<td>14:20 - 14:40</td>
<td>Experiences with the European eLearning database and Open Source Toolbox of the EU-project CALIBRATE</td>
<td>Karin Schachner, BG/BRG Wels, Austria</td>
</tr>
<tr>
<td>14:40 - 15:00</td>
<td>MoodleSchools – an exchange market for eLearning courses and materials in the school area</td>
<td>Günter Nimmerfall, Europahauptschule in Hall in Tyrol, Austria</td>
</tr>
<tr>
<td>15:00 - 15:20</td>
<td>How does an Open Educational Resource project begin? – the The Wiki-Schoolbook - objectives, experiences, perspectives</td>
<td>Albrecht Müller, Project initiator, G</td>
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### TRACK 2-3

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker/Institution</th>
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</thead>
<tbody>
<tr>
<td>15:00 - 15:20</td>
<td>Science, Education and Learning in Freedom: SELF, a platform for sharing free educational materials</td>
<td>Wouter Tebbens, University of Oxford, UK</td>
</tr>
</tbody>
</table>

### TRACK 1-3

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker/Institution</th>
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<tbody>
<tr>
<td>16:00 - 16:20</td>
<td>Why don't you take money for it? Or: About the difficulties to do something good?</td>
<td>Jochen Robes, Senior Consultant at HQ Interaktive Mediensysteme GmbH, G</td>
</tr>
<tr>
<td>16:20 - 16:40</td>
<td>Taking down the barriers to academic content: the work of the Joint Information Systems Comitee (JISC) in the UK</td>
<td>Timothy Hall, Educational Media Research Centre, University Limerick, IE</td>
</tr>
<tr>
<td>16:40 - 17:00</td>
<td>Information platform about Open Access in Germany</td>
<td>Rubina Vock, Free University Berlin, Centre for digital systems (CeDiS), G</td>
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### OPEN LEARNLAB

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<th>Speaker/Institution</th>
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<tbody>
<tr>
<td>15:20 - 15:30</td>
<td>Discussion and track resumé</td>
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<tr>
<td>17:10 - 17:30</td>
<td>Hands on tips for planning, searching, producing and publishing open educational content in eLearning</td>
<td>Sandra Schaffert, Salzburg Research, A</td>
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</tbody>
</table>

**Plenary session:** "There is no free lunch" – Quality of and incentives for the sustainability of open educational resources
Podium: Matthias Schindler (Wikimedia Deutschland) with lectures and participants of the day
Speakers

**Keynote Speakers**

**Brian Holmes**
European Commission, Head of Unit at the Executive Agency for the Community’s programmes in education, training, culture and media

**Dr. Guntram Geser**, MTM
Salzburg Research/ Head of the Department Information Society Research (ISR)

**Bernie Dodge, M.A., PhD**
Educational Technologist at the Educational Technology Department of San Diego State University; Founder of the Web Quest Method http://webquest.sdsu.edu/

**Dirk Niall Sclater**
Director of the Virtual Learning Environment Programme of the Open University UK

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**Workshops**

**Mag. Wolf Hilzensauer**
Salzburg Research / EduMedia; Educational Technology Researcher. Research interests are webbased social software tools and didactical processes; certified eTrainer and eCoach

**Marco Kalz, M.A.**
Educational Technology Researcher at the Open University Netherlands; Focus: learning networks, adaptive E-Learning and social software for lifelong learning

**Dr. Michael Goriety**
E-Learning expert; Host of the webblog: „NewGeneration eLearning”

**Mag. Angelika Güttl-Strahalhofer**
Consultant and online-trainer. Expertise in social software, weblogs and live-online rooms for internet-based working and teaching

**Dipl. Sonja Gerber**
Teacher at Käthe-Kollwitz-School Bruchsal, Development of eLearning-courses for teachers. Host of the German information platform about webquests: http://www.webquests.de

**Mag. Carsten Kozianka**
Researcher at University Cologne, works for the EU-project BASAAR

**Andreas Auwärtner**
Works at the Institute for Applied Information TechnologyFCON - Fraunhofer Gesellschaft Sankt Augustin; Research interest: Podcasting and its potential for learning and teaching

**Dipl.-Inform. Christoph Wieser**
Salzburg Research/ Knowledge based information systems; researcher specialised in semantic web technologies and social software.

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**Panel Discussion**

**Ingo Frost**
Researcher at the University of Osnabrück; Thesis on the Internet project Wikipedia

**Gerhard Rettenegger**
Chief Editor of the ORF Landesstudio Salzburg; communication scientist

**Tim Christoph Hahn**
Researcher at Promido Internet GmbH; Projects: United Story (www.unitedstory.com) and Latengo (www.latengo.de)

**Mathias Schindler**
Member of the managing board of Wikimedia Germany e.V; Research interests: reference books (print), book trade and knowledge management

**Wolfgang Schmitt**
Head of the Landesmusikschule Völs; Project: „Mozart for all”

**ao. Univ. Prof. Dr. Wolfgang Hofkirchner**
Professor for Internet and Society at the Information and Communication Technologies & Society Centre of the University of Salzburg

