EKFI – Exchange Knowledge for Future Innovation

Main conclusions country study

ANALYSIS OF THE QUESTIONNAIRE ON
GRAPHIC COMMUNICATION - PRINT & DIGITAL MEDIA
LEARNING OBJECTS / LEARNING MATERIALS

In 5 countries (Belgium, Estonia, Holland, Greece and Spain)

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Performed country study

• **The Netherlands**	**31 respondents**
• **Estonia**	**8 respondents**
• **Greece**	**80 respondents**
• **Belgium**	**27 respondents**
• **Spain**	**47 respondents**

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The respondents

<u>From VET & HE institutes:</u>

- Teachers
- Coordinators
- Deans
- Directors

- Social partners (employer's and employee organisations)
- Directors of 'big' companies in the sector

Conclusions (1 of 3)

- **Search method most used is the computer**
- **The platform will be a valuable addition as a search engine**
- **It is sector specific**
- **If possible English + ‘own language’**
- **Other languages (e.g. Bulgarian, Serbian) could be a valuable addition in the project**
- **Most used search engine is Google, so if the platform will be web based, it should be search engine optimized.**

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Conclusions (2 of 3)

- **Most searched for is videos and pdf's**
- **YouTube is used a lot**
- **If possible, they want also translation of the material (not possible for this project)**
- **Quality of the material is important**
- **Type of learning material most searched for: cases, presentations, exercises. So first conclusion could be to upload small units as part of complete sets of learning material.**
- **We have to find a way how to upload sets of learning material consisting of a combination of learning material, videos, presentations, etc.**

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Conclusions (3 of 3)

- **Agility of searching for content is generated.**
- **A concentration of information on a single axis is achieved.**
- **It will allow ordering new topics that appear over the next ten years within existing ones.**
- **It will facilitate further studies of the sector.**
- **It will join efforts in many other study projects that arise.**
- **It must allow to enrich the contents that are already on the platform with new contributions.**

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	NL - NL	NL - EN	BE	GR	ES	TOTAL	PERCENTAGE
I would like to upload other learningmaterial, developed by me organitatión	13	3	19	36	21	92	25%
I would like to use the learningmaterialfor free (no payment)	9	3	19	69	47	147	40%
I would like to pay something for the learnig material (remuneration)	5	3	2	8	6	24	6%
I would like to translate the learning material to my own language.	1	3	8	27	47	86	23%
I would like to translate the learning material into English	0	2	3	6	0	11	3%
Others: I would like to compensate the use of the material by ...	3	2	4	1	1	11	3%
	31	16	55	147	122	371	100%

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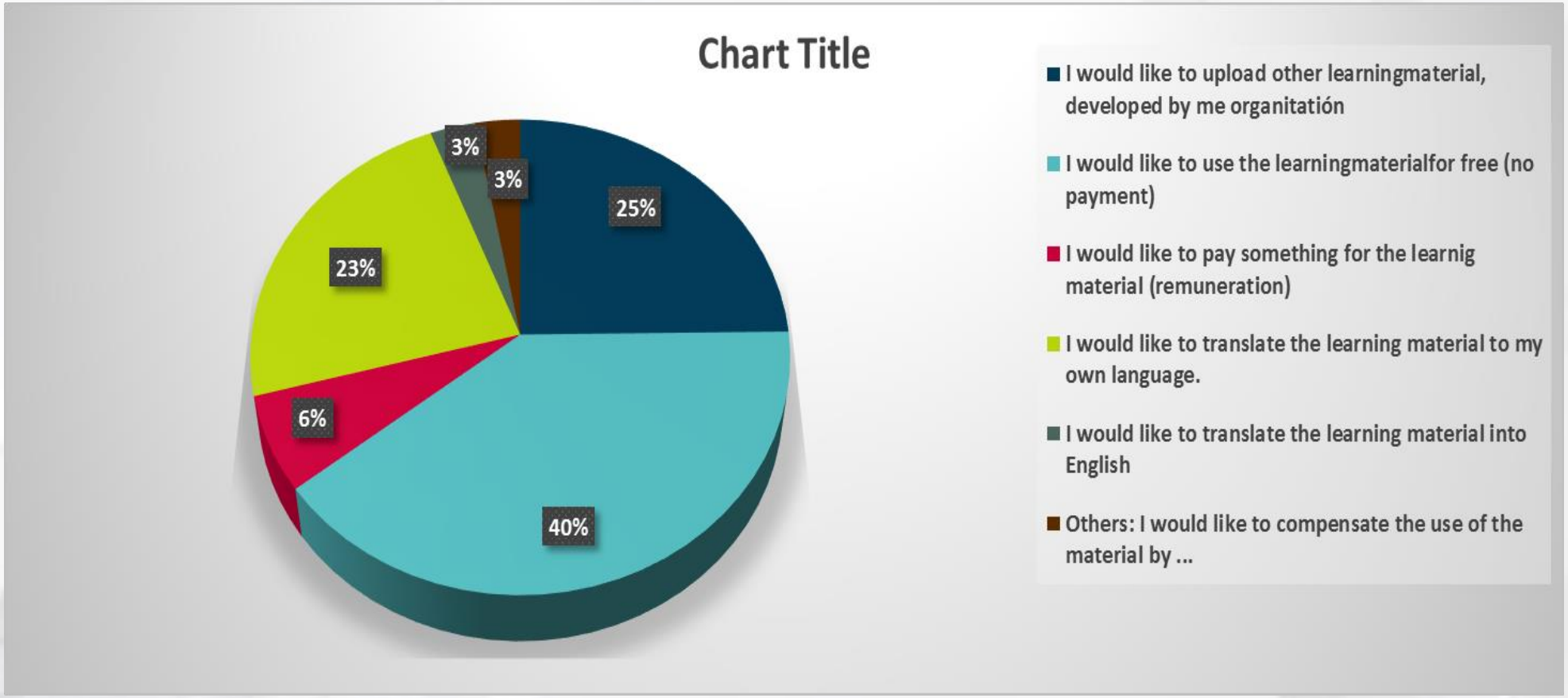
Chart Title
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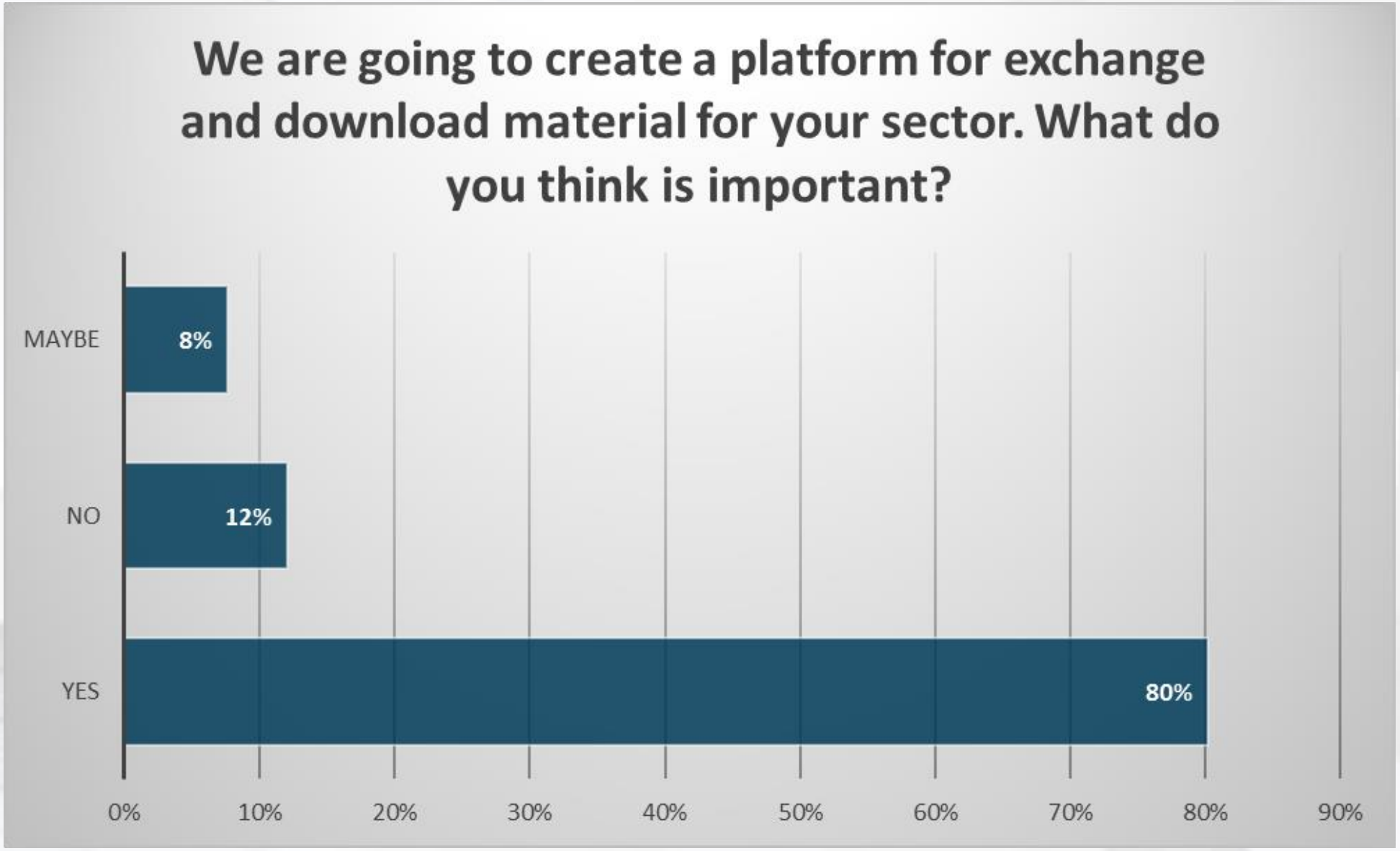
I would like to upload other learningmaterial, developed by me organitatión
I would like to use the learningmaterialfor free (no payment)
I would like to pay something for the learnig material (remuneration)
I would like to translate the learning material to my own language.
I would like to translate the learning material into English
Others: I would like to compensate the use of the material by ...


