

Minutes Worlddidac Council Meeting 2/2018

Tue, November 6th, 2018 at 1.45 p.m. Bernexpo, Bern, Switzerland

<p>Present:</p> <p>Myriam Bonilla (MB)</p> <p>Mohamed Ebeid (ME)</p> <p>Gerard Ezcurra (GE)</p> <p>Chula Gangoda (CG)</p> <p>Nader Imani (NI)</p> <p>Rainer Klose (RK)</p> <p>Sylvie Legras (SL)</p> <p>Steven McKee (SM)</p> <p>Juha Merinen (JM)</p> <p>Filippo Prospero (FP)</p> <p>Irina Solonova (IS)</p> <p>Director General: Danny Gauch (DG)</p> <p>Minutes / Secretary Kateryna Schuetz (KS)</p>	<p>Location:</p> <p>Congress 8, Bernexpo, Bern</p> <p>Abbreviations:</p> <p>CM: Council Meeting</p> <p>WDD: Worlddidac</p> <p>CM's: Council Members</p> <p>FT: Future Talk</p> <p>GA: General Assembly</p> <p>GESS: Global Educational Supplies and Solutions show</p> <p>BETT: British Educational Training and Technology show</p> <p>ISTE: The International Society for Technology in Education</p> <p>CoC: The Code of Conduct</p> <p>o/s: Outstanding</p> <p>ZA: South Africa</p>
Topic	Details
<p>Welcome by Director General / President</p>	<p>CG welcomed newly elected Council Members to the beginning of a new Chapter for Worlddidac and thanked the members for their attendance and support.</p> <p>Danny Gauch handed over new members their Certificates of Platinum membership and congratulated them to being the ambassadors of the Worlddidac Association. Each member of the Council introduced himself and his/her company.</p>
<p>Elections of the President, Vice-President and</p>	<p>CG said that old members of the Council worked very hard towards achieving the associations' goals. The next step is to select the new President, Vice-President and Treasurer. CG expressed his recommendation for the position of the President for Steven McKee,</p>

<p>Treasurer</p>	<p>Nader Imani for the position of the Vice-President and Rainer Klose for the position of the Treasurer.</p> <p>SM accepted the nomination and was unanimously elected as a President of Worlddidac.</p> <p>NI accepted his nomination and was unanimously elected as a Vice-President of Worlddidac.</p> <p>RK accepted his nomination and was unanimously elected as a Treasurer of Worlddidac.</p> <p>DG congratulated new elected President, Vice-president and Treasurer and distributed personal Worlddidac business cards to each member of the new Council.</p>
<p>Schedule of the meeting</p>	<p>DG reminded Council members that the General Assembly would take place after the Council Meeting at 6:15 pm in the restaurant Henris and emphasised the importance of the presence of all Council members at this meeting.</p>
<p>Minutes of the meeting 1/2018 in Dubai</p>	<p>SM took over the lead of the meeting as a new president of Worlddidac. He went through the Minutes of the last Council Meeting and explained new members the issues that have been discussed at the meeting in Dubai.</p> <p>NI suggested to open Worlddidac membership for the companies who want to try Worlddidac services. DG commented that Worlddidac would enable its membership to individuals in the end of 2019.</p> <p>SM explained that after the reorganisation of the membership structure the first step was to include the dealers and distributors as "normal paying members" of Worlddidac.</p> <p>DG added that until 2018 Worlddidac Association was one bunch of companies, organisations and associations. Since the beginning of 2018 the membership structure has been cleared to separate paying members (education companies, dealers and distributors) from non-paying affiliates (national education associations).</p> <p>The first step in gaining new members would be to identify 10 companies that are influencers in the educational field. They would be the magnet for the others to join the association.</p> <p>DG said that despite the fact that Worlddidac does not have an open membership for the educators, teachers and educators should register for the newsletters and follow Worlddidac Facebook page. In this way Worlddidac will be able to contact them as soon as they can apply for the membership. GE added that opening membership for the teachers would provide more possibilities for cooperation with other associations.</p> <p>MB commented that by involving teachers in the association it would be good to offer them a recognition like "Special techniques in teaching" or</p>

