
JORDAN EDUCATION INITIATIVE, MAY 2004

CONTRIBUTING ORGANIZATIONS

The World Economic Forum is pleased to recognize the following organizations that are actively contributing to the efforts of the Jordan Education Initiative (JEI).

Company/Organization Contribution and Rationale “in their own words”

Aramex

Our modest contribution to this ambitious initiative of the World Economic Forum in Jordan is in the spirit of the corporate culture of Aramex. We believe that the Jordan Education Initiative is a valuable catalyst for building a better future for the children of Jordan, and a great example of a successful collaboration and partnership between public and private organizations sharing the vision of the World Economic Forum. We at Aramex believe that the success of any corporation is not about financial profitability alone, but also about commitment to life, people and society. Aramex has thus far contributed logistics support for the iPaQ project.

British Council

The British Council is currently funding a scoping visit (£5,000 fees and travel) by a senior UK consultant to look at assessment and evaluation of the JEI as a whole. The British Council also plans to make contributions in the fields of ESL (English as Second Language) curriculum design, give support to teacher and practitioner professional development with particular reference to facilitating new ways of learning and teaching, and facilitate access to UK resources in general.

The British Council will also work with UK publishers and educational providers to explore long-term relationships. We support the JEI as we believe it will greatly enhance Jordan's ability to offer a first class education and ultimately its competitiveness in the region and the world. Our aim is to make contributions from the UK experience that help move the project forward smoothly.

Cisco Learning Institute

With the assistance of a substantial investment by Cisco Systems Inc., the Cisco Learning Institute (CLI) is contributing in a variety of ways to the Jordan Education Initiative (JEI) to improve mathematics education in Jordan while establishing a successful model for education reform in other disciplines and in other developing countries. Among other services, CLI is providing project management, content development, education consulting, professional development training, documentation and assessment strategy consulting. For CLI, this represents a unique opportunity to improve the lives of Jordanian citizens, assist in capacity building for a knowledge economy, build a model for education reform around the world, as well as contribute to economic development and growth in the Middle East.

Cisco Systems

Cisco is providing over US\$3 million of funding, technology and resources, as well as promoting collaboration among initiative participants to help ensure a coordinated effort. By wielding technology and the Internet to bring quality education to a broader audience, Cisco and other participants seek to bridge the education gap between industrialized and developing countries. For Cisco, the Jordan Education Initiative represents a unique opportunity, not only to improve the lives of Jordanian citizens and build a model for education reform around the world, but also to contribute towards long-term economic stability in the Middle East.

CommercialWare / Vector Capital / Corel Corporation

Vector Capital, a San Francisco based venture capital firm, seeks to contribute to the Jordan Education Initiative by leading Track 3, an assessment of Jordan's ICT sector. Spearheaded by Amish Mehta, Vector Capital will endeavour to contribute to Jordan the firm's expertise, experiences and networks that have helped build successful technology companies globally. Additionally, an investment of Vector Capital, Corel Corporation, a provider of office productivity and graphics software that is heavily used by thousands of students globally, is eager to contribute to the Jordan Education Initiative. Corel is keen to provide licenses for broad use of its software products, including its flagship products, WordPerfect and CorelDraw, by

Jordanian educational institutions. These combined contributions, valued in excess of US\$1 million, are intended to help advance Jordan's ICT sector and significantly enhance the educational experience of Jordanian students.

Computer Associates

CA is contributing a full-time Program Manager, working in conjunction with the Jordanian government, heading up the JEI Program Management Office, to manage the entire initiative. It is providing management software as required. CA is a strong proponent of using the power of technology to erase the social, political, economic and geographical barriers that traditionally have prevented many children from securing the knowledge and training they need to succeed.

We see this initiative as providing a map to be able to achieve this not just in Jordan, but also in other developing nations in the future. The management of projects such as this is vital to their success.

Connectivity Partners International

Connectivity Partners International (CPI) made a \$50,000 in-kind commitment to support the JEI, specifically the Life Long Learning Track. To date we have provided the initial draft overview and work plan, an organization and activity plan for a fact-finding phase, an outline of the elements of a model LLL strategy and policy and some examples of successful strategies/policies.