We are going to create a platform for exchange and download material for your sector. What do you think is important?
MAYBE
8%
NO
12%
YES
80%
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%

QUESTION 1

Comments of the respondents.

• To have a platform in which we can be informed of market trends in terms of innovations in printing techniques in the graphics sector. It would also be important to be able to have information on new, more bio-sustainable supports due to market demand that increasingly requires more recyclable materials and responsible manufacturing techniques that are respectful of the environment.
• Information on market trends, technological innovation, management systems.
• It must be visual, interactive, Easy Using, high loading speed and colloquial language.
• The technical foundations of each printing technology. Both analog (offset, flexo, silkscreen ...) and digital (Electroink, ink-jet ...)
• Easy search and clarity of contents.
• To be able to have training material for the specialists of the production chain, printers, die cutters, folders, gummers. Tools to help solve your day-to-day problems, to exchange opinions and to introduce aspects related to quality.
• Information on the latest news and business opportunities for the sector.
• Yes Much, can help us expand our knowledge, and staff training.
• Learning is always important and sharing information can be a very powerful tool to innovate.
• Technical, legislative, environmental, health and safety work systems.

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QUESTION 1

Comments of the respondents.

- Currently the use of platforms facilitates the work of specialized searches, it is important to have one in this sector.
- Access to information on the network is a fact currently.
- The initiative is interesting, it should be already in these moments.
- It is really necessary to concentrate all the knowledge in a single point, it facilitates the knowledge that there is.
- It's a great idea, in other sectors platforms of this type already exist.
- Being able to exchange knowledge will make us move faster.
- A platform open to the sector is essential.
- Concentrated knowledge, both to give it how to find it, fantastic!
- It is important, but it must be with quality material.
- Schools can get a great use, we must provide all the knowledge we can to enrich its contents.
- There is no better way to teach than by sharing knowledge, this platform idea I love.

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What would it make you use it? (What must it offer?)

QUESTION 2
Comments of the respondents.

- That it be a tool to help our sector.
- That it has information of interest for the graphic sector, and the theory / agenda updated.
- I would use it to provide training in aspects not known to workers who know about printing technologies, but not others.
- Relevant and reliable contents.
- Simplicity and ease of use are very important.
- It must be clear and simple. Also with relevant information.
- That it be something that adds value. If we limit ourselves to the obvious by obtaining only a repository of information it would be no more than we already know.
- Clear and useful contents.
- I think it would be very useful to establish a chat with the participants, so that if a company has doubts about a topic or does not know how to deal with it or needs certain documentation, it serves as a consultation and resolution, with shared experience.

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QUESTION 2
Comments of the respondents.

- Make it easy to manage.
- Just for the fact of having everything in a single meeting point is already a reason.
- That we will know where to contribute knowledge, and where to find it.
- We will have a common and dynamic element.
- It can help us to reduce a lot of search time and facilitate the management.
- It must be very intuitive and easy to manage.
- If we all contribute there should be some filter to maintain the level, but anyway it is necessary to do it.
- A good tool that we do not have, surely will be very useful.
- Getting concrete information and learning modules is the most attractive.
- Unify common criteria on the formations.
- Visualizing the new trends in a single point is the most interesting.
- We would facilitate to be able to contribute new contents to the students.
- It would be the way to create work teams in schools with more information than the current one.
- If it contains added value it is an essential tool.
- It must be easy to use, clarifying and well outlined.