	<p>something similar.</p> <p>To follow MB’s suggestion DG presented ISCED levels to the Council and explained that teachers would be classified according to ISCED fields. Once Worlddidac opens membership for the teachers, no one would be able to stop the association then.</p> <p>NI agreed that as soon as the system is implemented, there would be no problem for Worlddidac to gain new members.</p> <p>SM added that Worlddidac reach has been very small so far. Affiliation with national associations has been a big step forward.</p> <p>DG explained to the new Council members about Code of Conduct, which is being agreed upon, as part of the Memorandum of Understanding (MoU) by every association before it becomes an affiliate of Worlddidac. DG mentioned the code of conduct in each meeting with financial institutions like WB and it is very important for them. Worlddidac Association needs to provide a guarantee that Worlddidac members and affiliates follow the code of conduct.</p> <p>DG further presented the Council members some new services for Platinum members. As of January 2019 Worlddidac will open a project overview service on the projects collected from the WB and ADB. This service will be available exclusively for Platinum members. The list of projects is very informative and easy to search through. Platinum members will be able to see the value of the project as well as the project owner (with a direct link). The project status will be updated on the weekly basis.</p> <p>The Minutes of Dubai were unanimously accepted.</p>
<p>Worlddidac & Swissdidac Bern 2018</p>	<p>DG announced that 23 ambassadors registered for the Opening Ceremony of the Worlddidac Bern. Josef Widmer, Deputy Director of the State Secretariat for Education, Research and Innovation SERI, together with the President of the Worlddidac Association will give a speech at the Opening Ceremony of Worlddidac Bern. During the Ceremony Josef Widmer will choose the lucky winner of the exhibitor’s video among the members of Worlddidac exhibiting at the show.</p> <p>DG gave an overview of the Worlddidac Bern conference programme. He mentioned that everyone is reluctant to be active. Many association members and partners are planning to attend the conferences. NI confirmed that three people from Festo were coming to Bern only to attend the conferences.</p> <p>ME commented that Bern is a difficult city to reach compared to Basel. SL contradicted that for exhibitors Bern is much easier than Basel in terms of logistics.</p> <p>DG added that Bern has many advantages. MB enquired whether Worlddidac thought of having itinerary of moving the location of the</p>

	<p>show from city to city.</p> <p>NI reminded new members of the Council that the Worlddidac show in Switzerland is the association's signature exhibition. DG added that Bernexpo is capable of organising the exhibition in Zürich if there is a wish to do so.</p> <p>SM asked CM's to consider the issue of holding an exhibition in Zürich and think about its frequency. To SM's opinion Worlddidac is losing momentum. The CM's should rethink about organising the show on the annual basis.</p> <p>NI reminded the Council that by bringing the show in Bern the event got a strong support of Swiss government to make it the Davos of Education. GE expressed his concern how to increase the international attendance of the show.</p>
<p>Worlddidac Award</p>	<p>The Worlddidac Foundation has been involved in rewarding those that are at the forefront of developing Innovative educational equipment and solutions since 1984. This prestigious Award is presented bi-annually. Identifying and having the foresight to develop, design and/or create solutions that will surpass and improve education certainly deserves recognition.</p> <p>The submissions for the 18th edition of the Worlddidac Award were evaluated in June, by an international jury, a group of eight independent hand-picked experts, who assessed and appraised the submitted products according to a stringent protocol. They were chaired by prof. Peter Gloor, researcher scientist at MIT Sloan School of Management.</p> <p>A vast array of equipment was submitted for evaluation in two categories:</p> <ul style="list-style-type: none"> • Product with own learning content • Product without own learning content <p>In addition to evaluating that a submission met the criteria required to attain the necessary level in order to be awarded the Worlddidac Award, the Jury was also tasked to Identify two submissions that stood out, namely "The winner of the Swisscom Innovation Award" and also – for the first time since establishment of the Award, "The Winner of the Worlddidac Innovative Approach Award"</p> <p>The objective of the Worlddidac Award is to encourage stakeholders to increase the level and quality of educational solutions and equipment across the industry and it aims for this accolade to be recognised throughout the educational sector as the stamp of excellence.</p> <p>The equipment / solutions as submitted by the Worlddidac Award Winners were exhibited for all to see at the Worlddidac Bern exhibition. The winners will receive their trophies at the festive Award Ceremony on November 7th.</p> <p>DG mentioned that Worlddidac Award is not a competition, but a recognition of innovative products that got 75% of the required scores and that initial discussions have taken place to get UNESCO/UNEVOC involved in developing/defining the assessment points in the future. NI</p>

	<p>added that it's important to discuss with UNESCO/UNEVOC their involvement in the Award evaluation and what can we bring for them.</p> <p>GE reminded the Council members that WQC brought value for the Worlddidac members and it's necessary to think about offering it for the members again. DG commented that it is on his agenda to find the ideal assessment partner for this process and make it available for the Worlddidac members in the near future.</p>
<p>Member statistics</p>	<p>Worlddidac Association has currently 115 members and 16 affiliates. 9 companies joined the association since last Council Meeting in Dubai.</p> <p>SM announced the goal to get 100 new members in 2019 and 300 members during the presidency of SM by 2020.</p> <p>IS added that Worlddidac should also address private schools. Private schools are very powerful in Russia. DG expresses his concerns to opening Worlddidac membership to the schools. Worlddidac should be "the google platform" for teachers to get the information that they are looking for.</p> <p>ME asked about the difference between school and university being a member of Worlddidac. DG explained that universities want to become a member of Worlddidac because they want to sell their capabilities abroad, but school is local. A school is going to buy products but it doesn't need to join the association to be able to buy these products.</p> <p>EB advised Worlddidac to look at the cooperation with IB in the future.</p> <p>SM added that he knows many universities that are searching for Education Development Capacity Building Projects.</p> <p>The Council agreed to change the purpose of the Worlddidac Association by changing the <i>materials and resources</i> with <i>solutions and services</i> in its membership and marketing documentation.</p> <p>DG mentioned that 65 % of the members are expecting from Worlddidac networking, business and market intelligence, not exhibitions as it was in the past. Worlddidac has been successfully changing its strategy and image which will have a big advantage when we try to approach the governments.</p> <p>JM commented that Universities of applied sciences in Finland are heavily focused on export. SM added that it is important to put together potential benefits of Worlddidac membership for the Universities as well.</p> <p>NI suggested to create a working group for developing these benefits (see management summary of action points)</p> <p>JM added that on top of all this the association and Council members have to focus on member recruitment. ME advised Worlddidac to make the membership criteria stricter to avoid including those companies to the association who don't deserve to be its members.</p>

