

A close-up photograph of a daisy flower's center, showing numerous dark, teardrop-shaped seeds. Some seeds are in sharp focus, while others are blurred in the background, creating a sense of depth. The flower's white petals are visible at the edges of the frame.

COMPANY PRESENTATION



COMPANY SHORT PROFILE

Didacom was founded in the early 1990s as a group of companies specialising in providing training and technological services for personnel of both public and private sector companies. The idea was to fill a gap in the market, to supply a single point of reference which, through its own network of resources and technology, could provide services capable of covering any type of professional training needs. Over the years each of the group's companies has become characterised by the high level of competence acquired in the fields of strategic, methodological and technological development.

Today, the group's vast experience, has become the professional patrimony of one single company: Didagroup S.p.A..

Through consultancy and training solutions, we develop projects which are capable of supporting companies in the achievement of their business objectives: our training schemes help organisations to develop their staffs' abilities and to interpret and anticipate changes in their professional field.

A professional reality in which individual competences are integrated transversally so as to elaborate training projects which create a perfect synergy between traditional training and innovation.

A multidisciplinary team of over 120 highly qualified professionals, and a specialized group dedicated to Research and Development guarantees each aspect of a project and assures the ongoing and constant improvement of methods and technological products created.

The main Dida' competences are:

- ▶ Solid experience in development of new managerial skills, know-how, abilities and personal attributes at all levels of business activity;
- ▶ Solid experience in developing eLearning technologies, contents and services to companies, educational institutions and public administrations;
- ▶ Solid experience in providing consultancy services to companies and public administrations aimed to support organizational change and people development;
- ▶ Solid professional experience in research and development activities related to training methodologies and technologies;
- ▶ Solid experience in managing international and transnational projects and internationalizations processes.



CERTIFICATIONS

Didagroup has attained the certification of its **Quality Management Systems** (standards UNI EN ISO 9001:2000). Dida' Quality Management Strategy is perfectly in line with the processes approach methodology, as set by the new UNI EN ISO 9001/2000 standards, and is based on the "continuous improvement" of the quality system management.

Didagroup has many **Microsoft** certification, such as CTEC, MCP, MOS, ECDL and APTC.

Didagroup training centers are accredited by **LCCIEB** (London Chamber of Commerce and Industry Examinations Board).

Didagroup is **Certified Research Centre** by the Italian Ministry of Education, University and Research (MUIR).

Didagroup is a training body officially recognized by the **Lazio Region** for delivering vocational and professional training.



NATIONAL AND INTERNATIONAL NETWORK

Didagroup has three main branches in **Italy** (Rome, Milan) and a sister Company, Didacom Iberoamérica, in Barcelona, **Spain**. In Rome Didagroup has two main location, one in the industrial technological District (Tecnopolo Tiburtino), the other, the training center, located in the main ancient centre of the city (Via delle Botteghe Oscure near to via del Corso, in the "colosseum" area)

Didagroup is also present with a subsidiary in **Benevento** (south Italy) and cooperates in R&D activities regarding *distance learning* technology with the RCOST (Research Centre of Software Technology) of the local University (Università degli Studi del Sannio).

With the aim of bringing up to date and developing IT, linguistic and managerial users skills and of promoting its firmly rooted presence over the national territory, Didagroup has created a series of **DIDAPOINTS (Franchising contract model)**. These training centers, situated in different parts of Italy, are managed directly through an affiliation contract. With this initiative, the company intends to diffuse methodologies, professionalism and innovative practices so as to be able to make direct contact with PMIs, local Pas and the consumer world in general.

In March 2004 has been created the new Company **DIDACIEBE** (DIDAGROUP - Centro Integrado de Educação Brasil Europa) in Riberão Preto in the state of Sao Paulo (Brazil), for distance learning purposes between Brazil and EU. Didagroup alongside its Brazilian partner has opened a private university (FATECE International faculty of Technology, Economics and sciences) in Riberão Preto, which is recognized by the Brazilian Ministry of Education and Culture. Didaciebe's winning formula in Brazil, like Didagroup's in Italy, is characterized by its mix of tried and tested methodologies, technological innovations and contents which have an international flavor to them, as is the case with the first Masters courses: Fashion and Design, Tourism and Environmental Patrimony, international commerce and law. These courses are taught using both traditional methodologies and distance learning. Didaciebe represents a perfect bridge between Latin America and Europe and it is this philosophy that has brought about the signing of important agreements between the local authorities, San Paolo State University and Minas Gerais, on one side, and European Universities from the other, thus making it possible to run degree and Masters courses in a unique partnership. What is more, Didaciebe will serve as an international point of reference for the development of both Italian and Community training projects in Brazil and South America in general. Today Fatece has more than 20 two years Master programs and 4 four years degree n programs in the fields of ICT, Economics, Pedagogy and Mathematics.

In 2005 Didagroup developed an important Joint Venture in Moscow (Russia) with the Mesi University (Moscow economic, statistic and informatics University) called **RIOLA** (Russian Italia On Line Academy) operating the on line university international degree and Master Programs.

