



mEducation

Do you have an innovative
mEducation idea?

We want to talk to you!

The GSMA mEducation programme is seeking mobile and education sector organisations who have creative ideas

We can help you to:

- Explore how mobile technologies (such as smartphones, 3G tablets, e-book readers and netbooks) can be used in education and training
- Pursue a pilot or commercial launch with the aim of developing an mEducation product, service or initiative
- Investigate what services mobile operators can bring to mEducation beyond network connectivity

A group of four students are sitting on a grassy lawn outdoors, surrounded by trees. They are all focused on their laptops. One student in the foreground is wearing a blue shirt and jeans, with brown shoes. Another student in the background is wearing a light blue headband. The scene is bright and sunny, suggesting a pleasant day for study.

Why involve the GSMA in your initiative?

The GSMA can:

- Facilitate introductions and relationship building between mobile and education sector organisations
- Provide access to mEducation experts and networks and a forum to share ideas, findings and best practice
- Provide help, advice and assistance with mEducation initiative planning and evaluation activities
- Develop case studies and promote innovative mEducation initiatives at significant mEducation, education and industry forums around the world



What is mEducation?

We define mLearning as technology-enabled learning which is available to learners anytime, anywhere. Any portable device, such as a tablet, laptop or mobile phone that provides access to educational content and services through mobile connectivity can be a tool for mLearning.

mEducation is an extension of mLearning

- including the full range of opportunities that mobile technologies and systems offer for improving educational administration and management as well as formal learning, teaching and assessment. mEducation incorporates access to e-books and online learning materials and systems, learner collaboration, tutor communication, evidence collection, e-portfolios, e-assessment, attendance monitoring, task planning, curriculum and device management.

Accelerating education worldwide

With growing availability and demand, mEducation is poised to become a USD\$70 billion market by 2020.

Of this opportunity, \$38 billion will be in mEducation products and services while the remaining \$32 billion will be in mEducation devices.



Source: GSMA and McKinsey & Co:
Transforming learning through mEducation 2012



How can you get involved?

Mobile operators

- Meet potential education sector partners
- Develop partnerships and contribute to the design and the delivery of mEducation initiatives, including exploring operator roles beyond connectivity
- Provide reports and evaluation findings to GSMA and contribute to the development of case studies
- Take part in dissemination and promotion activities at key mEducation events

Educational/training institutions

- Meet potential mobile industry partners
- Develop partnerships and contribute to the design and the delivery of the mEducation initiative
- Provide reports and evaluation findings to GSMA and contribute to the development of case studies
- Take part in dissemination and promotion activities at key mEducation events

Government departments and local authorities

- Develop strategic objectives for mEducation initiatives
- Develop frameworks for piloting or implementing mEducation initiatives
- Meet potential mobile and publisher partners
- Enable mEducation initiatives and evaluation



Building partnerships for mEducation



Publishers

- Meet potential education and mobile partners
- Develop partnerships and contribute to the design, content and delivery of mEducation initiatives
- Provide reports and evaluation findings to GSMA and contribute to the development of case studies
- Take part in dissemination and promotion activities at key mEducation events

GSMA's mEducation Evaluation Framework

The GSMA has developed an mEducation Evaluation Framework to help mobile operators and their education partners evaluate mEducation products and services. This framework contains a toolkit providing advice and guidance to evaluators accompanied by checklists and forms which can be tailored to meet specific project needs. At its heart is the evaluation plan which helps projects to think strategically and in detail about their evaluation activities.

The GSMA can provide advice and assistance with evaluation, including:

- Evaluation planning
- Monitoring and problem solving
- Data analysis
- Interpreting and presenting findings
- Disseminating findings





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About the GSMA and the mEducation programme

The GSMA represents the interests of mobile operators worldwide. Spanning more than 220 countries, we unite nearly 800 of the world's mobile operators, as well as more than 200 companies in the broader mobile ecosystem. The mEducation programme seeks to address market barriers and accelerate the adoption of mEducation solutions around the world.

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