

Appendix F Experts Consulted

Ray Barker, Director, British Educational Suppliers Association, UK

Ray Barker has been involved in various roles bridging the world of education and business: teaching; educational publishing; managing the highly successful Docklands Project for Docklands Development Corporation - the largest ICT and literacy project of its time; directing the National Literacy Association consultancy arm; working with the DfES on the National Literacy Strategy, producing resources for the first stage training and implementation; setting up a UK subsidiary of a large US software house (Advantage Learning Systems Inc); and running one of the first Education Action Zones in England. Ray Barker is now Director of the British Educational Suppliers Association (BESA), the largest trade body for the education industry, with many members at the forefront of ICT developments in schools and colleges

Margaret Bennett, Head of Lifelong Learning and Technologies Division, Department for Education and Skills, UK

Margaret Bennett joined the Department for Education and Skills in July 2001 as Head of Lifelong Learning and Technologies Division. She runs a Division of about 45 staff leading on e learning policy development in the post 16 sector. This includes policy lead for Ufi/learnirect, UK online centres and IT and e learning in FE and wider community and work place learning. She previously worked for five years as Chief Executive of the National Library for the Blind. She started her career training to be a chartered accountant with what is now KPMG. On qualifying she became Finance Officer at North West Arts, the Regional Arts Board later moving on to be the Assistant Director of Resources responsible for Finance, ICT, PR, admin, personnel etc. She then took up post as Central Service Director at Nottingham Community Housing Association having similar responsibilities. Margaret studied PPE at St Anne's College Oxford and lives in Sheffield with her young son and partner.

Barbara van den Bogaard, Interactieve Televisie, Stoneroos, The Netherlands

After Barbara van den Bogaard finished her study Film and Television science in Utrecht in 1998 she started her television career with Dutch Public Broadcaster TROS as a promo-producer. After two years she started working at Mediakabel, the first digital and interactive platform in the Netherlands. There she managed a group of seven creatives developing Interactive and enhanced concepts and applications. Barbara currently is account manager with Stoneroos Interactieve Televisie. She is responsible for marketing and communication, acquisition and concept development.

Prof. Stephen Brown, Professor of Learning Technologies at De Montfort University, UK

Stephen Brown is Professor of Learning Technologies at De Montfort University, UK and a Senior Technology Adviser within the TechLearn Service of the JISC funded Technologies Centre. He is also Vice-Chair of the Association for Learning Technology. His expertise in the application of technologies to learning has been built up during a career spanning industry

and education. This includes ten years of working in distance education for the Open University, six years in BT Training and a further seven years at De Montfort University where he led the development of the Electronic Campus, resulting in the creation of a university-wide Managed Learning Environment.

He has over 40 publications, mainly in the area of learning design and training technologies and delivered presentations to business and academic audiences on contemporary computing issues in education and training and on global issues in higher education in Austria, Australia, Colombia, France, Germany, Hong Kong, Ireland, Malaysia, New Zealand, Portugal, Singapore, the USA and the UK.

Claudio Dondi, Scierter, Italy and Spain

Claudio Dondi, an industrial economist with a university background, is the President of SCIENTER – a non-profit research organisation based in Bologna and active Europe-wide in the field of innovation of education and training systems – since its establishment in 1988. In this position his main activities are the co-ordination of large national and European projects, as well as policy advice and evaluation at regional, national and international level. His other positions include: Professor of Human Resource Development at the College of Europe in Bruges, Member of the Board of the MENON EEIG in Brussels, Member of the Editorial Boards of the British Journal of Educational Technology and of the European Journal of ODL, Vice-President of the European Institute for e-learning, Vice-President of EDEN – European Distance Education Network, and Vice-President of EIFEL-European Institute for elearning.