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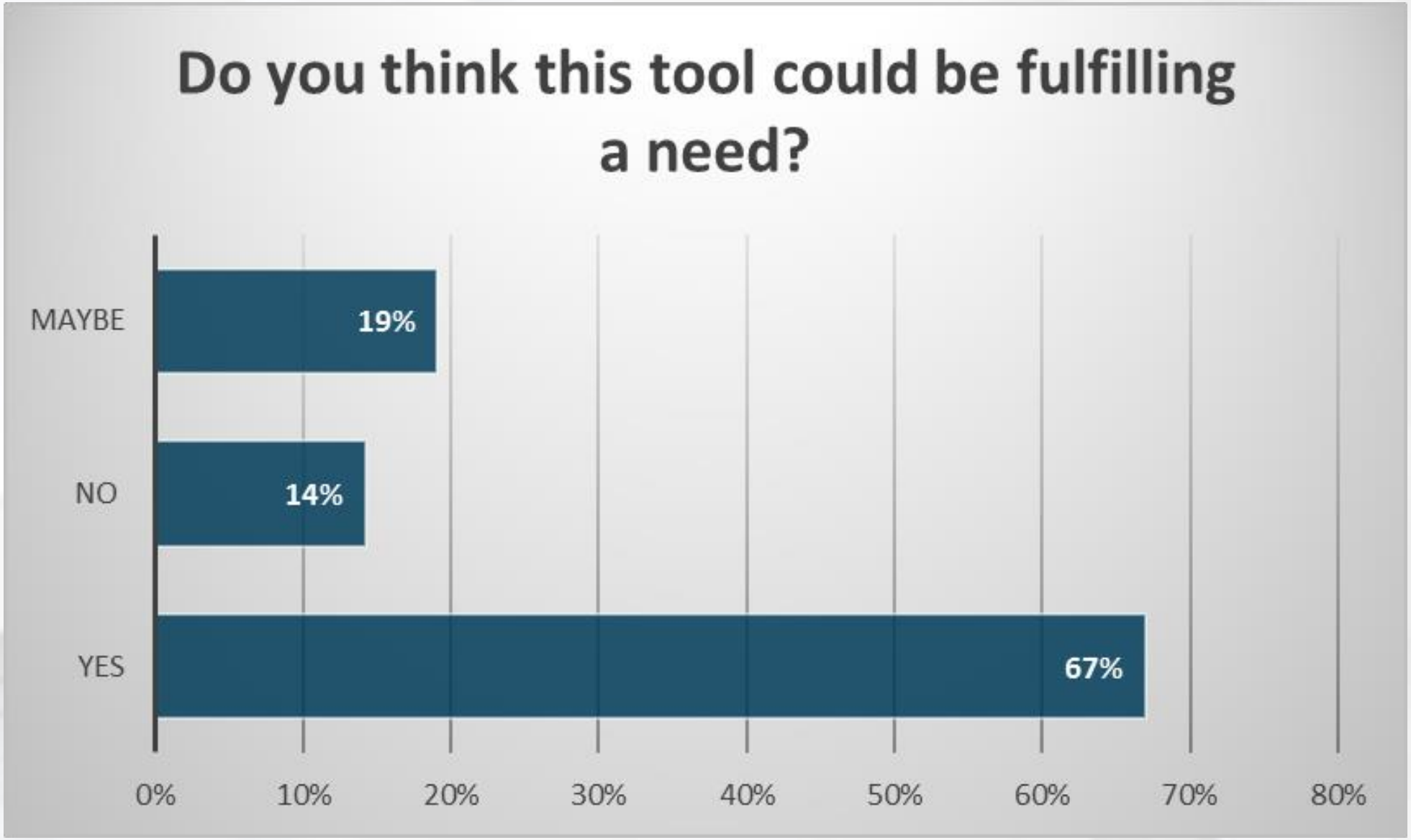
