New Media in Education – Lessons Learned from a German Government Programme

In 2000 the German Federal Ministry for Education and Research (BMBF) has launched a comprehensive funding program to promote e-learning in higher education, schools and in vocational training. More than 160 projects were started and are to be completed in 2004 or earlier.

The presentation focuses on the program objectives, on the various approval procedures and funding criteria relating to didactic, technical and marketing concepts. Problems and success factors relevant for implementing, accompanying and reviewing the projects are analysed. Finally the expected impact and the perspectives beyond the actual program are being discussed in view of structural changes and a global educational marketplace.

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