<p>M4M / Affiliates</p>	<p>DG encouraged Council members to use their Member4Member card to promote Worlddidac membership among their partners. By bringing 5 companies from the same level, Council members will pay their membership fee back.</p>
<p>Calendar of Events 2019</p> <ul style="list-style-type: none"> a) GESS Dubai b) GESS Mexico c) ISTE d) Worlddidac Africa e) GESS Indonesia f) Didac India g) Worlddidac Asia h) GESS Turkey i) Worlddidac Astana 	<p>KS gave a short overview of the events timeline and GESS Dubai show. Worlddidac will be represented In Dubai with a 120 sqm pavilion. Worlddidac members exhibiting within the pavilion are entitled to 20% discount on the exhibition space. On February 27th, Worlddidac will organise a conference with the theme "Changing the Face of Education". Only Worlddidac members exhibiting at GESS show in Dubai are eligible to speak at the conference.</p> <p>Members of the Council analysed the events timeline shown in the presentation and agreed that GESS Mexico, GESS Indonesia and GESS Turkey are questionable to spend resources for.</p> <p>FP added that there is no sense to go to the shows that do not bring any business and damage the reputation of Worlddidac.</p> <p>Worlddidac should concentrate on the events that are positive for the Worlddidac Association: GESS Dubai, ISTE, Worlddidac Asia, Didac India, Worlddidac Astana.</p> <p>DG commented that Didac India 2018 exhibition was much better than the show in 2017. He also explained that Worlddidac was not actively promoting GESS Mexico and GESS Indonesia. These shows are displayed on the association website due to the agreement with Tarsus.</p> <p>SL confirmed that GESS Turkey, Indonesia and Mexico are local exhibitions. SM commented that it's nothing wrong if Worlddidac is having these shows in its calendar of events for their members to go there if they wish to. It doesn't take any time for Worlddidac to promote them.</p> <p>DG mentioned that Worlddidac Association is welcoming the opportunities to speak at the educational events all over the world. Council Members should send a request to the Worlddidac Secretariat and the team will analyse what is possible.</p> <p>NI said that exhibition would no more be a working mode for the future. People would no more come only for the show.</p> <p>DG announced the Worlddidac Africa project to the Council. He explained that Worlddidac would hire an expert, an event coordinator who would manage all international projects and events. The expert will be hired for 2 years and the association will have a chance to terminate his contract within 2 months.</p> <p>SM commented that Worlddidac needs to review its involvement in the international events for two reasons:</p> <ol style="list-style-type: none"> 1) to analyse the efforts of the association in participating at certain

	<p>shows in terms of financial resources and personnel</p> <p>2) to become aware of the projects that are happening in the world</p>
Budget 2019	<p>DG gave the Council members an overview of the Budget 2019. He explained the change in budget with the higher working quote of KS and AF and new team members Liane Hocking and Edgar Baron.</p> <p>CM's agreed that their compensation for the Council meeting (300.-CHF) would be deducted from their companies' next membership invoice.</p> <p>DG went briefly through the income and expenses of the coming year and mentioned that Worlddidac Association expected an income of half a million in 2019.</p> <p>DG explained that significant investment in the personnel of almost 280k has a main intention of gaining more members. Currently 75% of the association income comes from the events and 25% - from the membership. In the future this proportion needs to be vertically changed. SM added that achievement of the goal of 300 members would rebalance the income towards the membership.</p>
Next Worlddidac Council Meeting	<p>DG presented three options for the next Council Meeting:</p> <p>Madrid (Edibon is opening a new building there), Milano (Filippo suggested in the past to host a meeting in his home country) and Dubai (on the day before GESS Dubai show).</p> <p>CM's agreed to meet for the next meeting of the Council 1-2019 on February 25th in Dubai.</p> <p>JM suggested organising 2 virtual meetings in addition to 2 physical meetings. SM supported the idea having virtual meetings for in-depth discussions about certain topic. NI mentioned that the content of the virtual meetings needs to be planned carefully.</p> <p>FP and MB will make a proposal for the Council Meeting 2-2019 in their country and KS will create a doodle to fix the date between middle of October and the beginning of November.</p>

For the Minutes: Kateryna Schuetz

November 19th, 2018