



Universität Hamburg

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Arbeitsstelle für
wissenschaftliche
Weiterbildung



Lessons learned from co-operation

The project 'Virtual interaction with Web 2.0 in companies'

43rd EUCEN Conference

Lena Oswald

**Center of Continuing University Education
Hamburg University**



Agenda

- **The project VIN**
 - **design**
 - **partners**
 - **targets**

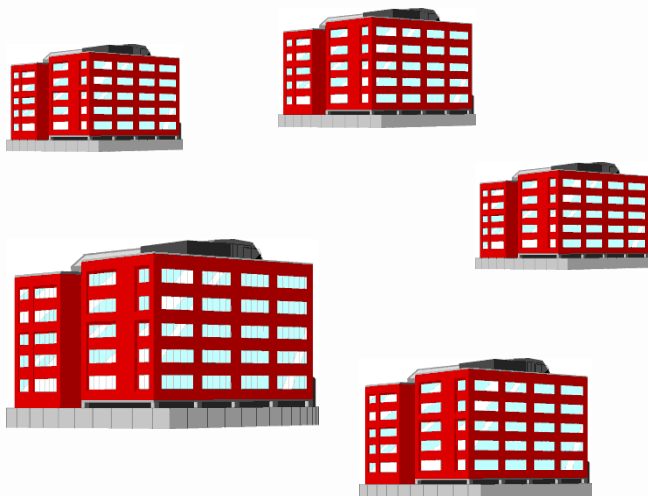
- **benefits of co-operation**

- **challenges of co-operation**

- **lessons learned**



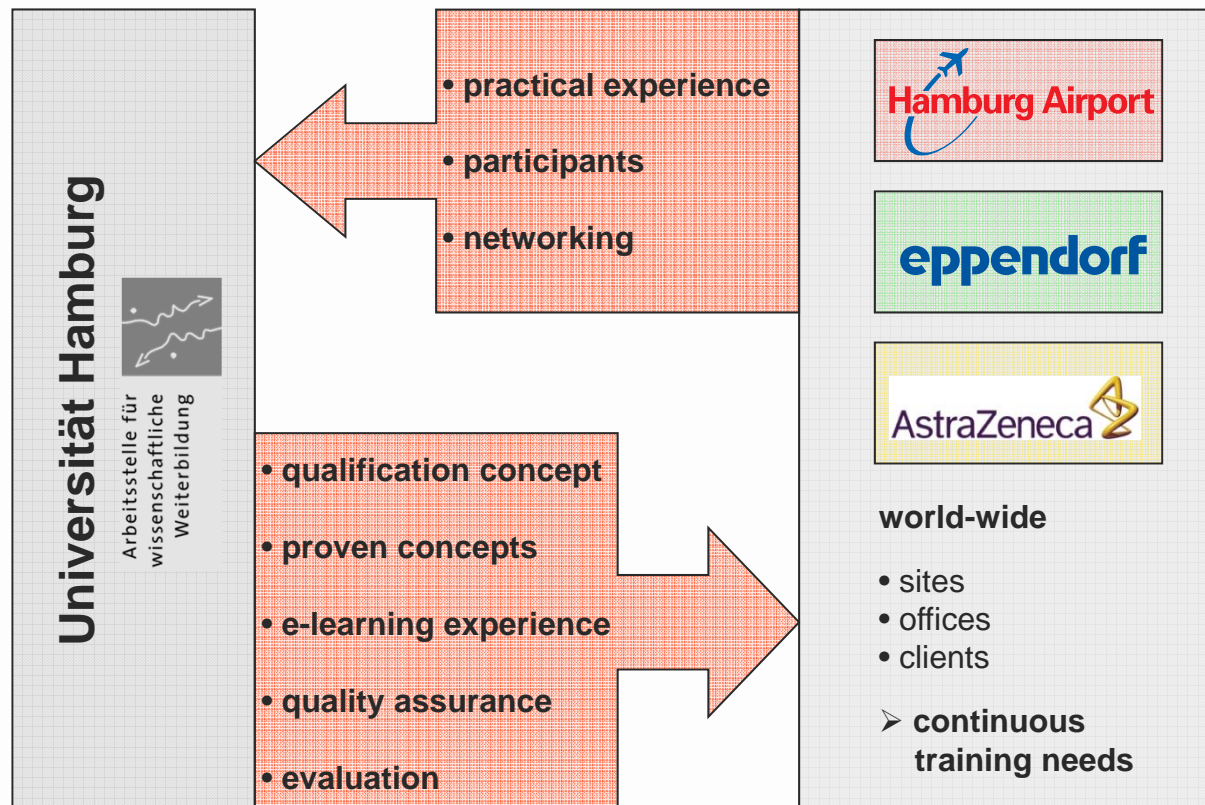
Typical situation in worldwide operating companies