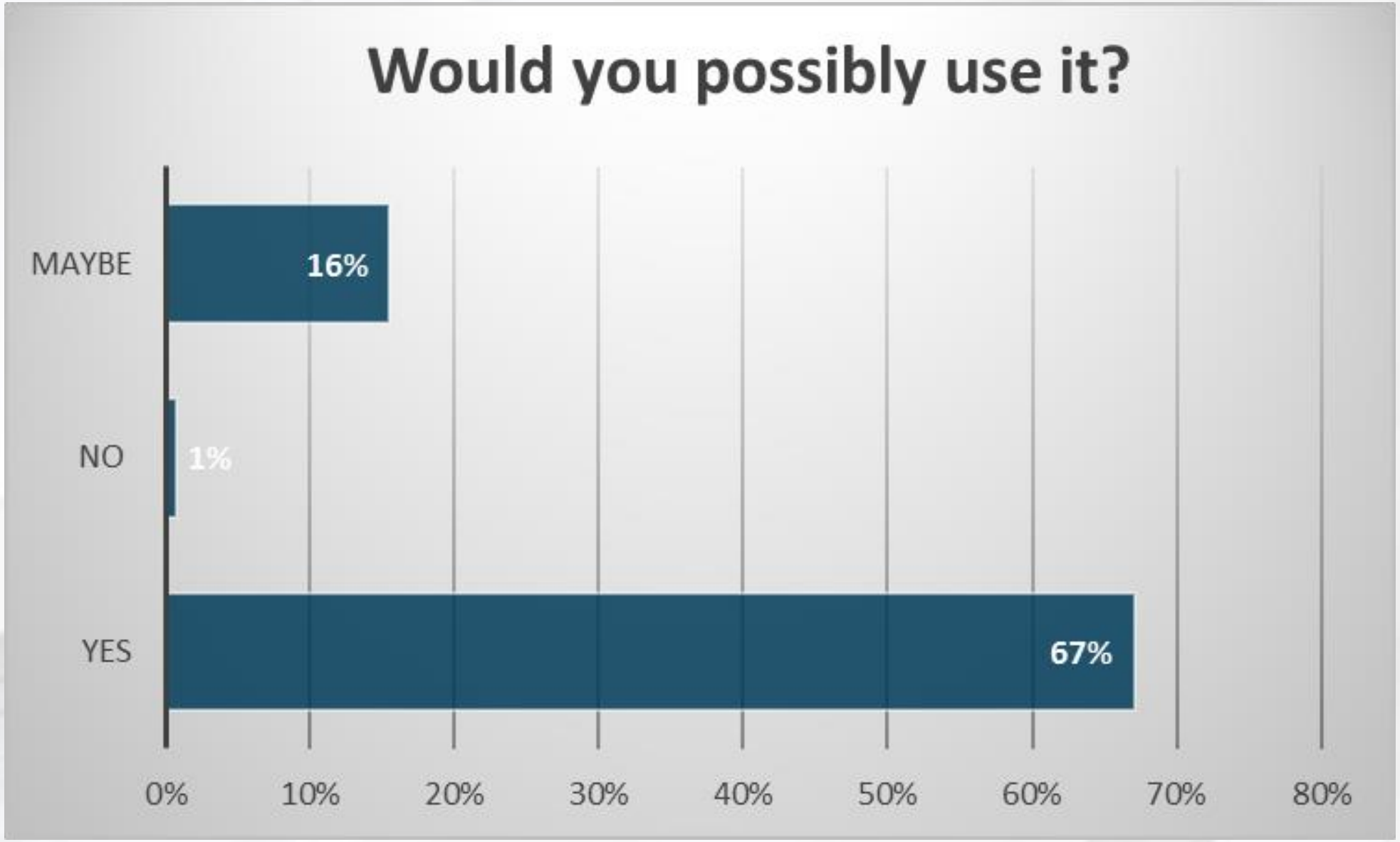
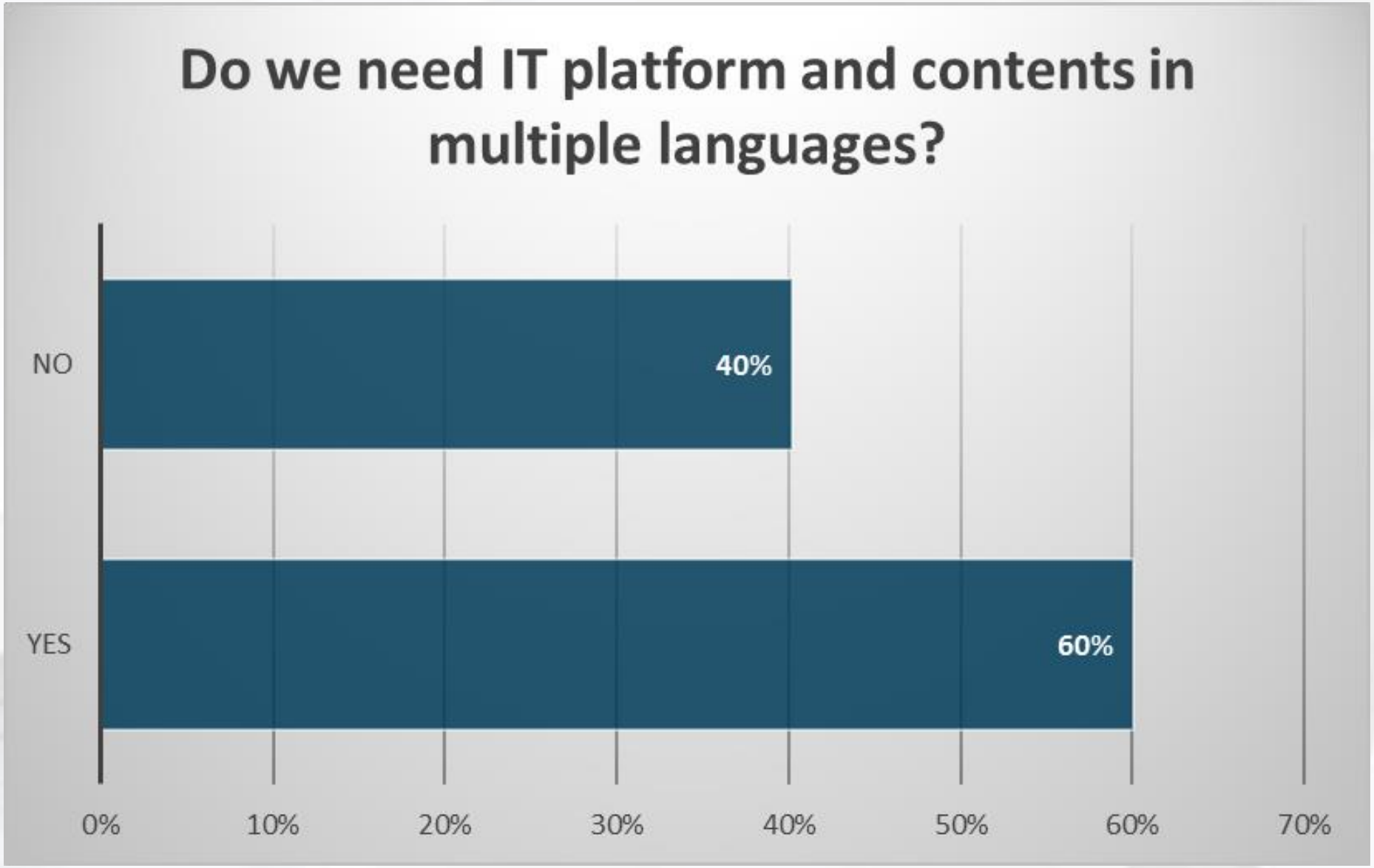
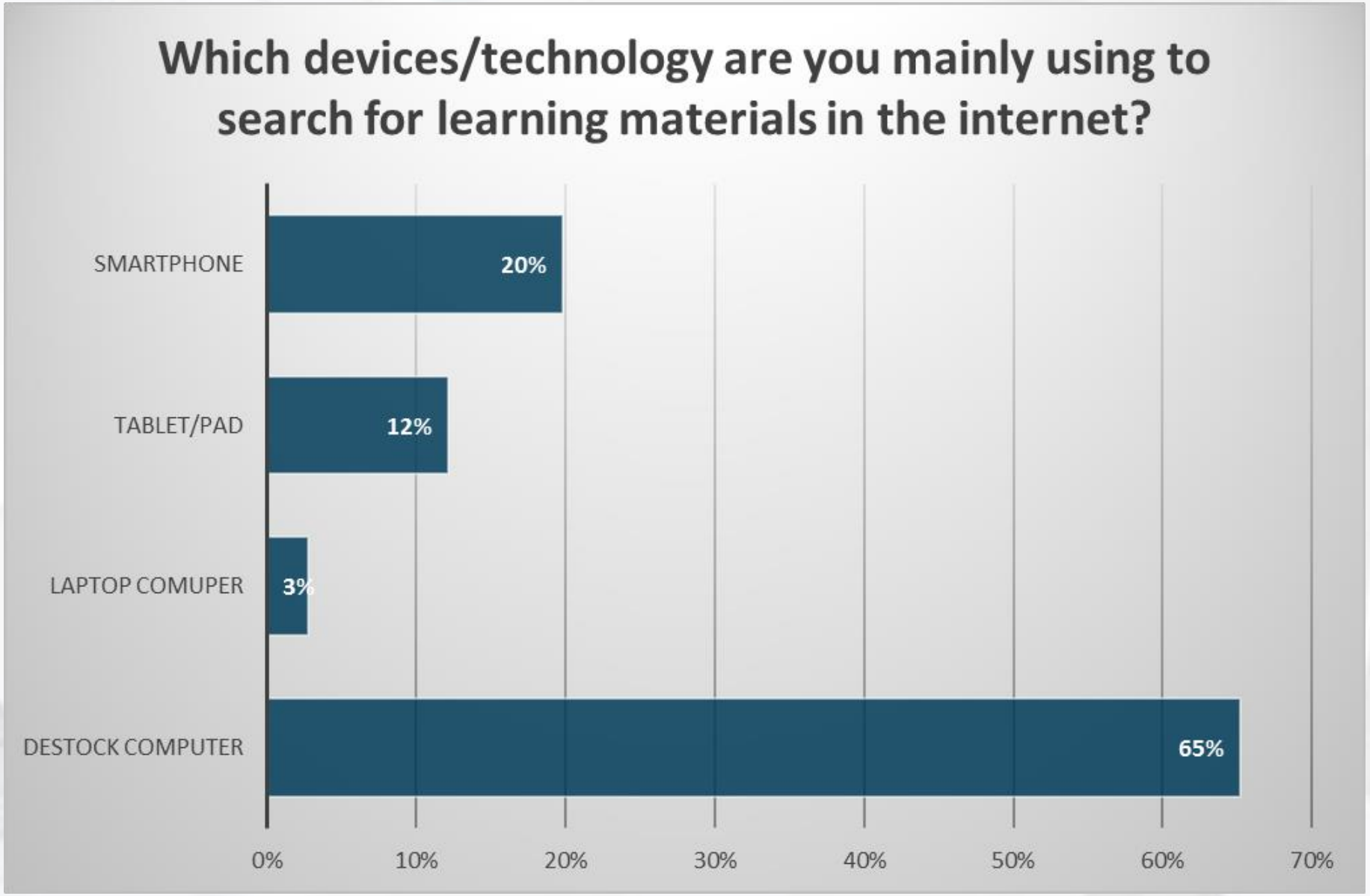