Martin Freeth Chief Executive, NESTA Futurelab ,UK

Martin made numerous science shows for the BBC including award-winning *Horizon* films, *Tomorrow's World* specials and major series such as *The Mind Machine* for BBC2. He founded the BBC Multimedia Centre, which developed interactive TV, CD-Roms, new media training and BBC Online and at that time Martin acquired an international reputation as a multimedia evangelist. He worked with David Puttnam to help establish BAFTA's Interactive Entertainment Awards. After leaving the BBC, Martin developed and directed *Explore at-Bristol* and made programmes for Sky and The Discovery Channel. Three years ago he joined NESTA as Deputy Chief Executive, taking responsibility for the Education programme, IT and NESTA's website. He has been developing and overseeing NESTA Futurelab for NESTA Enterprises over the last three years.

Greg Childs, Head of Future TV, CBBC

Greg has worked in children's media for over 20 years. He directed and produced many BBC Children's programmes including *Play School*, *Jackanory*, and the long-running series *Record Breakers*.

In 1998 Greg set up the New Media Unit within BBC Children's Production, to develop a series of Websites for key CBBC brands such as *Blue Peter* and *Live & Kicking*, and a range of innovative cross-media programmes on BBC Choice and BBC Knowledge.

In 1999 Greg launched the successful children's daytime pre-school service on BBC Choice, and went on to develop the strategy for the two new BBC free-to-air children's channels, CBeebies and CBBC. Since their launch last year, Greg has been building the CBBC interactive television proposition while also running a unit dedicated to researching the future of kids media use in the UK, and the implications of technical innovation and emerging platforms for CBBC and its programme brands.

Dr Will Dobbie, Dobbie Multimedia Ltd, UK

Dr Will Dobbie worked at BT Laboratories for 18 years. He initially ran the satellite group and was involved with a number of major initiatives, particularly related to the development of satellite TV. Later, as a Technical Advisor he investigated the technical and commercial opportunities offered by a wide range of wired and wireless access and home network technologies and assisted with business cases. He identified Mesh Radio as a major breakthrough and convinced BT to investigate it seriously. This led to a trial in Wales that is ongoing. Will left BT in Sept 2000 to work as a consultant. He currently chairs a wireless home networks group and is helping to define standards for authoring of IP services to TV's on behalf of the UK Digital TV Group. He is heavily involved with a commercial initiative aimed at delivering IP services to the TV. He has also investigated a number of ways to provide broadband services in rural areas, authored a major report on Mesh Radio, investigated business cases for roll-out and actively lobbied UK regulators for appropriate spectrum/regulations.

Prof. Maria Amata Garito, Director of NETTUNO – Network per l'Università Ovunque, the Italian Distance University, Italy

Maria Amata Garito, Director of NETTUNO – Network per l'Università Ovunque, the Italian Distance University, has been full professor of "Teaching and Learning Technologies" at the Faculty of Psychology at the University of Rome "La Sapienza" since 1994. Having got a Degree in Pedagogy and a master degree in Historical-Economic-Social Sciences, she obtained a scholarship from the American Department of State, where she carried out research studies on the most important educational technologies centres in the USA and gave lectures in several Italian universities and at the Université Pantheon-Assas Paris II in Paris (France).

She received many international prizes and awards; among them, in 1998 the HOT BIRD AWARD awarded by EUTELSAT for the supervising the best satellite television thematic channel in the cultural sector. From the 2nd December 1987 to July 1992 she was appointed Scientific Councillor of the Minister of the University and Scientific and Technological Research in the field of teaching and learning technologies and distance teaching.

As member of the following national and international committees for scientific and technological research she took part in the development of many research and educational programmes funded by the European Union (DELTA, COMMETT, ODL, TELEMATICS FOR KNOWLEDGE, TSER, PROMETEUS, ARAB OPEN UNIVERSITY – AOU, HERMES-GIOTTO PLATFORM).

She published several books and essays on Italian and foreign scientific reviews.

Steve Garvey, Director of Communications, Yes Television, UK

Steve Garvey is Director of Communications at Yes Television. He began his career working as a film editor on feature films, documentaries and music videos before becoming an independent programme producer for the BBC and Channel 4. He joined Visnews as a business manager to create the Corporate Television department in 1990. Visnews was acquired by Reuters in 1993 and Steve stayed with the company to become New Business Manager for Television, a role which involved managing Reuters' entry into the emerging digital television market. He left Reuters to join Yes Television in September 1998.

