



United Nations  
Educational, Scientific and  
Cultural Organization

Leveraging  
mobile  
technology for  
education



# UNESCO MOBILE LEARNING WEEK

18-22 February 2013  
UNESCO Headquarters – Paris, France

## PROGRAMME



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## PROGRAMME

In order to better understand how increasingly ubiquitous, affordable, and powerful mobile technologies can contribute to the achievement of Education for All (EFA), UNESCO will host its second Mobile Learning Week (MLW) from 18-22 February, 2013 at its headquarters in Paris, France.

MLW will focus on three particular EFA objectives:

- 1) improving levels of adult and youth **literacy**;
- 2) strengthening the **quality of education**;
- 3) achieving **gender parity and equality in education**.

At the event the following questions will be deliberated:

- > How can mobile technology support literacy development for young people and adults?
- > How can mobile technology support teachers and their professional development in order to improve the quality of education delivered to students?
- > How can mobile technology support gender equality in education and extend opportunities to women and girls in particular?

## MAIN EVENTS

> Symposium on Mobile Learning, 18-19 February (Room II)

> UNESCO/GSMA Senior Policy Makers' Forum, 20 February (Room IV, by invitation only)

> Webinar on Mobile Learning, 21-22 February (Virtual)

## OBJECTIVES

The objectives of the MLW are to:

- > Convene mobile learning experts, practitioners, researchers, industry partners and government representatives to facilitate the sharing of innovative mobile learning initiatives, best practices and research.
- > Provide a venue where opportunities, questions and challenges surrounding mobile learning can be discussed and interrogated.
- > Launch the *UNESCO Policy Guidelines for Mobile Learning*.

# > Programme of the UNESCO Symposium on Mobile Learning

Conference Room II, Building Fontenoy, 125, avenue de Suffren, Paris

## Monday, 18 February, 2013

Time	Programme	Speakers
08:30-09:00	<b>Registration</b>	
09:00-10:15 <b>Room II</b>	<b>OPENING CEREMONY (PLENARY)</b> Opening remarks and launch of <i>UNESCO Policy Guidelines for Mobile Learning</i>	Irina BOKOVA, Director-General, UNESCO
	Opening remarks from major sponsors	Erkki ORMALA, Vice-President, Business Environment, Nokia Steve DUGGAN, Director, Worldwide Education Strategy, Microsoft
10:15-11:00 <b>Room II</b>	<b>KEYNOTE (PLENARY)</b> Bringing mobile learning to scale: Lessons and challenges	Speaker: Bhanu POTTA, Nokia Moderator: Francesc PEDRÓ, UNESCO
11:00-11:40	<b>WALKING GALLERY AND COFFEE BREAK</b> Exhibitors showcasing the use of mobile technologies for education	
11:40-13:00	<b>BREAKOUT SESSIONS</b>	

### Mobiles for literacy **Room II**

**English in action: Innovation using mobile for classroom and adult learning in Bangladesh**  
Richard LACE, BBC Media Action, and  
Robina SHAHEEN, English in Action

**Literacy and mobiles in poor populations: What do we call "success"?**  
Dan WAGNER, University of Pennsylvania

**The mEducation Alliance and mobiles for reading landscape review: presentation of initial findings**  
Anthony BLOOME, USAID, Rebekah LEVI, JBS International, mEducation Alliance

Moderator: Mark WEST, UNESCO

### Mobiles for education quality **Room VIII**

**Addressing the 10 barriers to scaling up mobile learning in classrooms**  
Cathie NORRIS, University of North Texas, Elliot SOLOWAY, University of Michigan

**MobiMOOC: Using a mobile MOOC to increase educational quality for a diversity of learners through dialogue and ubiquity**  
Inge IGNATIA DE WAARD, Athabasca University

**The mobile learning imperative**  
Steven DUGGAN, Microsoft

**The use of mobile phones in IICD education projects: Some lessons learned**  
Caroline FIGUERES, IICD (International Institute for Communication and Development)