Today Didagroup is starting a new.co., **DIDA ROMANIA**, that will operate in the Romania training markets. This Company will operate at a University level providing academic course in the different levels ant knowledge areas



METHODOLOGICAL APPROACH

Our methodological approach works at different levels because training projects are aimed both at individual members of staff and the organisation as a whole. Dida' training approach considers both individual learning needs and those of the company in which the individual works. This learning process allows the individual to play an active role in defining professional growth. We start from a careful analysis of individual needs and a systematic study of all the possible variables which the company in question may encounter in its professional field. As a consequence, development is cyclical, in that the professional growth of individual members of a company's personnel strengthens and transforms the company as a whole.

Individual training includes stimulation based on direct experiences and dealing with problems linked not only to personal motivation but also aspects of an individual's background knowledge.

We offer companies a programme of training activities focussing on a variety of resources whose objectives are professional growth and the transference of competences through the use of a variety of training methods:

- ▶ **traditional training;** Training takes place in a traditional classroom environment and foresees the use of active classroom techniques capable of developing the full involvement of participants through the use of practical exercises;
- ▶ **online training;** On line training foresees the use of an e-learning platform. The technology used in this case may be of two types:
 - Self Learning Oriented, model which allows the user to learn independently, using didactic material (lecture notes, books, slides, Wbt).
 - Cooperative Learning Oriented. A method which allows the user to learn above all through interaction with others - teachers, tutors, other course participants - in a synchronous and / or an asynchronous modality.
- ▶ **integrated training;** Integrated training proposals are capable of offering training solutions which use both traditional and innovative methods and tools: the objective is to incorporate on-line training with traditional classroom teaching from teachers, tutors and experts.
- ▶ **outdoor training;** *Learning from reality* is the watchword and where possible authentic contexts are used, though these situations are "limited". Participants are expected to be completely involved, sometimes even at a physical level. In these contexts, learning is more effective because it is prompted by direct experiences stimulated by specific activities.



ICT FOR TRAINING

Through the experience gained in the eLearning field the following learning management systems and tools have been developed:

- ▶ **In.form@** is Didagroup's Learning Management System, for the world of Windows, created according to highest levels of configurability and modularity. This multi-lingual system (in English, Spanish and Italian), is the first platform entirely developed in Italy to be certified by and compatible with AICC, SCORM and IMS. The fundamental principle on which the platform is built is the "Learning Object", which can be any of the following: a session in a traditional classroom environment; a session in a virtual classroom; WBT (Web Based Training), CBT (Computer Based Training) or part of both of these; level-assessment and testing sessions; any type of didactic material (audio, video, texts or even an entire site) in electronic format.
- ▶ **Live teaching** is a synchronous teaching tool which allows for online training sessions in which users can communicate from a distance, using a variety of communication tools and materials which are shared on line.
- ▶ **WBT Generator** is a tool designed to generate professional courses in a standard Web format in an easy and rapid manner. Content can be placed in different graphic templates and is divided into individual learning units (also called learning objects) which can be used separately, and which conform to international standards.
- ▶ **QMS** is a tool for the creation and management of tests to be used within a learning programme. The tools provided generate questions to create tests and show final results.
- ▶ **Skill Rating** is a tool designed to evaluate gaps in knowledge for various professional roles.



EU PROJECTS

Didagroup is, at the present time, **partner** in the following EU co-funded projects:

- ▶ **InCo** (*Internazionalization Consulting* - Leonardo da Vinci Programme). The project aim is developing, testing and disseminating new learning and teaching materials and methods in the field of internationalization processes; particularly, In the context of our project a new curriculum for "Internationalization Consulting" is developed to get this specific knowledge. The countries involved are Italy, Germany, Austria, Hungary, Poland, France, Finland.
- ▶ **InEx** (Independence Exercises: Interactive language learning exercises for cross-cultural cooperative learning at the beginners, intermediate and advanced levels - Socrates Programme). InEx creates for the language of each participating country (DE, EE, LV, PL, IT, ES) 100 interactive language learning exercises which support the learning of vocabulary, grammar, creative writing and practical language usage. The main goal of the project is to give learners the opportunity to improve their language skills by learning individually, cooperatively, and through international contests. The countries involved are Germany, Estonia, Lithuania, Poland, Italy, Spain.
- ▶ **Welcome** (*Web-based E-Learning for SME and Craftsmen Of Modern Europe* – eTEN Programme). The objective of WELCOME is the deployment of an innovative, multimedia and Internet-based e-learning service by addressing current and anticipated re-skilling needs of technically oriented SME, craftsmen and individuals. The WELCOME service will fill this supply gap and offer a combined set of five premium e-learning courses with technical topics, specifically tailored to the needs of the target group. The following course topics are covered: ECDL (European Computer Driving Licence); EBDL(European Business Driving Licence); EICTDL (European Information Communication Technologies Driving Licence); EMDL (European Mechatronics Driving Licence); ECNCDL (European CNC Driving Licence).