Do you think this tool could be fulfilling a need?
MAYBE
19%
NO
14%
YES
67%
0%
10%
20%
30%
40%
50%
60%
70%
80%


Would you possibly use it?
MAYBE
16%
NO
1%
YES
67%
0%
10%
20%
30%
40%
50%
60%
70%
80%


Do we need IT platform and contents in multiple languages?
NO
YES
40%
60%
0%
10%
20%
30%
40%
50%
60%
70%


Which devices/technology are you mainly using to search for learning materials in the internet?
SMARTPHONE
20%
TABLET/PAD
12%
LAPTOP COMUPER
3%
DESTOCK COMPUTER
65%
0%
10%
20%
30%
40%
50%
60%
70%

The most used search method is the computer, but we must consider that in the next 10 years the use of smartphone and tablets increases substantially.

The massive use of the smartphone in the last ten years, together with the 4G technology has meant that most of the technical queries that are currently being made are made from this device, and the trend that can be achieved with the 5G in the coming years may leave as the use of other devices is The same happens with desktop PCs, which have to disappear by laptops. The trend of these changes is what should focus us on where we want to focus the EKFI project.

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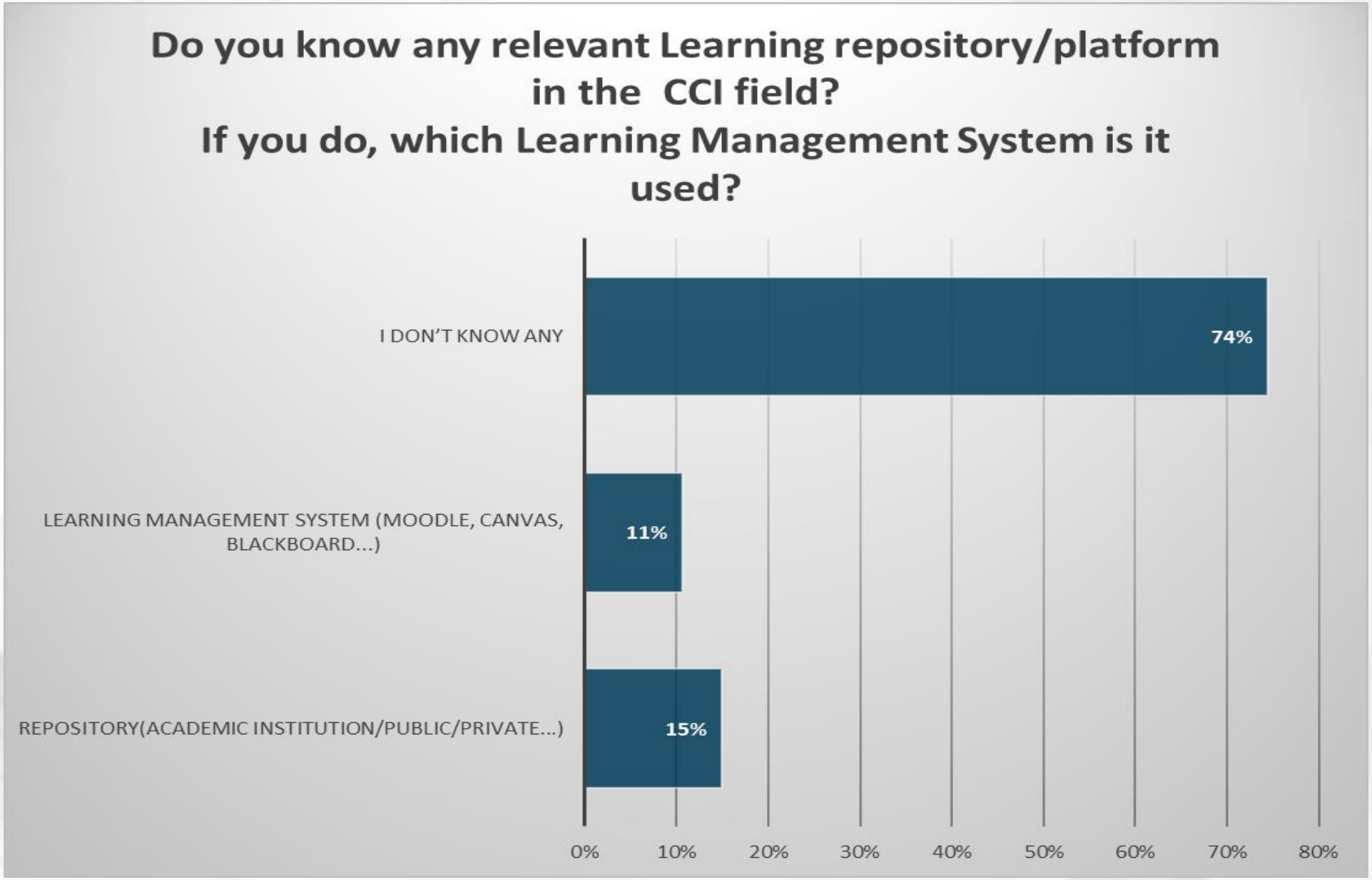
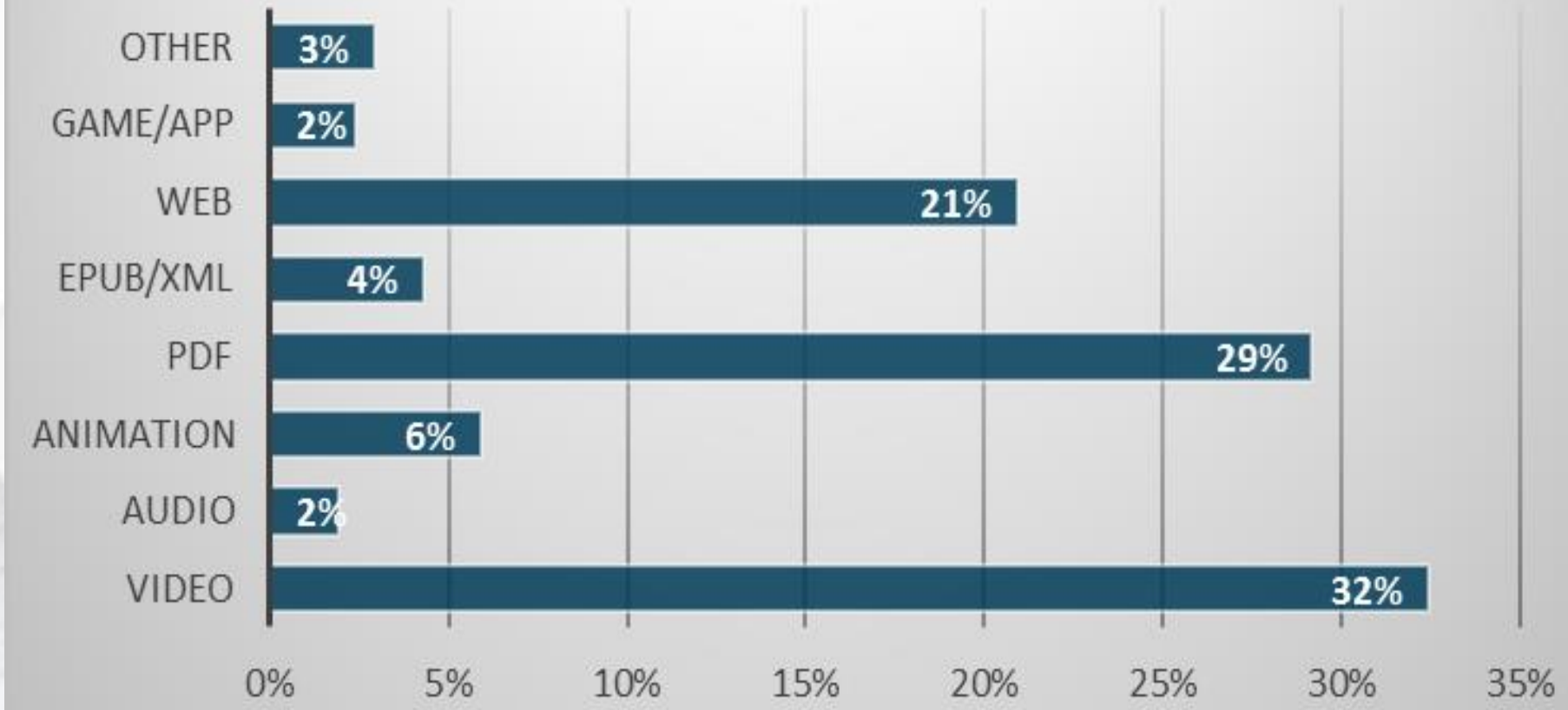

Do you know any relevant Learning repository/platform in the CCI field?
If you do, which Learning Management System is it used?
I DON'T KNOW ANY
74%
LEARNING MANAGEMENT SYSTEM (MOODLE, CANVAS, BLACKBOARD...)
11%
REPOSITORY(ACADEMIC INSTITUTION/PUBLIC/PRIVATE...)
15%
0%
10%
20%
30%
40%
50%
60%
70%
80%

Which format are the contents you use to learn online?



