

Anne-Charlotte Monneret - The rise of EdTech : is it finally here to stay ? How are we learning today with technology ?



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ASSOCIATION
— Where Education Comes Together —

Worlddidac Association Europe Webinar

Future Digital Skills and Requirements from the Market
Necessary contribution of education today to provide qualified workforce in 2030



Keynote Speakers
Anne-Charlotte Monneret

Anne-Charlotte has experienced first-hand how positive the use of new technology in the classroom can be for learning success. In her current managing position at EdTech France, she promotes the use of EdTech solutions in education and professional development throughout France, and beyond.

16 SEPTEMBER 2021
(15:00-16:00 CET)

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Ed-tech seems to have been here for an eternity. What began as a novelty in 2006 has, over the years, evolved into a multi billion dollar industry that touches the lives of millions of users on a daily basis.

Today, ed-tech is an umbrella term that refers to any technological initiative designed to improve learning -be it in the K-12, Higher Ed, upskilling or B2B space. Startups in the space have had a rocky ride over the past half-decade, but Covid 19 has seen all of us flock to edtech tools and online learning. This begs the question : is edtech here to stay once the dust settles ?

Anne-Charlotte Monneret **Director General of EdTech France**

As a former teacher in disadvantaged areas, Anne-Charlotte has experienced first-hand how positive the use of new technology in the classroom can be for learning success.

In her current managing position at [EdTech France](#), she promotes the use of EdTech solutions in education and professional development throughout France, and beyond.

EdTech France now gathers more than 350 EdTech companies across France, both startups and scale-ups, and is part of the [European EdTech Alliance](#).

The rise of EdTech : is it finally here to stay ?

How are we learning today with technology ?

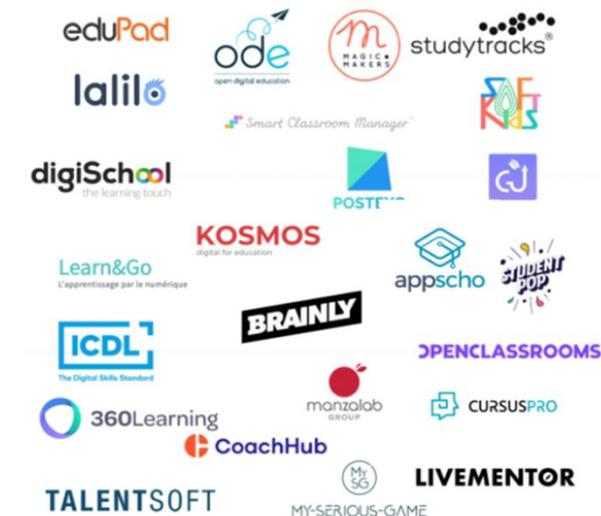
EdTech France : the **French** industry association strengthening the conditions of doing business in learning and **education technology in France**.

We pursue the **interests of our member companies** and promote the development of the **entire industry** in France, and abroad.

Who are we ?



- Funded by 20 experienced entrepreneurs in May 2018,
- All french companies in the field are welcome to join,
- More than 380 members today : startups and scale-ups,
- More than 45 partners : corporate, public institutions, Universities, Business Schools...
- Mature market in France post-covid 19 : international « champions »



Coronavirus has transformed education, with a lasting impact on the Global EdTech market

- Over **190 countries** have faced partial or full **school closures** due to imposed lockdown measures,
- More than **1,5 billion students** globally affected (Unesco),
- **Surge in demand** due to a massive shift to **online learning** (schools, universities and corporate companies)
- **Extremely positive sentiment** on the EdTech market for **investors** all around the world.

BUT it's just the beginning :

The global EdTech market is estimated to reach **500mds \$ in 2025** (*vs 325mds \$ before the Covid 19 crisis*), but this represents **less than 6% of the global Education market !**

A global market still dominated by **China and the GAFAM** : more than 60% of the global investments in EdTech.

France : #1 in Europe in 2021 in terms of VC investments.

EdTech market in France FR

1 billion €
revenues

+ 10 000
jobs

+ 550
edtechs

But is it
a long
lasting
change ?

Yes, for the life-long learning industry :

A massive switch to online training : in France, more than 30% of the traditional « training organizations » have implemented **digital learning** and declare they will only do **online training** in the future.

Huge cultural leap : 60% of them declare that they will use « **blended learning** » !

Change must be chosen and not endured in order to last.

More challenges in the K-12 & Higher-Ed industries :

We need to
train teachers

Schools
equipments

Fiber and
connectivity

And what about the impact of technology on pedagogy ?

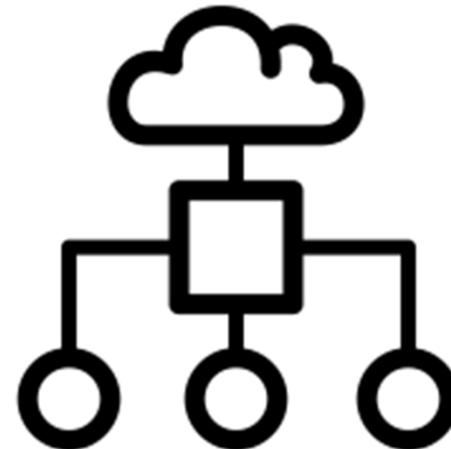


Lessons from Covid 19 :

How to teach with technology in order to truly engage students ?

Online training & online teaching require a dedicated pedagogy, here are some key factors of success :

- *Hybridation : best of both worlds*
- *Learning by doing*
- *Peer-to-peer learning / social learning*
- *Adaptive learning and customization*
- *Clear goal : certification, diploma, grade...*



« The future is now » : the digital industry is booming, and we need to train today the talents of tomorrow

- 85% of tomorrow's jobs have not been created yet.
- Lifelong learning : a reality for all social classes (upskilling, lay-off, ...) : **the end of the diplomas era ?**
- Half of the french working force is thinking about **changing jobs** in the next 12 months, and half of these declare they'll do a **specific training** for that !
- We need to train our youth to « **learn to learn** » : more than 12 jobs in a life time.

« CPF »

Public – private
partnership

Glass-ceiling &
social ladder

The rise and
challenges of AI