Peter Haggart, Vice President, Programming and Marketing, arrivo on demand, UPC Media

Peter Haggart is an experienced consumer marketing and sales specialist, holding positions across diverse industry sectors at a number of market-leading, brand name companies, such as HJ Heinz, Pepsico, Warner Home Video and the Walt Disney Company.

After eight years with Pepsico's Smiths Crisps, he was appointed Worldwide Marketing Director for the Corgi division of Mattel, where he identified new product lines worth \$25 million and doubled European toy sales. He was then head-hunted by Hasbro, at that time the world's leading toy and games company, as European Divisional Head for Playskool, where he led product development, marketing and creative teams, formulating brand strategy, range planning and pan-European advertising initiatives.

In 1994, Peter joined Warner Home Video (UK) Ltd as General Manager, Retail, directing commercial operations for the sell-through business. Restructuring the organisation and a number of marketing and sales initiatives built retail sector turnover from £29 million to £44 million.

From 1997, Peter worked for the Walt Disney Company, first as Marketing Director for the International TV division and later as Vice President Marketing, Consumer Products Europe. In the latter post, he was responsible for leading marketing, promotional and creative strategy and for portfolio management of Disney's film, TV and classic character branded properties.

He joined UPC in September 2000, having been recruited to help set up their Media division's new business unit charged with developing pay-per-view and video-on-demand TV services. His initial assignment was to lead all Marketing, inclusive of branding, product development, On Air and Affiliate support activity, but he has since gained responsibility for Programming and Acquisitions.

Candace Johnson, Europe Online, Luxembourg

Candace Johnson is an American-born international telecommunications expert. Ms Johnson was co-initiator of the ASTRA satellite system and SES Global, the largest satellite system in the world. She is founding president of Europe Online, the world's first and largest broadband Internet via satellite network, and founder of Loral-Cyberstar-Teleport Europe, Europe's first independent private trans-border satellite communications network. She is also founding president of VATM, the Association of Private Telecoms Operators in Germany, and founding President of the Global Telecom Women's Network.

Ms Johnson is also president of Johnson Paradigm Ventures (JPV), a principal founding shareholder in Sophia Euro Lab - Europe's first trans-border early-stage investment company based in Sophia Antipolis. JPV is also a principal founding shareholder in Ariadne Capital, a high-tech venture capital group based in London. As well as being a minority owner and member of the board of various technology companies, Ms Johnson was also Vice President Worldwide of Iridium, and brought the company into the GSM MoU, the ITU and ETSI.

Recently, Ms. Johnson received the top "Lifetime Achievement Award" from her peers at the World Communications Awards 2002. Other recipients have included Vinton Cerf and Tim Berners Lee. In addition, Ms. Johnson has been recognised by the German and Luxembourg governments for her work in deregulating and privatising telecommunications and media across Europe. She is also only the second recipient ever of the United Nations-sponsored World Teleport Association's "Founders Award", and has been named in Time and Fortune Magazine as one of the 50 most powerful women in Europe.

Dr Mark Jones, Digital Learning Co-ordinator, Hull Citylearning, Hull, UK

Dr Mark Jones (BA, DPhil) is the Digital Learning Co-ordinator for Citylearning, the Hull Lifelong Learning Partnership. Mark worked in academic research, corporate communications, video production and broadcast television before joining Citylearning in 2002. His remit is to promote collaboration between learning partners in the field of digital learning and media and to link this work to regeneration. He is part funded by the BBC to co-ordinate the impact evaluation of BBC learning projects across the Humber sub-region.