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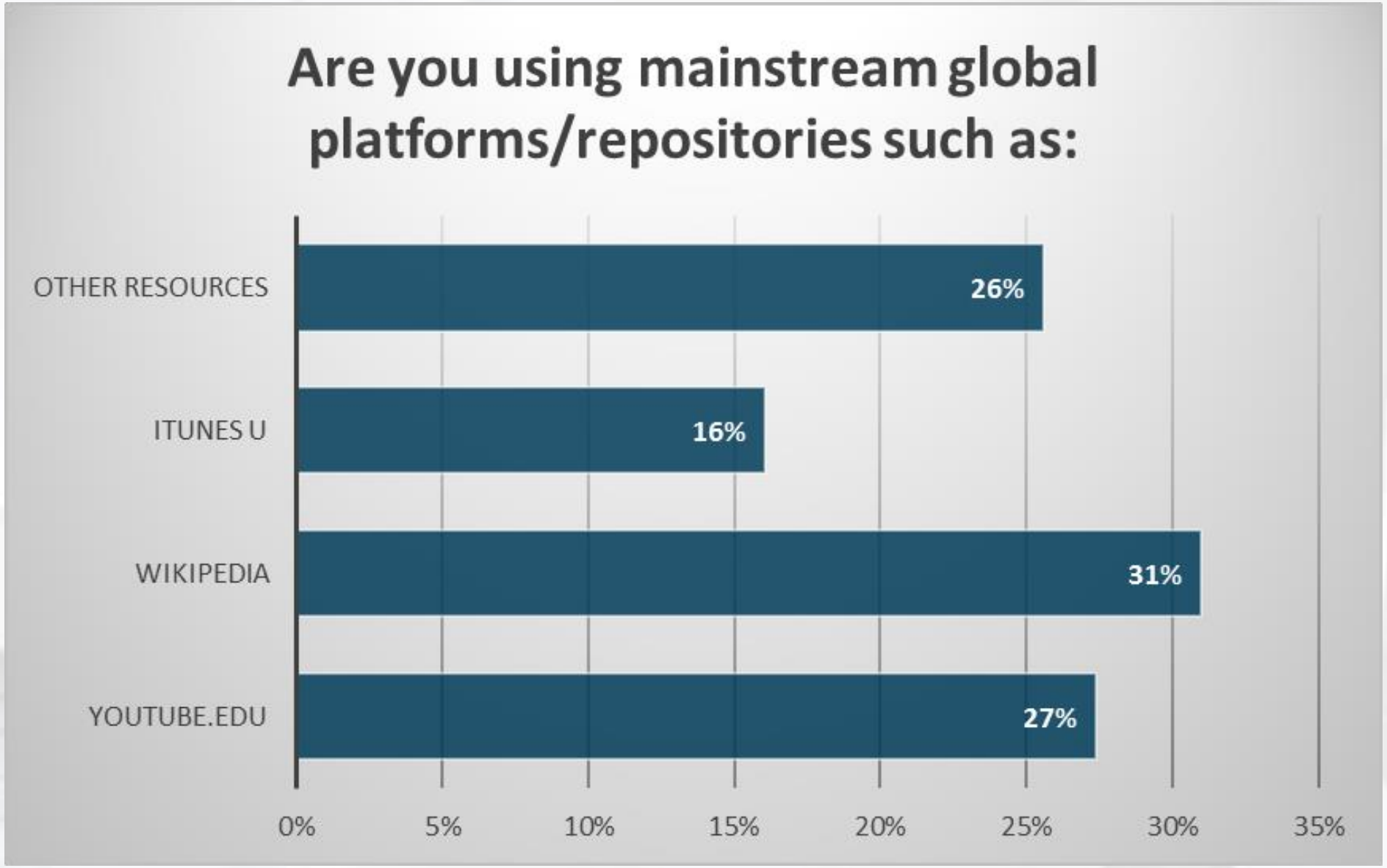
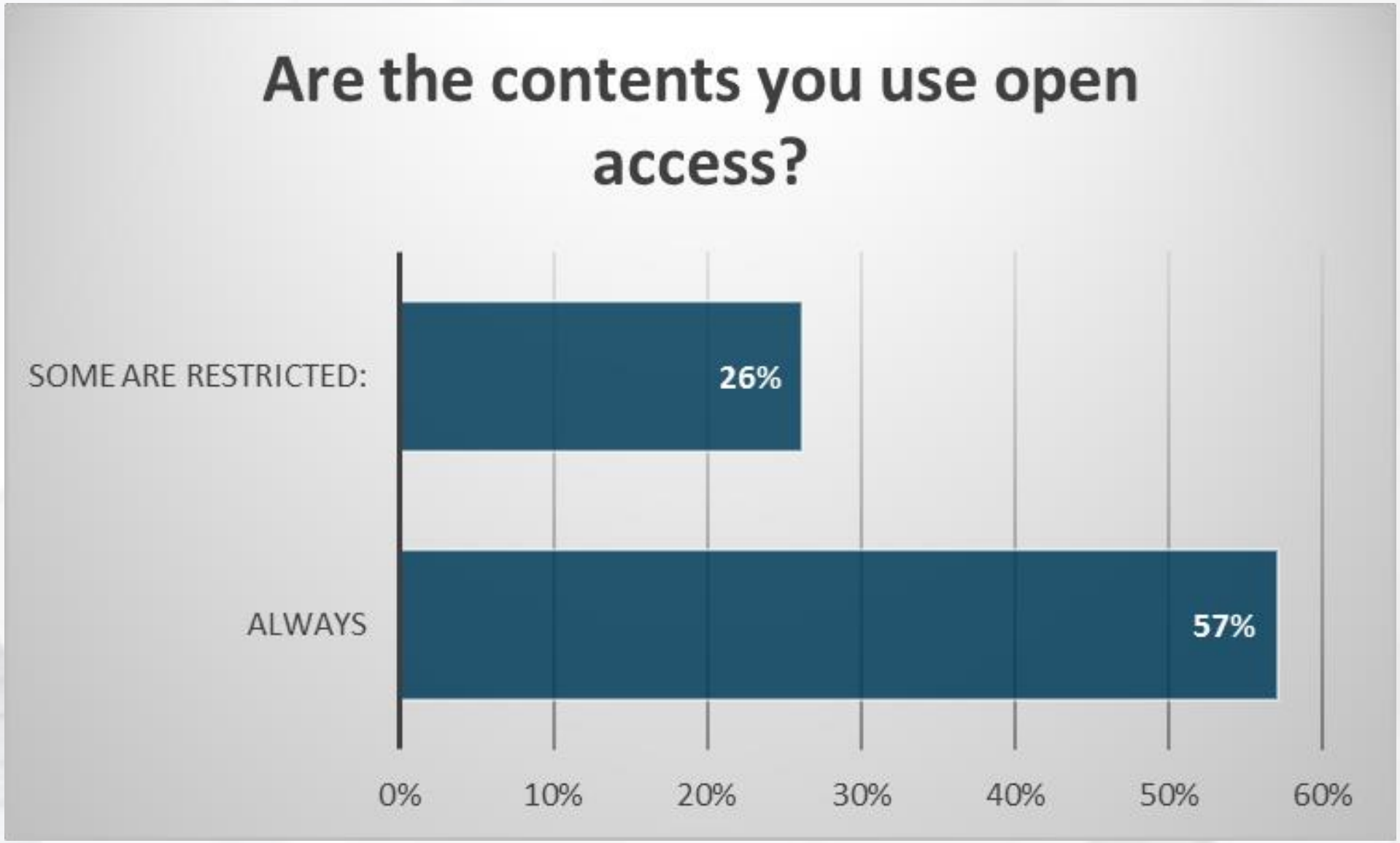