**Dipl.-Chem. Patricia Jung**
Editor and internal system administrator at the publishing house Open Source Press in Munich; experience in the Linux- and Open-Source-field; Lecturer at the Informatics Feminize http://www.informatica-feminale.de

**Univ. Doz. Dr. Siegfried Reich**
Managing director of Salzburg Research Forschungsgesellschaft; Expert for Web Engineering and Hypermedia

**Dipl.-psych. Rubina Vock**
Researcher and assistant Centre of digital systems (CoDEx) at Free University Berlin; Research interests: E-Publishing und Open Access
Speakers

Gernot Hausar
Assistant in a law firm and working for a publisher; fields of work: digitalisation; electronic archiving and semantic information. Winner of the Medida-Prix 2006 - eLibrary Project Austria

Gerhard Schwed, MAS
Technical research assistant at the Department for Interactive Media and Educational Technology at the Danube University Krems. Working areas: studies on Linux, Open-Source, Wireless-LAN etc.

Randolph Metcalfe
Joint Information Systems Committee (JISC) / Manager of Open Source Software Watch - National advisory service on free and open source software for UK further and higher education based at the University of Oxford.

Wouter Tebbens, M.A.
Internet Society Netherlands, Project manager of the EU-project SELF (Science, Education and Learning in Freedom)

Sandra Schaffert, M.A.
Salzburg Research / EduMedia; Research interests: web-based educational technologies and tools, open access, ePortfolios and adult education; Publisher of the online journal http://bildungsforschung.org

Dipl.-Jur. Jörn Heckmann
University Göttingen, G. Researcher at the Institute for Civil Law, Trade and Businesslaw; Multimedia- und Telecommunication Lawrecht; Working for the Academy of Science Göttingen (Copyrightlaw)

Dr. Catharina Maracke
International Coordinator of Creative Common (CC) - Berlin Office

Mag. Georg Pfeger
Coordinator Creative Commons Österreich; Focus: Open Source - Open Content - Open Money

Ass.Prof. Miguel-Angel Sicilia
Associate professor at the Computer Science Department, Technical School of Informatics, University of Alcalá (Spain). Research interests: Ontologies and the Semantic Web, Learning Technologies and Knowledge Management, Software Engineering and applications of fuzzy set theory.

Dr. Bernhard Schmidt
Ludwig-Maximilians-Universität München, Educationalist at the Institute for Pedagogy and Educational Research. Focus: Adult education, elderly people, informal learning, learning with media, online-publishing.

Dr. Michael Kohlhase
Professor for Computer Science at International University Bremen and Deputy Director at the German Research Center for Artificial Intelligence (DFKI), Lab Bremen

Frederick Friend
Honorary director for scientific communication at the university college London; Co-initiator and author of the Budapest Open Access Initiative

Dr. Bernd Simon
Researcher at the Institute for Information Systems and New Media of Wirtschaftsuniversität Wien. Focus: E-Learning and Knowledge Management; Co-founder of the Knowledge Markets Consulting Ltd. Manager of Educa Next.

Dr. Timothy Hall
Director of EMRC Educational Media Research Centre at the Limetack University, Ireland

Dipl. Mathus. Andrea Kohlhase
International University Bremen; Systemanalyst and researcher focusing on E-Learning, Semantic Work Environment, ICT at School and Interactionsdesign

A.Univ.-Prof. Mag. Dr. Hermann Astleitner
Professor for Educational Science at the University of Salzburg; Research interests: Teaching and Learning Research, Media Pedagogy and Didactics
Salzburg Research Forschungsgesellschaft
Application Area EduMedia

The research group EduMedia of Salzburg Research deals with research and development (R&D) on innovative educational processes and technologies in schools, universities and professional training. R&D work and European projects encompass the following services:

- Monitoring of innovative trends in learning and knowledge technologies
- Evaluation of learning tools and online teaching and learning materials (eContent)
- Design and development of software-prototypes (-components)
- Action research for didactical and technological pilot-concepts in learning and teaching

Focus of research activities is the interdisciplinary assessment of technological concepts derived from hypermedia, content engineering and knowledge representation in combination/interrelatedness with perceptions of mediapedagogy and communication science, organisational system theory and constructivistic didactics. The EduMedia-Team serves as partner for „eLearning stakeholders“ as regards questions of evaluation, selection and didactical usage of webbased educational resources (content/courses/tools/licensing models).

St. Virgil Salzburg, Education and Conference Centre

St Virgil is the educational centre for adult education of the Salzburg archdiocese centre. Since the opening in May 1976 it has developed to a regionally, nationally and internationally active house with a multifaceted education programme. Besides topics in the field of theology, philosophy, art, social policy and others it focuses on conferences and seminars dealing with pedagogical issues: Family education, Continuous Professional Teacher, pedagogical innovations.

In co-operation with:
Land Salzburg (Referat für Erwachsenenbildung und Bildungsmedien)
EU Projekt: OLCOS - Open eLearning Content Observatory Services
Transversal Action im eLearning Programme http://www.olcos.org

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