

# Changing Educational Policies with a Collective Impact

Free Education Alliance



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# Changing Educational Policies with a Collective Impact

Free Education Alliance (Germany)

Slides: [t1p.de/bfb-wmedu](https://t1p.de/bfb-wmedu)



\* Bündnis Freie Bildung

# \* OER & Open Education

Open Educational Resources (OERs) are any type of educational materials that are in the public domain or introduced with an open license. The nature of these open materials means that anyone can legally and freely copy, use, adapt and re-share them.

[UNESCO-OER-Definition from 2015](#)

# \* (Open) Ed in Germany

2015 & 2016: Guidelines for the Promotion of Open Educational Resources (Ministry of Education)

2016: Combined Federal Strategy concerning “Education in a Digital World”

2018: Promised “Comprehensive Open Educational Resources Strategy” (Coalition Agreement)

# \* (Open) Ed in Germany

## 2019: Digital Pact for Schools

"Digital competence is of crucial importance: for each and every individual to be able to use digital media in a self-determined and responsible way [...]. Schools must therefore be able to access the fast internet everywhere and should have appropriate display devices such as interactive whiteboards".

[Ministry for Education and Research](#)

# \*The Alliance



# \*The Alliance

The Alliance for Free Education unites organizations, institutions and individuals who promote open education, open educational resources, open practices and open licensing in education.




& Individuals



# \* Collective Impact



*"If you want to go quickly, go alone.  
If you want to go far, go together."*



- African proverb



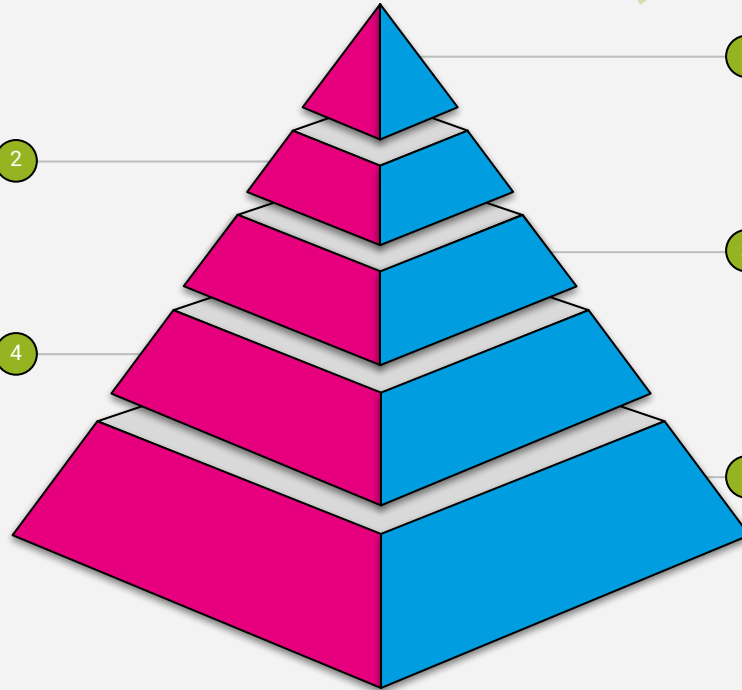
# \* Collective Impact

## Shared measurement system

Agreement on the ways success will be measured and reported

## Continuous communication

Frequent communications over a long period of time among key players within and between organizations



## Common agenda

Shared vision for social change that includes a common understanding of the problem and a joint approach of solving

## Mutually reinforcing activities

Engagement of a diverse set of stakeholders coordinating differentiated activities through a mutually reinforcing plan of action

## Backbone organization

Ongoing support provided by an independent staff

# \*Common Agenda

## Mission

**Forum and platform for actors** who pursue the goal of opening up education and who are dedicated to promoting free knowledge.

It is thus a **driving force for political and social change** in a diverse educational landscape.

# \*Common Agenda

## Vision

Open practices in teaching and learning promote holistic **educational processes**, reduce social educational inequality and strengthen **social participation**.

All educational materials are accessible, usable and changeable without legal or technical hurdles.

Software and infrastructures are freely and openly accessible.

# \* Measurement System

## Shared Goals & Indicator

In at least five cases, members of the Landtag and Bundestag rely on the substantive positions of WMDE or the Alliance for Free Education in order to argue for the opening of education and science.

→ Impact driven

Januar	Februar	März	ggf. detaillierte Auflistung	April
Impulse setzen in der Bildungslandschaft (BFB-Ziel 1 & 2)				
	Politisches Stakeholder Mapping	Terminvereinbarungen zum Austausch mit politischen Entscheidungstragenden		Austausch
Identifizierung von relevanten Themen	Erstellung von Publikationen: One-Pagern & Positionspapieranhängen	Kommunikation der Publikationen "Wenn OE die Antwort ist, was ist dann die Frage"	HPI-Stellungnahme und Austausch, Begleitung Förderrichtlinien, Best Practices	Fortführung und Aktualisierung d
Identifizierung von relevanten Zielgruppen / Veranstaltungen	Mapping der Zielgruppen und Themen			Kontakt zu Zivilgesellschaften un
Einreichungen zu und Partizipation an Veranstaltungen			s. Veranstaltungen	
Zuarbeit und PR zum EU-Digitalomaten		Kriterienentwicklung für Open Index		Ausspielung
Start Kampagne mit Frage den Staat "Das geht Abil"	Öffentlichkeitsarbeit	PR		Konzeption Open Index PR
Forum Open Education (BFB-Ziel 1 & 2)				
Konzeption der Veranstaltung	Konzeption Politischer Abend			
	Kontaktaufnahme Politische Entscheidungstragende	Bestätigung der Penalistinnen und Penalisten		Vorbereitung der Diskussion und
Verteilung Arbeitspakete				
Klärung Raum und Streaming		PR Konzeption		PR [...]
	Konzeption Community Teil	Einbezug der Projekte des BFB		Begleitung Community Teilnehme

# \* Reinforcing Activities

- Open Dialogue with Decision-Makers / Lobbying
- Hosting Events: [Forum Open:Education](#)
- Collaboratively Created [Position Paper](#)
- Monitoring and Commenting Political Process
- Visibility at Summits, Conferences, ...

[t1p.de/bfb-positionpaper](http://t1p.de/bfb-positionpaper)



\* Bündnis Freie Bildung

# \*Communication

- Monthly Calls
- Half-yearly Meetings of Coordination
- Communication Tools: Slack & Mail
- Activities in Open Working Groups



# \* Backbone

- Management: 20h / week (financed by WMDE)
- Everything beyond: Comprehensive volunteer work
- Decision making takes place by consensus procedure



# \* Critique & Learnings

- Activities and goals need to be clear
- Communication is crucial (internally & externally)
- We are all humans, so we need patience!

## **Don't forget:**

- ... We are louder together!
- ... so be bold and go ahead!

# \*Contact

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Thank you!



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