Moderator: Zeynep VAROGLU, UNESCO

### Mobiles for gender equality **Room IV**

**SMS for changing life**  
Taipida MOODHITAPORN, Oxfam Great Britain

**Girl-powered mobile learning innovation: The barriers, the potential**  
Ronda ZELEDNY-GREEN, GSMA

**eLife tablet for teachers presents valuable life and business skills lesson using an Android tablet**  
Louise GUIDO, Foundation for Social Change

**Empowering girls and women through technology to participate and prosper and lead in the global economy**  
François LEDOUX, Intel

Moderator: Diane BOULAY, UNESCO

13:00-14:30	<b>LUNCH</b>
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Time	Programme	Speakers	
14:30-16:00 Room II	<b>PANEL DISCUSSION (PLENARY)</b> Content for mobile learning	> Panellists: Michael CARRIER, British Council; Anne GITHUKU-SHONGWE, Afroes; François LEDOUX, Intel; Brahma SANOU, ITU; Matthew SCHNEPS, Harvard University; Steve VOSLOO, UNESCO > Moderator: Fengchun MIAO, UNESCO	
16:00-16:40	<b>WALKING GALLERY AND COFFEE BREAK</b>		
16:40-18:00	<b>BREAKOUT SESSIONS</b>		
	<b>French presentations Room II</b>	<b>Mobiles for education quality Room IV</b>	
		<b>Mobiles for literacy Room VIII</b>	
	<p><b>Overview of UNESCO teacher project in Senegal</b> Moussa DIOP and Badara GUEYE, Senegal Institut national d'études et d'actions pour le développement de l'éducation</p> <p><b>Formation d'instituteurs assistée par mobile à Madagascar</b> Pierre-Jean LOIRET, Agence universitaire de la Francophonie, Erwan LE QUENTREC, Orange</p> <p><b>How can mobile support francophone educational e-twinning and 1st West-African open e-textbook set?</b> Geneviève PUISEGUR-POUCHIN, APRELIA (Association for the promotion of African OER)</p> <p><b>Développement d'une application mobile offline multiplateforme pour les activités pédagogiques des enseignants dans IFADEM</b> Papa Youga DIENG, IFADEM and Rachid EL BOUSSARGHINI, IUFM de Bretagne</p> <p>Moderator: Marie-Lise BOURCIER, UNESCO</p>	<p><b>Teacher development with mobiles: Comparative critical factors</b> Karl ROYLE, University of Wolverhampton</p> <p><b>No, they can't wait</b> Lucy HAAGEN, M-Ubuntu</p> <p><b>Mobilizing teachers: Bridging the gap between theory and practice</b> Geoff STEAD, Tribal Group</p> <p><b>How effective are mobile phones in improving the quality of teacher education and early grade reading and literacy?</b> Hellen N. INYEGA, University of Nairobi</p> <p>Moderator: Jongwon SEO, UNESCO</p>	<p><b>Mobile telephony for development in Nigeria: Designing mobile technology enabled applications in local languages</b> Christine I. OFULUE, National Open University of Nigeria, Tunde ADEGBOLA, African Languages Technology Initiative and Francis O. EGBOKHARE, University of Ibadan</p> <p><b>The four M's of m-learning instructional design: Microlearning, multimedia, motivation and mastery</b> Sarah Lucas POUZEVARA, RTI International</p> <p><b>How mobile devices assist readers with dyslexia?</b> Matthew H. SCHNEPS, Harvard-Smithsonian Center for Astrophysics</p> <p><b>Mobile learning and numeracy in international cooperation</b> Nils GEISSLER, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)</p> <p>Moderator: Mariana PATRU, UNESCO</p>
18:00-19:30	<b>RECEPTION COCKTAIL</b> Outside conference Room II – Salle des Pas Perdus		