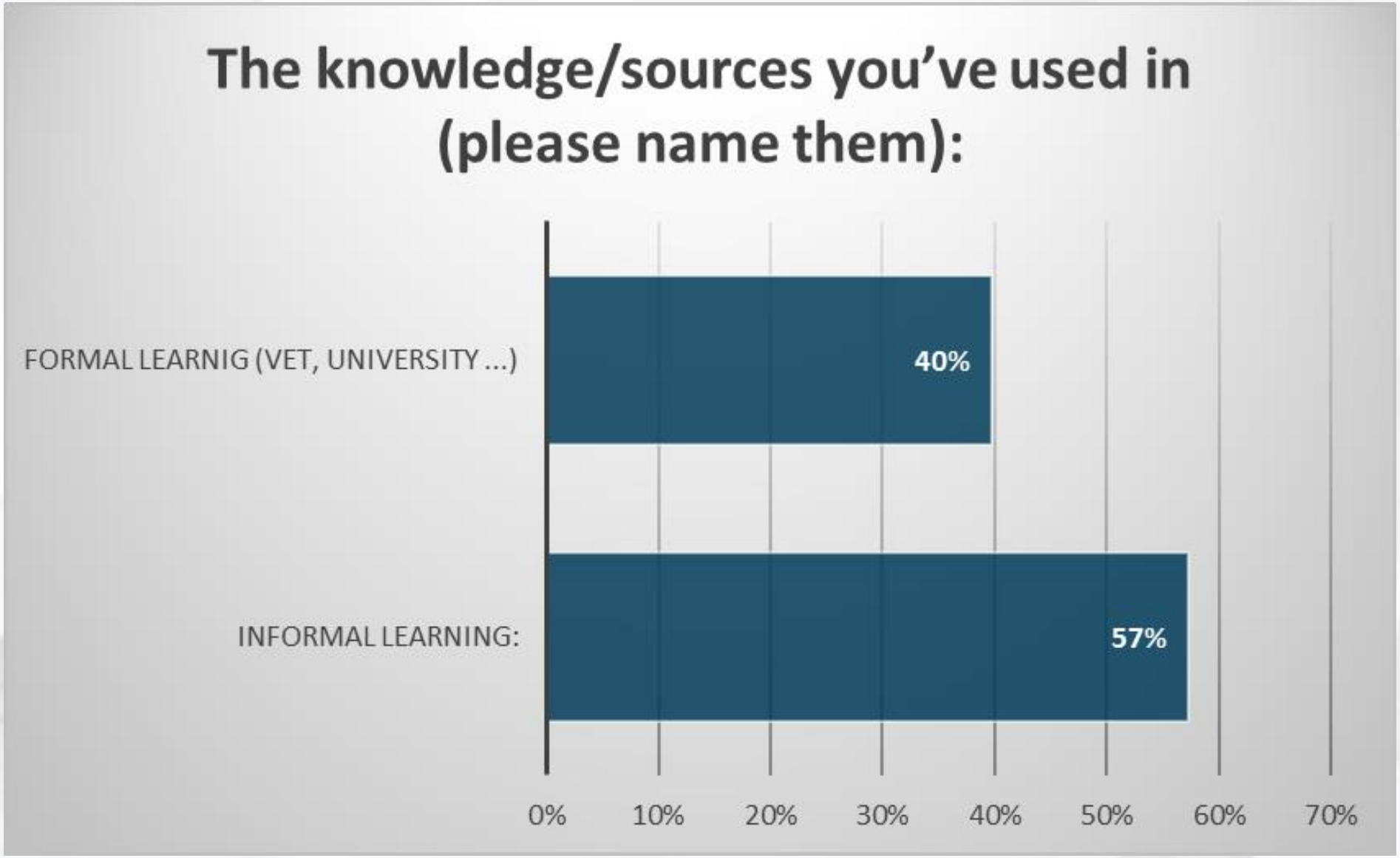
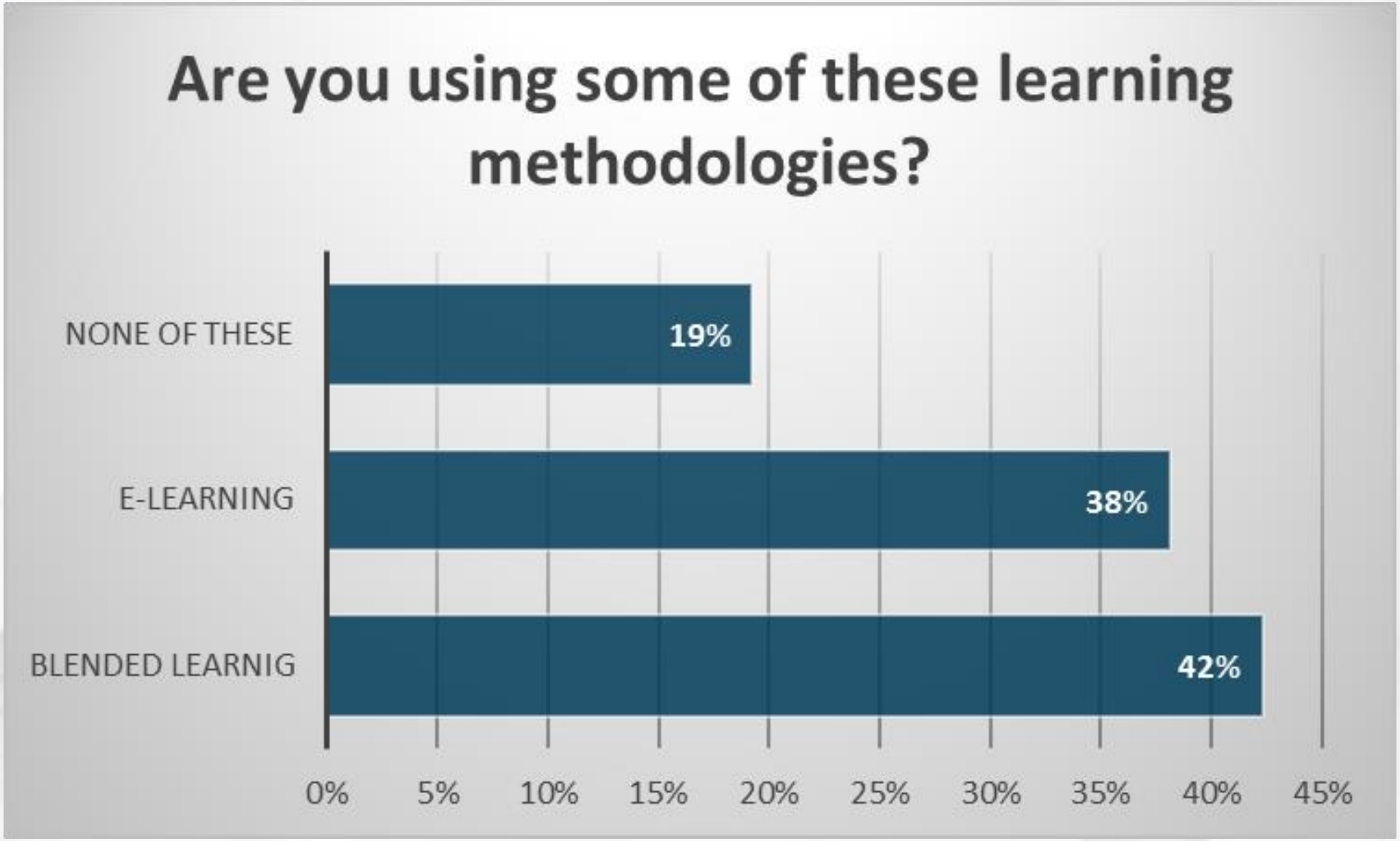
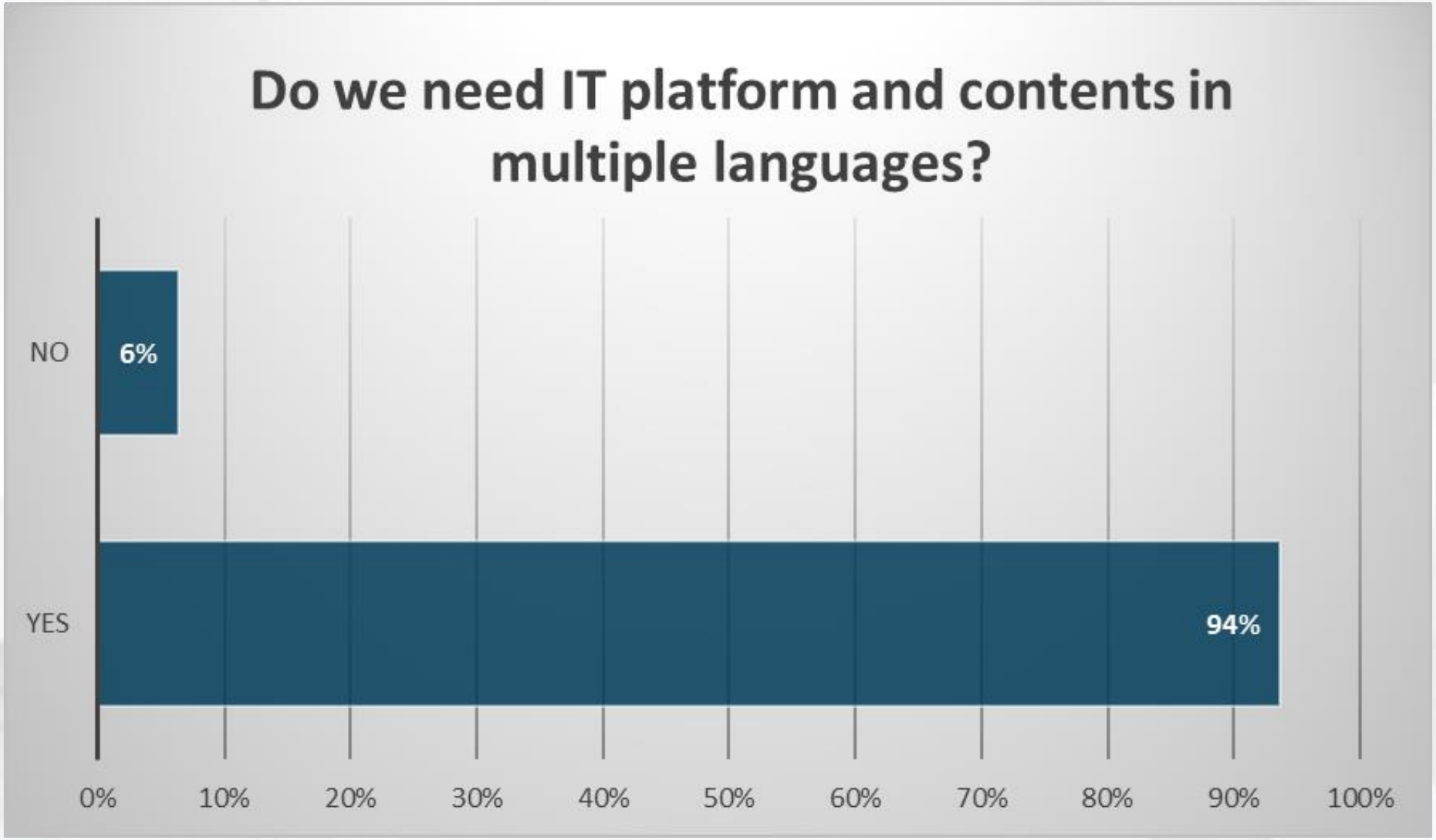

