



Telefónica Learning Services launches WePack, a solution for colleges, pioneer in the educational world.

PEOPLE

Digital education

ICT use can have a significant impact on achieving higher quality education, as well as contributing to the sharing of innovative knowledge, improving competitiveness and reducing social inequalities. Telefónica Learning Services (TLS) is the Telefónica Group company which specialises in offering comprehensive technological solutions for education

WePack is a comprehensive solution for educational institutions which covers all classroom needs

Applying technological breakthroughs to the world of education allows the productivity of both the teachers and the students to flourish, through incorporating systems that foster personalised learning and ubiquitous access to contents. Telefónica Learning Services (TLS) has increased its range of products and services to play a leading role in the world of digital education, with the goal of encouraging the inclusion of technology in the educational environment, thus taking advantage of its potential to integrate in the process the most disadvantaged communities and sectors and to offer personalised education that fosters students' abilities.

To this end, during 2013 TLS launched a comprehensive solution for educational establishments through an educational package covering all classroom needs, called WePack. In addition to providing tablets for the students and teacher, as well as management, administration and security, WePack brings together connectivity from Telefónica in the classroom and advice from educators and counsellors to accompany the teachers in this process of transition towards digital education. The solution includes the WeClass platform, which is a virtual learning environment (VLE) where teachers can upload their own contents or content provided by the publishing companies they usually work

Telefónica's technological solutions mean that quality education can reach any student, no matter what their location or family situation

with, post assessments, monitor students' performance and set work, among other things, while students and their parents can consult the contents, access the work and exercises, update their schedules and consult their marks, etc.

Another recently launched product is WeShare. This is the first truly family-friendly tablet. It includes three profiles (parents, family and minors) and, thanks to a newly conceived safe browsing system, allows children to go online in a protected and totally reliable environment. If any unpleasant situation does arise, the child can press an alarm button, appraising their parent of the situation and giving the option of reporting it online, thanks to the *Protégeles* application offered by the association of the same name, the Spanish benchmark in protecting minors on the internet. For children aged under seven years old, WeShare incorporates an innovative application from Infantium that allows children to learn through play, while the platform learns with the children and offers them new educational pathways based on their individual progress.

For universities, Telefónica Learning Services has worked hand-in-hand with Universia to develop the MiriadaX platform, which offers free MOOCs (Massive Online Open Courses) to anybody who has registered as a user (registration is also free). These courses are offered by the more than 1,000 universities in Spain and Latin America who are part of the project. Students only pay a modest sum if they wish to obtain the official certificate.

Another noteworthy product is YPD Box, a pioneering initiative in entrepreneurship training, with the aim of developing people's entrepreneurial talent and spirit through four pillars – energy, creativity, communication and leadership. This tool was already picked up by the regional education office for the Castile-La



Mancha regional government, to be introduced in the 2013/2014 academic year.

These solutions, thanks to the use of technology, mean that quality education can reach any student, no matter what their location or family situation. And, in addition, all this takes place in a safe and reliable environment.

Milestones

- Introduce and begin implementation of WePack in Spain
- Begin distribution of WeShare in Spain

Challenges

- Extend the deployment of WePack and WeShare to Latin America and other European markets

Best practice

The WeClass education platform has been successfully rolled out at the Colegio San Gabriel school in Aranda de Duero (Burgos). The process began with intensive training for the teaching staff on how to use the technology to offer better education to their students.