www.memoimag.com

E-Learning based Initiative for European Educational Community

Madrid, 2nd October 2003. The project MEMOIMAG is an innovative and collaborative e-learning based initiative, aimed at the creation of a network of schools to ensure young people to have the opportunity to access, analyse, produce and evaluate the new media culture, specially by the use of ICTs and e-learning tools, to spread out the benefits of acquiring the basic skills which are necessary to take advantage of the interactive facilities in the new media and to generate new and creative contents.

It is gradually carrying out through a process of participation, reflection, knowledge and transfer of best practice between 3 European Organizations linked to the cultural and educational field:

- CECE Confederación Española de Centros de Enseñanza (Coordinator- Spain)
- BBS Technik I Ludwigshafen, from Germany
- P.R.A.T.E.R (Promozione Attività Educativa e Ricreative), from Italy

This project is supported by the European Commission in the framework of the E-Learning Action “Preparatory and Innovative Actions 2002/b”.

The network of schools, via a website, are currently sharing best practices and experiences with ICTs tools and media literacy in order to generate a continuous added value, focusing toward its enlargement in the rest of countries and languages of the European environment.

Scholar’s chats and teacher’s forums regarding media literacy and the creation of digital contents are currently undertaking. The next appointments of the chats are as follows:

<table>
<thead>
<tr>
<th>Themes</th>
<th>Date</th>
<th>Schedule</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>School’s Life</td>
<td>14th October 2003</td>
<td>13.00 -15.00</td>
<td>16 -18 years old</td>
</tr>
<tr>
<td>European Cultures: Practice foreign languages</td>
<td>11th November 2003</td>
<td>13.00 -15.00</td>
<td>16 -18 years old</td>
</tr>
<tr>
<td>Your Idols: who and Why?</td>
<td>25th November 2003</td>
<td>13.00 -15.00</td>
<td>16 -18 years old</td>
</tr>
<tr>
<td>Music, video, films and books</td>
<td>16th December 2003</td>
<td>13.00 -15.00</td>
<td>16 -18 years old</td>
</tr>
</tbody>
</table>

The main products of this project are therefore:

**OBSERVATORY OF ICT LEARNING TOOLS AND RESOURCES:**

The observatory intends to create online working teams, throughout virtual forums to establish a methodology to evaluate and test the new ICT Learning tools and resources available on the net. The main output of this phase would be the Common Methodology for the Evaluation and testing of ICT
Learning tools and resources and the establishment of a permanent Observatory in which disseminating and testing the new multimedia resources

**BANK OF EDUCATIONAL IMAGES:**

We intend to gather all the images and productions developed by the scholars and the teachers during the present academic year into a freely Data base of Educational images, which could be completely updated and used by all the members of the network, and will be opened to the rest of the European educational community.

**INTERNATIONAL CONFERENCE ENTITLED:**
**THE VALUE OF LEARNING WITH IMAGES, Madrid June 2004**

For further information:

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