In support of the Ministry ERfKE program, CPI has also identified ways in which the pending Jordan Broadband Learning Network might best be harnessed for improved teaching and learning performance, increased operational efficiency and a more empowered local school administration.

Corning Cable Systems

Corning believes its fiber and copper based connectivity solutions within and between schools and campuses can help the JEI to achieve its final goals. Corning has introduced one of its latest fiberoptic cable installation technologies, Micro Cabling Systems, which is especially designed to optimize the project costs and timeline in metro areas. Corning, entirely at its own cost, confirmed to connect 3 schools in the Amman city area with optical fibers. Corning wants to contribute more in this direction should the pilot project be successfully implemented, and has already confirmed its willingness to take an active part in the network planning. Corning is proud to be involved in JEI, and we will continue to explore additional value adding opportunities as they arise.

Cryptomathic

Being a university spin-off, Cryptomathic would be delighted to contribute to the JEI. We strongly believe in promoting education as a means to improve living conditions throughout the world. Cryptomathic proposes to donate our software for authentication, integrity protection and confidentiality/privacy protection. The contribution will have a value of approximately US\$100,000. We envision that the software will benefit the JEI in a number of ways:

- (Strong) authentication of users - students as well as teachers and others with access to computers and network
- Protection and authentication of personalized data, for example
 - exercises handled in electronic form
 - students work in progress
 - grades and other sensitive information
- Protection of communication between the Discovery Schools and the Queen Rania Learning Resource Center to ensure that data comes from the correct school/centre and arrives intact.

Dell

Dell has donated 20 high performance notebooks to the JEI with a market value of approximately US\$ 60,000. Dell will also support the JEI by offering additional systems at preferential conditions as well as expertise to assist with strategy and architecture for servers, storage and disaster recovery. Dell and its employees are committed to building technology that helps communities and making efforts that will contribute positively to their development. Our products, services and expertise will deliver a great experience for teachers and students in Jordan.

DHL

DHL's contributions include providing input, funding for the initial research and content into the Lifelong Learning (LLL) Track, sourcing and providing research materials to the JEI Program Management Office (PMO), transporting materials to Jordan from the United States for the JEI, and providing general support by DHL personnel. The creation and maintenance of up-to-date skills are essential for both national and individual business successes. The LLL provides a conduit for DHL to provide best demonstrated practice materials and support to the Jordanian national and business communities and assist them in their drive to create an information and skill based economic infrastructure.

The vision for our contribution is:

- to create an attractive and relevant learning and skill maintenance environment for the national work force
- to establish a skills based and effective economic environment within which to practise those skills
- to assist in the development of a best demonstrated practice national LLL initiative that can be referenced and reused globally.

Estarta Solutions

Estarta Solutions' contributions will be multi-dimensional in the areas of policy and quality analysis, and technology development. If we contribute on average about 20 weeks of work to this, about US\$ 50,000 worth of world-class technology services will be provided. Furthermore, we will look to leverage our relationships with the Massachusetts Institute of Technology and other fine institutions to benefit the JEI.

Fastlink

Fastlink has committed to deliver the science digital interactive e-curricula for grades 1-12. Fastlink will manage the project in cooperation with the Ministry of Education and with the support of the Ministry of ICT. Fastlink will work closely with the related ministries and selected suppliers to deliver an international level e-curriculum. Also, Fastlink would like to set an example for other private sector companies in Jordan and the region by taking the lead and supporting such highly valuable government initiatives, which are imperative to the future development of Jordan. We believe that cooperation between the private and public sectors will enrich know-how, enhance communication and establish solid grounds in the country for building a stronger economy.

France Telecom / Jordan Telecom

France Telecom and Jordan Telecom are committed to supporting development of the education environment in Jordan. In this context and through their support for the Jordan Education Initiative, they will develop an "Arabic as a first language" e-Learning curriculum. Based on the framework of Jordan's existing Arabic curriculum, the new electronically supported curriculum will cover grades 1-12 comprehensively and progressively for delivery in a blended learning approach. The curriculum will initially be deployed in the Discovery Schools to discover its impact and future implications for roll out. France Telecom and Jordan Telecom are delighted that their contribution directly supports the development of efficient public-private models for the acceleration of educational reform in Jordan, and the delivery of education to Jordan's citizens in a process to help the Government of Jordan achieve its vision for education as a catalyst for social and economic development. Looking ahead, the two companies hope to positively influence the unleashing of innovation around the effective use of ICT through telecommunication tools and by expanding the capacity of the local information technology industry in key areas of need.