- teams consisting of members worldwide
- efficient time management, reduction of costs for travelling and meetings
- consistent standard of training
- transparent quality management
- fast information exchange and synchronous level of information
- develop the potential of knowledge management
- establish efficient communication structures and cultures



Project partners



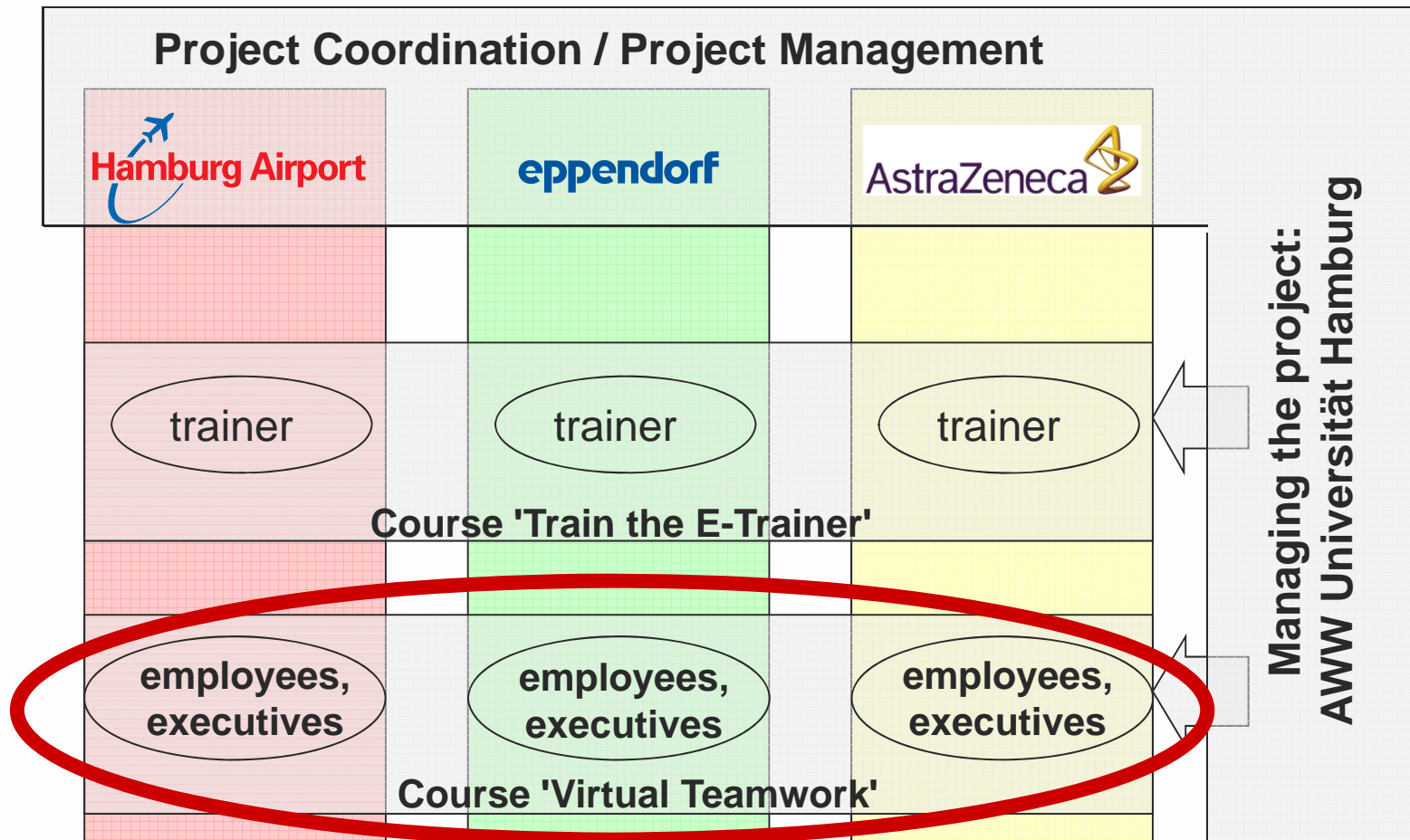


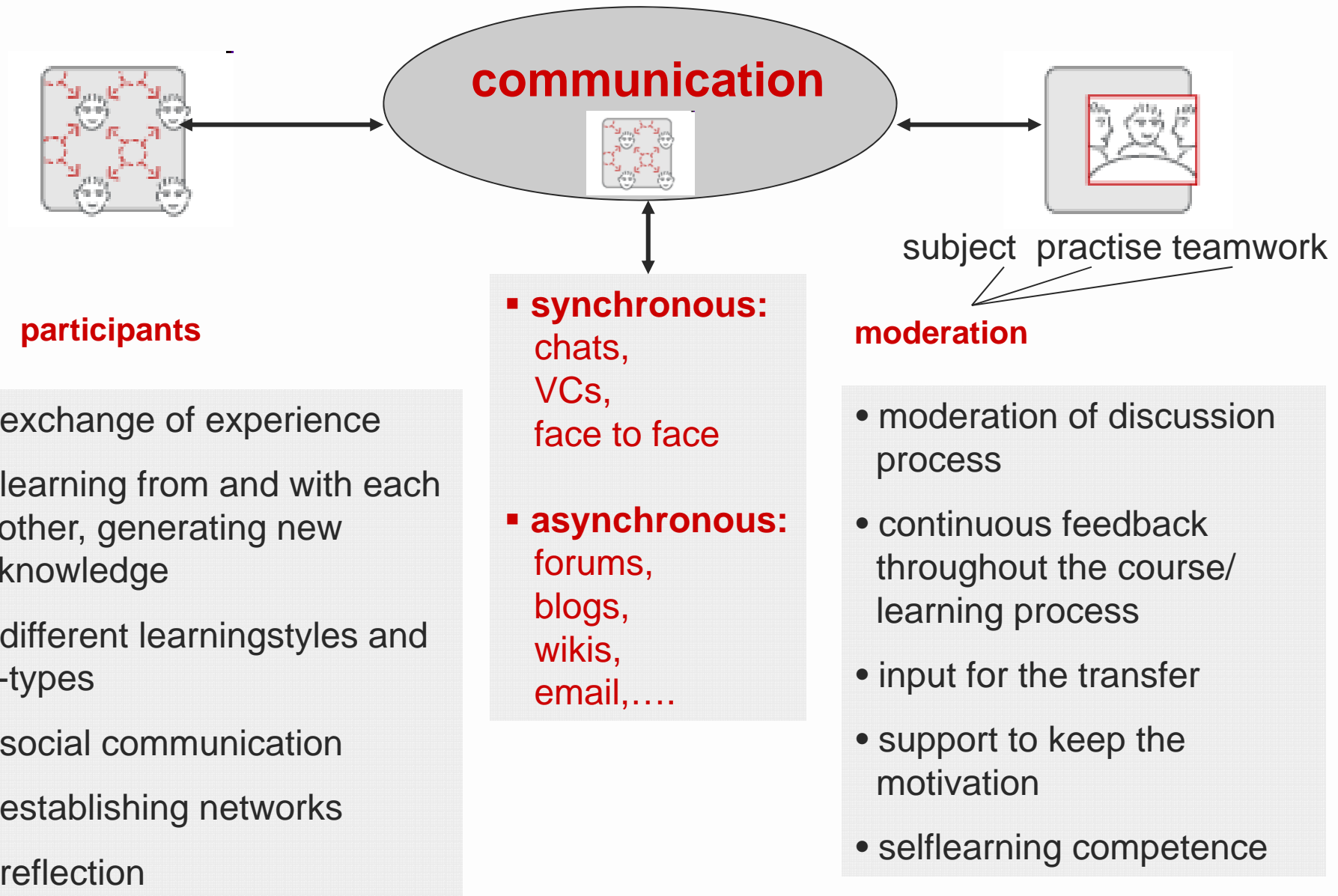
Project targets

- **introduction of e-learning and Web 2.0 technologies in companies**
- **sustainable implementation through inclusion of different target groups**
- **developing the different stakeholder's acceptance**
- **develop the potential of knowledge management**
- **increased learning effects through interchange of successful practices and counselling of the partners**
- **establish a network among cooperating partners**



