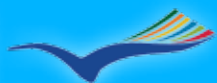




How social
networks and **Web 2.0**
can support
informal learning
in **your company** or
organization?

*Discover it and know
what to do with it*



Education and Culture DG

Lifelong Learning Programme



What is Informal Learning?

Informal learning accounts for over 75% of the learning taking place in companies and organizations today. Most learning does not occur during formal training programs. It happens through processes that are not structured or supported by an employer or a school.

Informal learning is the unofficial, unscheduled, impromptu way people learn to do their jobs and their life.

Informal learning describes a lifelong process whereby individuals acquire attitudes, values, skills and knowledge from daily experience and the educational influences and resources in his or her environment, from family and neighbours, from work and play, from the market place, the library and the mass media.

Why NetKnowing 2.0 Project?

Because improved sustainability of European SMEs and organizations through innovation is impeded by lack of skills.

Because for employees, the preferred method of learning new skills or improving efficiency in day-to-day tasks is through informal means and on-the-job training.

Because thanks to Web 2.0 Technologies and Net Collaborative Practices these unstructured activities can be transformed and enhanced as structured informal learning systems to contribute to the knowledge development of SMEs and organizations.

What are the aims of Netknowing 2.0 Project?

Net Knowing 2.0 project aims to enable entrepreneurs, managers and directive staff of European SMEs:

- To use Web 2.0 technologies, social networks and net collaborative practices to acquire and share informal learning.
- To support them to make sustainable informal learning strategies in companies and organizations based on knowledge sharing supported on Web 2.0 and Net Collaborative Practices.



To whom it may concern NetKnowing 2.0 Project?

The main end users of NetKnowing 2.0 products will be the decision makers in SMEs:

Managers and Entrepreneurs

- Department Heads (sales, production, financials, administrative) and Team Leaders.
- Human Resources and Training Managers.

And it could be useful to:

- Students and trainers of business disciplines, trainees of Managerial.
- Training programmes.
- Human Resources consultants.

NetKnowing 2.0

didactical products and services

NetKnowing 2.0 will develop, test and disseminate a didactical package that will consist of:



- A **Self-learning basic** course focused on how to use Web 2.0, Social Networks and Net Collaborating Practices.
- An **eLearning advanced course** focusing on the implementation of Web 2.0 structured informal learning systems and strategies in SMEs and organizations.
- An **eLearning Suite** including a Training Web 2.0 Toolbox.
- **Modular formative SME workshops** to be held in Spain, Germany, Ireland, Portugal, Czech Republic and Lithuania.
- A **Virtual Community of Practice (CoP)** to support and coach SMEs implementing 2.0 informal learning systems and Lifelong Learning strategies.
- **eNewsletters** related to the project's issues: informal learning, Web 2.0 tools, events...



Join Us in the CoP!

Receive our coach, access useful resources and have interesting exchanges by joining NetKnowing 2.0 CoP. We have developed a Community of Practice (CoP) to support SMEs and organizations to adopt and use Web 2.0, Social Networks and Networking Collaborative Practices to acquire and share informal learning.

It is an instrument to facilitate the exchange of knowledge and experiences between SMEs, practitioners and experts.

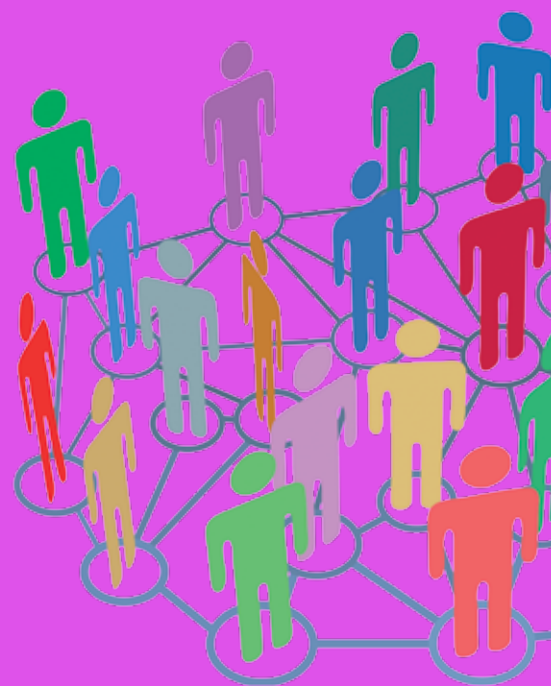
Go to CoP from the home link of www.netknowing.com, register yourself and start to participate.

Post your own experience

Your own experiences are very welcomed in NetKnowing 2.0. Share them with other CoP Members and inspire us to develop the didactical products.

Tell us your own story about how do you acquire informal learning, the use you do of Web 2.0 tools to share knowledge in your company, the benefit you are obtaining by participating in professional social networks, or about your participation in social learning activities... All the cases, solutions and opinions are interesting.

Send you experiences in your own language by using the form you will find in www.netknowing.com or by e-mail to NetKnowing 2.0 national contact.



Subscribe NetKnowing 2.0 eNewsletters

In our Netknowing 2.0 eNewsletters you will find interesting news about Web 2.0, informal learning, resources, publications, events... and much more.

Subscribe at www.netknowing.com and you will receive them in your own e-mail.



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Who are the partners?

NetKnowing 2.0 is being developed by a European consortium composed of six organisation partners.

The promoter, Iturbrok S.L. (Spain), and Tempo Training and Consulting (Czech Republic), are IT experts, experienced in IT and Networking competencies, learning and e-learning activities including the design and development of e-contents, e-platforms and e-tools aimed at vocational training and adult education.

The Educational Media Research Centre, University of Limerick. (EMRC ,Ireland) and Institut Arbeit und Technik (IAT, Germany), are educational research centres of universities with expertise in innovative learning methods using ICT.

The Chamber of Commerce, Industry and Crafts of Siauliai (L) and the Associação Industrial Portuguesa – Câmara de Comércio e Indústria (AIP-CCI) are entrepreneurial associations in partnership with end users and dissemination.

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Innovation projects have always been at the core of the Leonardo da Vinci programme. They aim to improve the quality of training systems through the development and transfer of innovative policies, contents, methods and procedures within vocational education and training.

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