



EU-Asia Link Programme: Kick off Meeting February 2004 Summary

From the 9th -10th February 2004, the EU-Asia Link Project Management Team here in Hamburg at the Helmut-Schmidt-University, HSU Hamburg held the Kick off Meeting for European and international associated Partners and Promoters under the EU-Asia Link Project. The EU-Asia Link Project here at the Department of Standardization and Technical Drawing is a curriculum development initiative from Wilfried Hesser in the field of European Standardisation conducted as e-learning in cooperation with the Asian and South-East Asian universities.

The first EU-Asia Link call for proposals took place in 2002/2003 and incorporated about 240 proposals sent to the EU-EuropeAid Co-Operation office in Brussels. About 154 (64%) proposals were considered eligible and only 42 proposals (17,5%) were selected and Wilfried Hesser with his team being one of the successful ones. The EU-Asia link project will encompass in the upcoming 33 months regional and multilateral networking and a curriculum development initiative between Helmut-Schmidt-Universität, the Erasmus University in Rotterdam and the higher education institutions, such as the China Institute of Metrology in Hangzhou, the National Economics University in Hanoi, the University of Moratuwa in Sri Lanka and the Institute of Technology in Bandung, Indonesia.

The EU-Asia Link curriculum will comprise the qualification of the Asian academics and students in the field of European Standardisation via comprehensive, coherent, modular-structured academic teaching units. Further, with regard to specific Asian regional needs and interests, the curriculum will contain case studies and teaching modules in an academic sense using the e-learning platform "ILIAS Open Source", which has already been implemented successfully at the Helmut-Schmidt-Universität.

Now, the Project Management team, Mr. Wilfried Hesser and Ms. Wenke Siedersleben, welcomed this February 2004 here in Hamburg the standardisation experts from industry such as the representatives from DaimlerChrysler AG and from Danfoss AG, the international, European and national standardisation bodies such as the international network of national standards institutes ISO, the European Standardisation institutes CEN, CENELEC and the national institutes such as the French AFNOR and the German DIN. The project Management team launched the EU-Asia Link project in order to discuss the upcoming events within this e-learning project, chances for cooperation and future contributions from the invited participants for the e-learning curriculum "Standardisation in companies and markets"

For that reason participants spent the first meeting day for an introduction to the general themes and aspects of e-learning based on case studies, such as the ILIAS-platform at Helmut-Schmidt-University Hamburg presented by the coordinator Ms. Hartung. She concentrated her presentation on implementation aspects of blended learning and the evaluation results concerning use of single e-learning sequences such as virtual groups and classes, video conferencing vs. multiple choice tests and script downloads. A comparison between HSU Hamburg with RWTH Aachen showed that the bigger and the less campus-like higher education institutions are the more e-learning facilities are used. Beyond that Ms. Hartung pointed the assumption out, that the more top-down Academics

and Professors make use of new media and information technology the more students use e-learning formats.

Further, the project management was glad to welcome Ms. Dr. Bruhn-Suhr, the e-learning OLIM-platform coordinator at Hamburg Universität. Ms. Bruhn-Suhr introduced the OLIM model of e-author, e-moderator supported in teams and the "training the e-trainer programmes". Via the so called "e-learning Pilots" interaction and communication is conducted at two levels of e-author/e-moderator together with the e-student.

Mr. Gerundino from ISO in Geneva introduced all participants to the ISO e-learning strategy using the ILIAS platform and a teaching concept based on simulation and case studies adopting the learning by doing approach. The educational concept includes a collection of specific materials including "real life experience" contributing with ISO's strategy to a "community of minds" in the field of standardisation. The prototype will be introduced to the public this year. Mr. Gerundino's presentation delivered a "best practise" example coming from a non-academic world and was conceived as highly valuable for further discussions.

At the end of the day Mr. Hesser presented the EU-Asia Link project and introduced the next steps for the upcoming 33 months. Introduced in his presentation were project partners, the upcoming activities such as the Workshop in Hanoi and the Workshop in September in Hamburg. Further, he introduced the idea of conducting an Editorial Board for the evaluation of the teaching units as well as the formats in which the ILIAS e-learning platform will be incorporated. Beyond that Mr. Hesser introduced his idea of the mentoring concept for the qualification of the Asian partners, which will be implemented together with European standardisation experts.

The second day was dedicated to the "working part" moderated by Mr. Inklaar an experienced consultant in the field of standardisation and e-learning. During that session Mr. de Vries from Erasmus University Rotterdam and Mr. Hesser from HSU Hamburg shortly presented their standardisation curriculum. Three pin boards were collectively developed under headings EU-Asia Link project: "Success", "Contributions" and "Obstacles" in the upcoming 33 months using the "Metaplantchnik".

Overall, the two days were embedded in lively discussions about possibilities and restrictions for cooperation within EU-Asia Link. Prospects of e-learning overall and specifically were discussed and analysed. All participants discussed further and needed steps concerning forms of cooperation between the European teams, the Asian teams and the associated partners and promoters in Europe and Asia. Beyond that the project management team was happy to announce the launching of the Website [www.asia-link-standardiz\(s\)ation.de](http://www.asia-link-standardiz(s)ation.de) in the upcoming weeks. Contributions made by partners and participants will have a major impact on implementation of EU-Asia Link. Results of the Hanoi Workshop in April 2004 will be published soon after the meeting and all participants are more than welcome to join EU-Asia Link in September in Hamburg again, when there will be Asians and Europeans together developing next steps within the e-learning EU-Asia Link curriculum in the field of European standardisation.

Wenke Siedersleben, 25th of February 2004 Hamburg