Didagroup is, at the present time, **coordinating** the EU co-funded project **BEACON** (Sixth Framework Programme - Priority 1st). The main objectives of the Beacon Project are:

- ▶ To perform research on innovative Digital Terrestrial Television (DTT) services addressed to the tLearning domain notably customized for the Brazilian specific needs related with social inclusion issues;
- ▶ To establish a Brazilian - European Consortium which will manage the exploitation of the assets and the services implemented by the project activities;
- ▶ To disseminate the project results and to provide research results and feedback data analysis of pilot run to the Brazilian Public Administration in order to contribute to the relevant policy making process in the field of deploying the DTT technology and services.



R&D DEPARTMENT AND PROJECTS

Didagroup has gained a solid professional experience in research and development activities related to training methodologies and technologies. A specialized department (certified by MIUR) dedicated to Research and Development guarantees each aspect of a project and assures the ongoing and constant improvement of methods and technological products created. The research areas essentially deal with didactic methodology modelling, knowledge domain representation and ontologies, semantic web and related languages, metadata std related with the eLearning (IEEE , SCORM, IMS, etc), dynamic learning path mapping onto knowledge domain.

Specifically, **the main R&D areas** regard:

1. Researching and Designing Training Methodologies

- ▶ Integrating training methodologies (tutorial and distance learning; self and collaborative learning; traditional and innovative methods; ...);
- ▶ Designing and evaluating formal, not formal and informal training;
- ▶ Innovative approach to project design and evaluation;
- ▶ Training and internationalizations processes: beyond traditional education processes.

2. Innovative Projects related to eLearning

- ▶ Learning dynamic systems;
- ▶ Internationally interoperable solutions and open source;
- ▶ Innovative interactive applications with social focus (eGovernment, eHealth and so on);
- ▶ Standard and accessibility (WAI);
- ▶ eLearning solutions and systems for disability.

3. REMOTE DIDACTIC LABORATORY (RemLab)

The Remote Didactic Laboratory is an eLearning portal based on In.form@ for the experimental activities accessible from remote consumers through web commercial browser without another application. The project has origin from the collaboration of the university of Sannio with the Mediterranean university of Reggio Calabria.

LabRem focuses on designing, developing and testing new methods and educational resources; particularly, the project aims to develop a distance learning environment allowing participants to make measurement experiments as if they were in a real laboratory, because the experimentation is a key aspect of every learning process and because measurement laboratories, both public and private, are not necessarily present and accessible everywhere.



The most relevant step in a learning process, especially in scientific and technological fields, is the application of the acquired theoretical knowledge. A huge practical training is absolutely essential to assure a good knowledge transfer from teacher to students and so to train good professionals. In particular, in teaching electric and electronic measurement topics, from technical high schools and university courses to continuous training in industry, learners will achieve an accurate practical experience by working in real conditions and on real instruments. However, electric and electronic measurement laboratories, both public and private ones, mainly due to their cost, are not widespread, and this makes the life-long learning of specialized technicians particularly difficult, especially in the field of process control, quality control and test engineering.

As innovative infrastructure the remote didactic laboratory of the e-learning will favour and will stimulate the cooperation among working groups of research in Italy in the area of the remote and experimental didactic. The occasions of collaboration among the universities, among the centres of public research and among the firms will be increased by the creation of Virtual Schools of Specialization "on net" in which the different universities can effect didactic sessions in cooperation using the common resources of the infrastructure and reducing the logistic problems caused by the distributed location of the resources of laboratory.

The proposed infrastructure will notably favour the interaction with centres of experimental didactic of the whole world, this will allow to acquire and to adapt knowledges available on global area and locally to create knowledge in the critical sector of the exercises of laboratory.

The development of the remote didactic laboratory foster training process in a highly critical sector which is that of the experimental engineering of Process Control, of Testing and of the Quality Control.

4. Innovative Projects related to multichannel Learning Systems

The main goal of the R&D projects related to the *multichannel and multimodal learning systems* area is combining the request for new services to the convergence amongst IT, TLC and media. The projects are aimed to research and develop innovative and integrated (web, satellite, mobile and iTV) solutions, services and application that foster company' competitive positioning on the *content producer* and *service application and platform provider* of ICT' value chain by designing:

- ▶ effective and efficient solutions for **organizations** need;
- ▶ innovative **eGovernment** contents and services aimed to share information and services;
- ▶ innovative and interactive application that foster **social inclusion** (customer targeting by age, ethnic, social drivers).

The development of new value added services based on the multichannel technology will make it possible to address a large amount of end-users. The main expected outputs and results are developing multichannel systems, services and applications notably aimed at fostering social inclusion, by reducing the digital divide by delivering training services through channels addressing diverse end-users targets that are differentiate in order of technologies penetration.

Developing multichannel systems will allow the company to custom contents, services and applications according to the customer need, learning style and approach (related to



age, education, income, and so on) as well as to the technologies and resources available.

Furthermore, this innovation will support the company' internationalization processes in the South America (Brazil, especially) and in the East European countries (new EU_countries, especially).