Global e-Schools and Communities Initiative

The JEI Program Management Office is pleased to recognize Global e-Schools and Communities Initiative as a contributing organization to the JEI.

HP

HP is working on a number of projects with the Jordanian government. Specifically, HP has contributed in the following ways towards the JEI:

- It has defined and delivered the complete requirements for in-classroom technology
- It has allocated US\$ 120,000 worth of the latest HP notebooks and projectors

- CEO Carly Fiorina sent letters to key multinational organizations confirming HP's commitment to the JEI and soliciting their support in an effort to raise additional funds for the initiative
- HP technology solutions experts are working directly with the Ministry of Education and the Ministry of ICT to define the most effective architecture for their data centre requirements, which will host the applications and the curriculum used by JEI schools
- It has commissioned a dedicated HP e-learning / e-education consultant to support the JEI and the education requirements of the Ministry of Education and the Ministry of ICT
- At the Annual Meeting 2004, HP donated Davos Companion iPAQs to further support the JEI's in-classroom technology workstream.

IBM

IBM's KidSmart Early Learning Programme will bring the dimension of information and communications technology (ICT) to the Kindergarten level. IBM will deliver 150 KidSmart units consisting of a specially designed child-proof housing with an IBM PC and high quality multimedia software in Arabic language. The programme will play an important role in developing teacher skills for integrating ICT into teaching and learning. The KidSmartearlylearning.org website provides a resource for teachers and parents to participate in a global early education network. IBM is supporting the JEI through this US\$ 450,000 contribution to help bridge the digital divide and raise the standard of student achievement in public schools.

Int@j

The role of int@j is to insure that Jordanian ICT companies raise the capacity and acquire the necessary technical and soft skills required to play an essential role in the development and deployment of the Jordan Education Initiative

Integrated Technology Group

In its continuous efforts to support educational reform in Jordan, ITG's contribution to the JEI includes EduWave, technical support and consultation, training and professional development, valued at JOD380,000. As ITG's EduWave is Jordan's official e-Learning Platform, ITG has committed to support JEI contributors by dedicating resources to assist in the effective integration of all related solutions. Furthermore, through the World Links Programme, ITG trained over 1,000 MOE teachers on EduWave's special collaboration tools, including sessions conducted specifically for over 100 Discovery School participants. Finally, ITG and its US partners (The Madison Institute) will contribute a special Professional Development Programme to the Discovery Schools, specifically designed for Jordan's teachers and educational leaders. The programme will increase competencies of trainees through the seamless integration of EduWave within individual professional practice. Ultimately, this will provide instruction and leadership that will best align to the critical needs of the 21st century learner.

Intel

As an active member of the World Economic Forum, Intel Corporation has been strongly supporting the Jordan Education Initiative since its inception. Intel is committed to the success of this initiative as a global endeavor that will create a strong model of empowering teaching and learning through the effective use of new technology. Through its landmark professional development program, Intel © Teach to the Future, with more than 1.5 Million teachers trained worldwide including over 11,000 in Jordan, Intel is partnering with the Jordanian Ministry of Education and playing a leading role in the professional development track by training 80% of the discovery school teachers.

The Intel IT Innovation Center has vast experience in technology and content development in the school sector. It has deployed many education solutions worldwide and will be leading the in-school technology track. In this track, the desired output is to create a detailed roadmap with recommendations to optimally deploy technology and content in the Discovery Schools Jordan. There is also more to come within the next months provided by Intel's global Education initiative "Intel Innovation in Education"

JAID Productions

As a multimedia and e-content development company, JAID Productions is committed to performing its utmost to support educational reform in Jordan, through sharing its extensive expertise and those of its

international partners in the development of learning content that fits within Jordan's vision and long-term educational strategies. Through its contribution and intended partnership with other international corporations, JAID aims to extend its expertise and build capacity within its operations, allowing for further expansion into other regional and international markets – a vision, which falls completely within Jordan's strategy to become an international hub for providing ICT and e-learning related services and solutions.