Dr John Mac Mahon, Head of Educational Television, RTE, Ireland

Dr. John Mac Mahon is Head of Educational Television at RTE, Ireland's national public service broadcaster. He has been responsible for the development of a wide range of educational programmes, particularly in the area of lifelong learning. Over the past two years he has been involved in assessing the opportunities for the development of educational television in a digital environment in the context of RTE's strategic planning. He is currently working on the production of interactive digital learning resources for the school curriculum, in association with the National Centre for Technology in Education and the Department of Education and Science. John was awarded a Ph.D. by the University of Dublin (1989) for his research on how adult

learners use broadcasting to support independent learning. He initially qualified as a teacher and specialised in curriculum development during his M.Ed. studies (University of Dublin, 1975)

Ian Hirst, Telewest Broadband, UK

Ian has over 20 years experience in the IT industry, specialising in the use of systems to deliver business benefit and interact with customers. For the past four years he has focussed on the use of Digital TV as a mechanism to engage the citizen, particularly the socially excluded. This has included development of the “connected communities” concept and Living Health; which has demonstrated how DTV can be used to deliver services much more effectively than the Internet.

Ulla Martikainen-Florath, Head of programming, commissioning editor (science, education, added value services), YLE Teema, digital channel for culture, science and education Finnish Broadcasting Company YLE and President of the EBU Education group

Ulla Martikainen-Florath, M.A. is Head of programming, commissioning editor (science, education, added value services), YLE Teema, digital channel for culture, science and education Finnish Broadcasting Company YLE. Since 1999 she is also the President of the EBU Education group.

She was Head of educational programmes TV 1 1994-2002, Head of the educational publishing of YLE 1991-1994, Managing editor of OTAVA publishing company 1981-1994 Educational publishing - before that teaching occupations. Publications: include textbooks for German, articles on educational television and learning.

John Mills, Video Networks Ltd. Business Development Manager, UK
CV not available

Felix van Rijn, Amsterdam Faculty of Education (EFA), The Netherlands
Felix van Rijn is Senior Consultant on Education and ICT at the Amsterdam Faculty of Education (EFA). He is advisor on the Faculty's policy and strategy for implementing technology supported learning environments, with special attention for digital video as a pedagogic and didactic tool in the learning process. For over 20 years he has been dealing with social aspects of computers, in particular related to the home environment and to education, and he co-ordinated two European projects on domestic learning by interactive cable television – the Domitel Project (Domestic Interactive Telematic Education & Learning) under the EU Telematics Application Programme for Education & Training and the “Potential of Cable Television for Education” an EU DELTA Concerted Action plus the “Continuing Training for SME’s via the Cable TV Network” Project under the EU FORCE Programme.

Francesca Mari & Danilo Vivarelli e.BisMedia, Milano, Italy
CVs not available

Celia Quico, TV Cabo, Portugal

Célia Quico works since October 2000 as project manager for TV Cabo's Interactive Television unit. During 2002, she taught on Universidade Lusofona's "Interactive Television Authoring and Production" course. In December 2000, Celia concluded the European Master of Multimedia and Audiovisual Business Administration, organized by Haute Ecole "Group ICHEC – IST Saint Louis – ISFSC" Brussels / Belgium. She worked as a journalist for Portuguese and Canadian Press, Radio and Television companies. Also, she was involved in several multimedia projects for Universidade Nova de Lisboa's Centro de Investigação de Tecnologias Interactivas and KPMG Canada (Connected Intelligence Training Development project in Madeira).

Prof. Mike Sharples, Kodak/Royal Academy of Engineering Chair in Educational Technology at the University of Birmingham, UK

Mike Sharples holds the Kodak/Royal Academy of Engineering Chair in Educational Technology at the University of Birmingham and leads a research group of 30 people in the area of human-centred technology. His research projects include the design of mobile and wearable technologies for learning, methods of socio-cognitive engineering, a study of children as digital photographers, and the design of a knowledge-based training system for neuroradiology.

Peter Stibbons, Poppyland Publishing formerly Managing Director of Anglia Multimedia, UK

Teacher, Head of Department and Senior Co-ordinator from 1969-1982 (Bath, London and Lowestoft). Education Officer, Anglia Television (ITV Schools) 1982-1990. Multimedia Executive, Anglia Television 1990-1994. Director of Development, Anglia Multimedia 1994-1998. Managing Director, Anglia Multimedia, 1998-2001 who were involved in a Digital TV trial with funding from the Department for Education and Skills. Currently Educational Consultant, Digital Media and Publisher. Past member, Foresight, DTI Schools 2020 panel. Various European projects. Millennium Library for Schools project for DCMS. Current member BECTA advisory panel for digital video in schools. Current directorships Eastern Angles Theatre Company, Norfolk Nelson Museum, SYSCO Ltd (University of East Anglia).