## Tuesday, 19 February, 2013

Time	Programme	Speakers	
09:00-09:40 Room II	KEYNOTE (PLENARY) Aligning migration with mobility: female immigrants using smart technologies for informal learning show the way	Speaker: Agnes KUKULSKA-HULME, Open University Moderator: Steve VOSLOO, UNESCO	
09:45-11:00	<b>BREAKOUT SESSIONS</b>		
	<b>Spanish and French presentations Room II</b>	<b>Mobiles for education quality Room IV</b>	
		<b>Mobiles for education quality Room VIII</b>	
	<p><b>Competencias del lenguaje con tecnología móvil</b> Silvia Beatriz Ortega SALAZAR and Patricia PERNAS, Universidad Pedagógica Nacional en México</p> <p><b>Mobile Education Lab (MEL) - Discover, experiment, invent. Co-creative Laboratory for mobile and transmedia education</b> Martín RESTREPO, Editacuja Editorial Tansmedia</p> <p><b>unX: A Latin American community for entrepreneurship in the digital economy</b> Daniel TORRES and Marta CÁCERES, CSEV</p> <p><b>Clíc Vert</b>, Ateliers du Bocage</p> <p>Moderator: Francesc PEDRÓ, UNESCO</p>	<p><b>Mobile learning in adult education: Guidelines for practitioners and examples of good practices</b> Norbert PACHLER, University of London and Maria RANIERI, University of Florence</p> <p><b>Millennials as mobile educators: Innovative youth workforce development solutions</b> Theophilus VAN RENSBURG LINDZTER, Learning Academy Worldwide</p> <p><b>Improving communication skills in the workplace using mobile learning</b> Mohamed ALLY, Athabasca University and Mr Mohammed SAMAKA, Qatar University</p> <p><b>Re-defining access to education and employability: how handheld learning enhances opportunity through english skills</b> Michael CARRIER, British Council</p> <p>Moderator: Mark WEST, UNESCO</p>	<p><b>Mobile learning readiness to promote World Heritage Site literacy: Case of Luang Prabang, Lao PDR</b> Shinobu YAMAGUCHI and Yew Siang POONG, Tokyo Institute of Technology</p> <p><b>Interactive learning strategies for mobile learning</b> Anthony RALSTON, United Nations High Commissioner for Refugees</p> <p><b>Educational planning: School census by mobile phone technology</b> Ilona GENEVOIS and Khadim SYLLA, UNESCO IIEP</p> <p><b>Brainphone for m-learning: Brainwave enabled multifunctional, communication, controlling and speech signal generating device</b> Kiran R. TRIVEDI, Shantilal Shah Engineering College</p> <p>Moderator: George SALTSMAN, Abilene Christian University</p>
11:00-11:40	<b>WALKING GALLERY AND COFFEE BREAK</b>		
11:40-12:45 Room II	<p><b>PANEL DISCUSSION (PLENARY)</b> Mobile learning from a government perspective</p>	<p>Panellists: Salih ÇELIK, Deputy Undersecretary, Ministry of National Education of the Republic of Turkey; Luis GARIBALDI, Director of Education, Ministry of Education and Culture (Uruguay); Tayeb A. KAMALI, Vice Chancellor, Higher Colleges of Technology (UAE); Aleksandr Vasilevich OSIN, Director of Moscow Centre for Information Technologies &amp; Analytics, Department of Education of Moscow (Russia); Sasithara PICHACHANNARONG, Secretary General, Office of the Education Council (Thailand); Qamar ZAMAN CHAUDRY, Federal Secretary, Ministry of Education and Training (Pakistan)</p> <p>Moderator: Gavin DYKES, independent consultant</p>	
12:45-14:15	<b>LUNCH</b>		