Krach Family Foundation

The Krach Family Foundation has offered US\$100,000 to the JEI, with US\$25,000 distributed per year over four years. For the first two years, the contributions will be used to fund NetCorps Jordan interns who will assist teachers in the Discovery Schools with the rollout and ongoing support of classroom technology.

Menhaj Technologies

Menhaj Educational Technologies, as a Jordanian company, will be contributing in the e-Curricula Development and Life Long Learning Tracks by sharing Menhaj experience in the Arab world with over 3 million students using Menhaj content and by developing proven content to the defined Tracks at preferred discounted prices to serve Jordanian students' needs.

Method

Method is a Jordanian professional service firm specializing in program management. Method is Registered Education Provider (REP) of the Project Management Institute (PMI) and a pioneer in building program management capacity in the Middle East. The firm is known for its unique program management training track, and the unique and global experience of its resources in the field of program management capacity building.

To reach its chartered objectives, the Jordan Education Initiative (JEI) must ensure appropriate bridging between its strategic objectives and actual work streams. Organizational maturity in program management has been proven to provide such bridging.

The Program Management Office of JEI has been working closely with Method Corp. to build program management capacity. The first step based on this joint effort is a program management training program for the key JEI constituent; the Ministry of Education (MoE). Method is to provide project management training and active "on the job" coaching to a group of project managers at MoE. The training will include preparing the MoE project managers for attaining the globally recognized Project Management Professional (PMP) Certification. This training is expected to build the knowledge and skills level of the participants which will in turn accelerate building program management capacity for the JEI.

Microsoft

Through Partners in Learning, Microsoft has designed an education programme uniquely to meet the objectives of the Ministry of Education. The programme will focus on developing and implementing ICT curricula in the classroom, teacher training, support of 80 Knowledge Stations and a Regional Innovation Centre to test new technologies. As part of a global initiative, Microsoft seeks to build ICT skills for students, educators and school leaders to build a community of students, educators and lifelong learners, who realize their potential through the power of ICT. Partners in Learning will empower schools to significantly raise the level of ICT literacy among their staff, support teachers and schools to develop an internal culture of innovators, work with schools in preparing students for the digital workplace and positively impact the economic health of the country.

Middle East Partnership Initiative

The US State Department / Middle East Partnership Initiative (MEPI) will be allocating a multi-million dollar contribution to support the development of a dynamic, interactive English-as-a-Foreign-Language online course to be prepared by the Jordanian Ministry of Education, MEPI and its partners and expressly for use by Jordanian students in grades 7-12. In addition, MEPI will support the development of e-content for another subject to be agreed with the MoE. MEPI is a US presidential initiative founded to support economic, political and educational reform efforts in the Middle East and champion opportunity for all people of the region, especially women and youth. The initiative strives to link Arab, US and global private sector

businesses, non-governmental organizations, civil society elements and governments together to develop innovative policies and programmes that support reform in the region.

MobileCom

MobileCom is active in providing contributions for the improvement of the socioeconomic environment in Jordan. This year, MobileCom has chosen to partner with the Jordan Education Initiative's Change Management Track. Our contribution entails JD50,000 in cash in addition to one week per month training facilities and trainers, an added value of JD27,000. Our main motivation is to promote Jordanian education and support the government initiative to bring about change. Without the support of the administrators and teachers for the initiative, the programme may falter. Therefore the impact is long term. Parents, teachers and administrators need to be convinced that this is a positive change and therefore will benefit all in the long run.

NetCorps Jordan

NetCorps Jordan will provide, through funding from the Krach Family Foundation, 25 Netcorps interns that will be operating from JEI Discovery schools in facilitating teacher interaction with technology and the blended learning model, and in working with students in technology enabled community projects.

Nortel Networks Kidz Online

The JEI Program Management Office is pleased to recognize Nortel Networks Kidz Online as a contributing organization to the JEI.

North Virginia Technology Council

The JEI Program Management Office is pleased to recognize the US\$15,000 contribution of the North Virginia Technology Council to the JEI.

Pearson

The JEI Program Management Office is pleased to recognize Pearson as a contributing organization to the JEI.