Jaume Salvat, AGGAROS, Spain formerly with Cable i Televisió de Catalunya

Jaume Salvat has 25 years of experience in the telecommunications industry, mostly with Telecom operators, working on network technologies, network planning, engineering, construction and operation and Services creation" From 1981 to 1998: he was with Server de Telecomunicacions d'Andorra and from 1998 to 2002: with Cable i Televisió de Catalunya. He has now formed his own company – AGGAROS – which is focused in Telecom, Their activities include : General Consulting, design and project management. They also plan to start working on designing and managing broadband telecom services for business parks and Centers, and communities.

John Trevitt, Immage Studios Limited/Channel 7 Television, Immingham, UK

In 1970 John Trevitt graduated with a degree in Business Management and Marketing and worked as a Market and Economic Analyst for Parker Knoll and the Harrison group of companies before becoming an FE lecturer in Economics and Social Studies. During this period was involved with the Open University in course development and the first OU broadcast from Alexandra Palace. Gained a degree in Education from the Open University and a PGCE from Leeds University. In 1976 he graduated from Lancaster University with a degree in Sociology and Education Research. Went to the Open University at Milton Keynes as a Course Consultant and to undertake research on the relationship between education and the economy.

In 1978 he became Senior Lecturer in Education at Liverpool Polytechnic (John Moores' University) and in 1980 was appointed Head of Sociology of Education and Curriculum Development. He was made an Honorary Fellow of Hull University 1984 lecturing mainly on postgraduate Adult and Continuing Education teacher education courses and was appointed independent evaluator for Humberside and Lincolnshire's TVEI schemes

In 1990, he established a small independent media company producing curriculum resource materials, videos and CDs for schools and colleges in the region. In 1996 his company, in partnership with North East Lincolnshire Council, opened Immage Studios at Immingham. This multimedia community production and training facility cost £2.25 million and was funded by ERDF, SRB, Local Authority and private capital. The centre is also the home of Channel 7, broadcasting 24 hours a day via NTL's cable system to 70,000 regular viewers in the South Humber region. He also founded and is actively involved in Open Schools Network, a charitable status partnership between Immage and North East Lincolnshire Council. The aim of OSN is to raise educational standards in the area by producing education programmes and materials for local interactive broadcasting. In 2002 Immage studios joined forces with Grimsby College and East Coast Media who have achieved Beacon Status and become a Centre of Vocational Excellence for Media Training.

The main area of work he is currently involved in is the research and development of Local Television and the creation of the National Centre for Local Interactive Communications. He has also provided consultancy to several local authorities and universities including Merseyside Development Corporation, Lancaster & Hull Universities, Yorkshire Forward and North East Lincolnshire Council.

Pieter de Vries, CINOP, The Netherlands, Senior Consultant, Centre for the Innovation of Education and Training (CINOP), The Netherlands

Pieter de Vries is researcher at the Faculty of Technology, Policy and Management at the Delft University of Technology and senior consultant at the Centre for the Innovation of Education and Training (CINOP) in the Netherlands.

Pieter has been working in the field of ICT in education and training since 1990 with the focus on communication technology. He has been involved in national and international research and development activities, including several projects for the Dutch Ministry of Education, the European Commission and the European Parliament.

Currently his main field of work is on: corporate e-learning, e-learning strategy, ROI, business models, e-learning technology, the integration of e-learning with other business processes like knowledge management. He regularly publishes on these topics and has been a columnist in this field for KPN Telecom. Recently he was involved in e-learning projects and activities for KPN Telecom, Sara Lee/DE, KLM, Wolters Kluwer and ABN AMRO. At present he is working on several e-learning projects including the implementation of e-learning at Corus (British-Dutch Steel Industry) and research projects on e-learning strategy and return on investment.