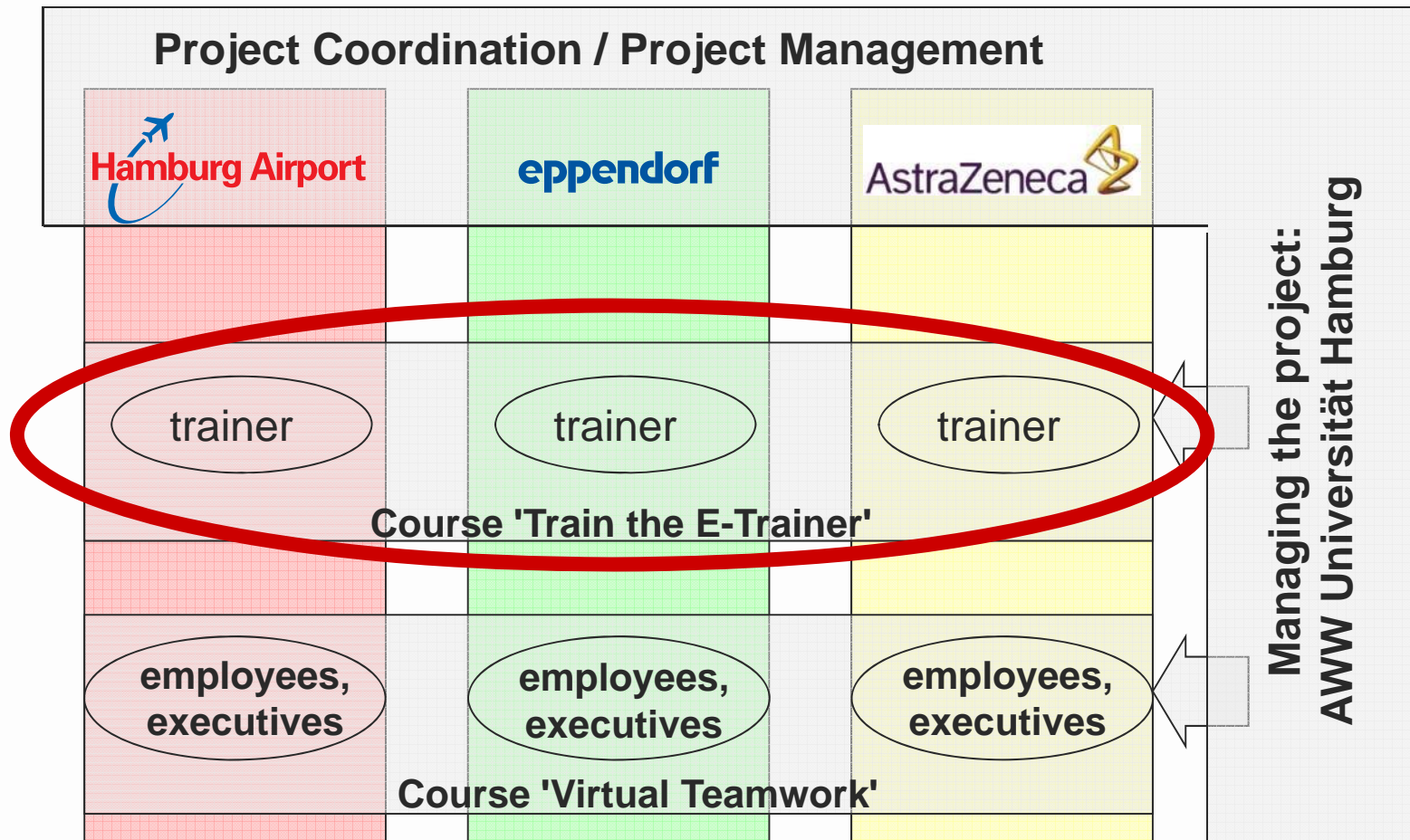
Project design

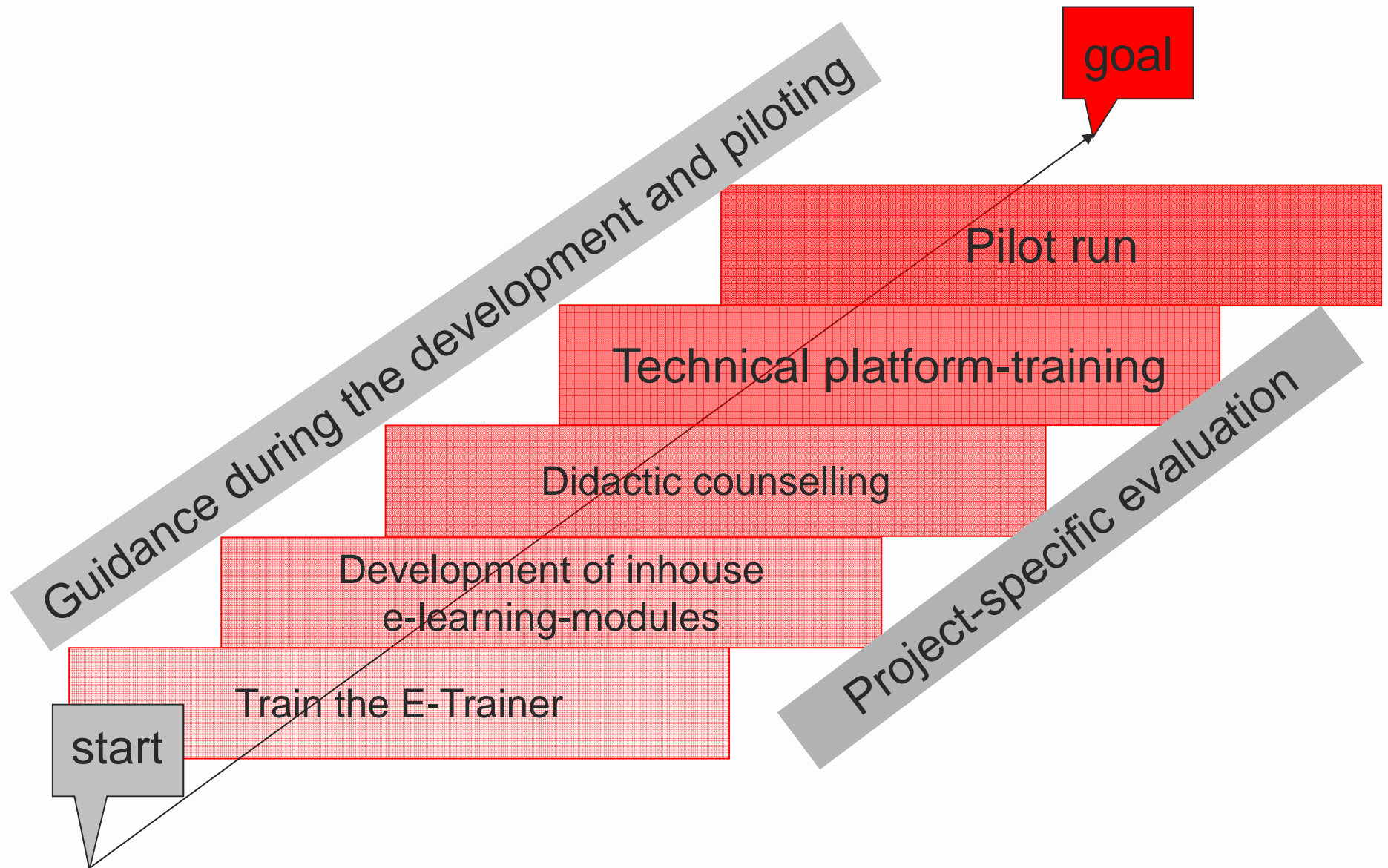






Project design







Benefits of co-operation for the companies

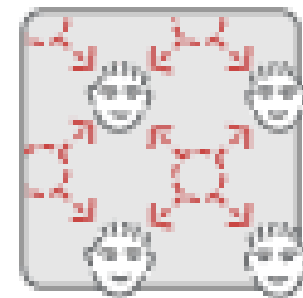
- **creating a projectmanagement team outside of the company**
- **interchange of successful practices and counselling of the partners**
- **sustainable ways of continuing qualification of employees**
- **generating concepts on how to combine working and learning**
- **support by university expertise**





Benefits of co-operation for the university

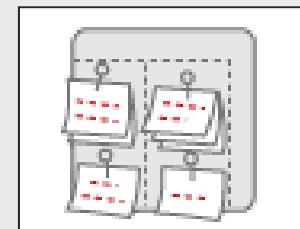
- gain experiences in the implementation of e-learning-concepts into companies
- promote learning as empowerment of the employee
- knowledge transfer between university and business and vice versa
- establishing a network among companies and university
- sharing costs of the development of qualification concepts





Challenges for the companies

- win stakeholders as multipliers for e-learning
- establishing agreed culture using Web 2.0 technologies
- setting up data protection regulations
- providing time and space for learning
- integrating e-learning into everyday work





Challenges for the university

- **adapting existing courses and concepts without overall lowering the standard of education**
- **developing courses for workers with different levels of education**
- **taking interfering interests into account (sharing knowledge vs. bonusschemas)**

AstraZeneca 

eppendorf



Lessons learned from co-operation

- For the success of a sustainable implementation the different stakeholders must be included.
- Company agreements concerning dataprotection and working time regulation need to be made.
- Employees, trainers and executives need time to create adapted strategies for e-learning and knowledge management.
- A design of a project based on co-operation supported by Web 2.0 technologies supports the change process.
- A co-operation between university and company benefits both partners (theory/practice, guaranteed quality, flexibility,...)



Thank you for your attention!

l.oswald@aww.uni-hamburg.de

Questions?

Comments!

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