Are you using mainstream global platforms/repositories such as:
OTHER RESOURCES
26%
ITUNES U
16%
WIKIPEDIA
31%
YOUTUBE.EDU
27%
0%
5%
10%
15%
20%
25%
30%
35%


Are the contents you use open access?
SOME ARE RESTRICTED:
26%
ALWAYS
57%
0%
10%
20%
30%
40%
50%
60%

The knowledge/sources you've used in (please name them):




Are you using some of these learning methodologies?
NONE OF THESE
19%
E-LEARNING
38%
BLENDED LEARNIG
42%
0%
5%
10%
15%
20%
25%
30%
35%
40%
45%


Do we need IT platform and contents in multiple languages?
NO
6%
YES
94%
0%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%

The languages considered would be at least English, Spanish, French, Turkish, German, Russian and Italian, since they are the most spoken languages in the European Community. In this way, the EKFI platform would have a truly European scope, which would be connected in a simple way to most schools, companies and graphic arts entrepreneurs in Europe.

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We have had reluctant observations to transfer information to the platform.
'We do not wish to continue working on the EFKI project. It is sensitive to release our sources.

We also have a lot of information directly from Adobe that we cannot disclose under NDA.'

The interpretation of the information and its utilities will be reinforced, the cultural variety that will concur in this platform will contribute an added value to the contents, some of them like Lynda, klassement, Timetoknow, ...

- A lot of material is out there but not a lot of them are didactically well structured
- I want to see it first
- We always want to make our lessons more interesting
- Material made by someone else is mostly not good enough, there always will be updates necessary for your own lessons
- Concentrated information
- Especially up-to-date material is very important.
- No need (at this time) but might be interesting
- Everything changes so quickly
- Lessons tailored to groups. With assignments would be great.
- Get ideas from other learning materials to keep yourself alert.
- Sharing each other's knowledge will broaden our view.
- Need remains for personal explanation and classroom instruction, which could be supported by a digital environment.
- Given our specific situation and tailored to the internal organization, it will not be easy to offer something.
- Working together and exchanging where possible is win-win.

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Thank you!