RAZORView

RAZORView is working in partnership with the Dutch consortium of Delft University of Technology and INHOLLAND University to help the JEI team and stakeholders develop and implement a framework for continuous assessment of the JEI activities. As a preliminary phase, and as part of its contribution to the JEI, the consortium has partnered with the JEI PMO to map the JEI vision, principles and objectives in order to identify the required strategic actions.

Relief International / Schools Online

RI-SOL is working on a number of projects with the Jordanian government. Specifically related to the JEI are the following:

- Hardware - RI-SOL will continue to provide computers to schools. RI-SOL is considering providing laptops to some teachers
- Teacher Training - Training for teachers will be provided in up to 20 JEI schools. RI-SOL's Teacher Professional Development programme utilizes the introduction of IT as an opportunity and as a means of empowering teachers by gaining new skills and knowledge for a student-centred and critical-thinking pedagogy.
- Curriculum - RI-SOL have provided the JEI with a proposal to incorporate a civics education curriculum. In its proposal, RI-SOL is offering its "Global Citizenship" curriculum that is a combined media to school-based initiative that prepares today's international youth for responsible civic participation on the global stage. UCLA and National Geographic Society (NGS) are partners in the project. RI-SOL and NGS have also offered to develop the Geography curriculum in collaboration with Jordanian partners.

Reuters Digital Vision Foundation

To support the JEI, the Reuters Foundation Digital Vision Program at Stanford University is prepared to offer a nine-month DV Fellowship to an outstanding mid-career technologist from Jordan, or to an outstanding technologist from a World Economic Forum participating company who wishes to work on technology-based solutions that further the goals of the JEI. The fellowship covers all academic and DV program fees for an academic year. Its value is US\$ 50,000. The Reuters Digital Vision Program is devoted to the furtherance of technology for the social enterprise, and the JEI fits directly into the core of our mission.

Rubicon

Rubicon is co-leading the development of the math e-Curricula, funded by Cisco Systems and co-led by Cisco Learning Institute. Rubicon is also contributing in a variety of other ways to the JEI to establish a successful model for education reform through a thriving and proactive public-private partnership, content development, strategy consulting, as well as professional development and administrative training. For Rubicon, this represents a unique opportunity to fulfill its vision of positively contributing to the reform of education in Jordan, as well as building its capacity and being able to offer additional employment opportunities to Jordanian graduates. Rubicon also intends to build and foster long-term, mutually beneficial relationships with international partners.

Siemens

The JEI Program Management Office is pleased to recognize Siemens as a contributing organization to the JEI.

Skillssoft

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STS

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Sun Microsystems

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Syntax

Syntax will help JEI design and develop the JEI Web presence. Starting with an informational website that acts as an information resource for stakeholders, the media and other interested parties, the site's strategy will take into consideration JEI website's evolution into a fully interactive, collaborative environment for everyone involved in this project.

Talal Abu Ghazaleh and Company

Talal Abu-Ghazaleh & Co International is committed to providing special IT literacy training to teachers within the Ministry of Education, as well as translation support for teacher training programs. TAGI is committed to providing project management assistance to different components of the Initiative as well as consulting services.

USAID

USAID has supported the JEI by allocating JOD500,000 from local cash transfer to be utilized in funding in-classroom technology requirements for another set number of Discovery Schools.

World Links

World Links Arab Region (WLAR) has trained over 70 teachers and plans to train another 50 teachers and 20 principals in 20 Discovery Schools to combine technology and curriculum development to improve educational outcomes. The programme is more than training; it brings students and teachers into a continuous family of learning over an initial two-year period. The programme is also active in more than 100



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other Jordanian schools with 500 teachers. The goal of WLAR is to provide more than 400 schools and 2,000 teachers with sustainable solutions for mobilizing the necessary technologies, skills and educational resources to prepare students and teachers to enter the information age.

Young Entrepreneurs Association / Jordan

The Young Entrepreneurs Association has agreed to champion the Life Long Learning Aspect of the Jordan Education Initiative. YEA will work with DHL to set terms of reference for a study to detect the needs of SMEs in Jordan (e.g. training, mentoring, etc). YEA will execute or facilitate the execution of a learning portal that will focus on meeting the needs of Entrepreneurs and SMEs.