Time	Programme	Speakers	
14:15-15:30	<b>BREAKOUT SESSIONS</b>		
	<b>Mobiles for education quality Room II</b>	<b>Mobiles for gender equality Room IV</b>	
	<b>Mobiles for literacy Room VIII</b>		
	<p><b>SMILE-CIS: An SMS-based communication and information system for monitoring and supporting improvement of schooling process</b> Elena DURO, UNICEF, Corina LUSQUIÑOS, Proyecto Gema and Hugo LABATE, Proyecto Gema</p> <p><b>Powering school performance: Deploying scalable and sustainable school systems on mobile devices</b> Nick NOVAK, Arbor Education Partners and John RENDEL, PEAS</p> <p><b>Nokia Mobile Mathematics: Supporting learner's motivation to study mathematics with mobile technology</b> Teija VAINIO and Tanja WALSH, Tampere University of Technology</p> <p><b>Using technology to improve teacher quality &amp; enhancing classroom experience to ensure positive outcomes on children's learning</b> Anuragini NAGAR, Sesame Workshop India Trust</p> <p>Moderator: Davide STORTI, UNESCO</p>	<p><b>The mobile utility gap and literacy challenges in oral-language communities: SMS use by Berber women</b> Leslie L. DODSON, University of Colorado-Boulder</p> <p><b>Co-creating a mobile and distance learning approach in Afghanistan</b> Merel VAN DER WOUDE, Butterfly Works</p> <p><b>Challenging illiteracy through mobile phones</b> Shaheen ATTIQ UR RAHMAN, Bunyad Foundation</p> <p><b>Using mobile phones to accelerate literacy education and empower Afghan women</b> Sakena YACOOBI, Afghan Institute of Learning</p> <p>Moderator: Diane BOULAY, UNESCO</p>	<p><b>Mobiles for literacy at the bottom of the pyramid: A new approach to sustainability</b> Isabelle DUSTON, Smart4Kids</p> <p><b>Cell-ED: Bringing basic literacy to adults one mobile phone at a time</b> Susan L. SMALLEY, Cell-ED</p> <p><b>UNESCO's work in mobile learning</b> Mark WEST, UNESCO</p> <p><b>The worldreader books app for feature phones: Half a million readers and growing</b> Elizabeth HENSICK WOOD, Worldreader</p> <p>Moderator: Anthony BLOOME, USAID</p>
15:30-16:00	WALKING GALLERY AND COFFEE BREAK		
16:00-16:50 Room II	<b>PANEL DISCUSSION (PLENARY)</b> The cost, scale and sustainability of learning with mobile technology: Looking ahead	Panellists: Jill ATTEWELL, GSMA; Florence GAUDRY-PERKINS, Alcatel-Lucent; Greg BUTLER, Microsoft; Bhanu POTTA, Nokia; Isabelle LEUNG, Huawei; Fengchun MIAO, UNESCO  Moderator: Indrajit BANERJEE, UNESCO	
16:50-17:00 Room II	<b>CLOSING REMARKS</b>	Francesc PEDRÓ, Chief of Section for Teacher Development and Education Policies, UNESCO	

## > Programme of the UNESCO/GSMA Senior Policy Makers' Forum

Venue: Conference Room IV, Building Fontenoy, 7, Place de Fontenoy, Paris

### Wednesday, 20 February, 2013

Time	Programme	Participants
09:30-16:45	<b>DISCUSSION FORUM</b>	Invitation-only meeting of high-level government officials to discuss issues relating to mobile learning and policy
16:45-18:00	<b>RECEPTION COCKTAIL</b> Outside conference room	

## > Programme of the UNESCO Webinar on Mobile Learning

There will be six virtual webinar presentations over a period of two days.

### Thursday, 21 February, 2013

Time (GMT)	Session
09:00-10:00	Diane BOULAY, UNESCO <b>Lessons in mobile learning for women's and girls' empowerment</b>
11:00-12:00	Niall WINTERS, University of London, UK <b>The Future of Mobile Learning</b>
14:00-15:00	Anne GITHUKU-SHONGWE, Afroes, South Africa/Kenya

### Friday, 22 February, 2013

Time (GMT)	Session
07:00-08:00	Paul KIM, Stanford University, USA <b>SMILE (Stanford Mobile Inquiry-based Learning Environment)</b>
10:00-19:00	Leila DAL SANTO, Souktel, USA/Palestine <b>Promoting Financial Literacy Among Somali Young Women through Mobile Audio Instruction: The Dab Iyo Dahab Initiative</b>
18:00-19:00	Miles LUDWIG and Anita STEWART, Sesame Workshop, USA <b>M is for Mobile! Sesame Street Mobile Initiatives</b>

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## More information:

<http://www.unesco.org/new/en/unesco/themes/icts/m4ed/>



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