



When research and industry  
meet, innovation happens

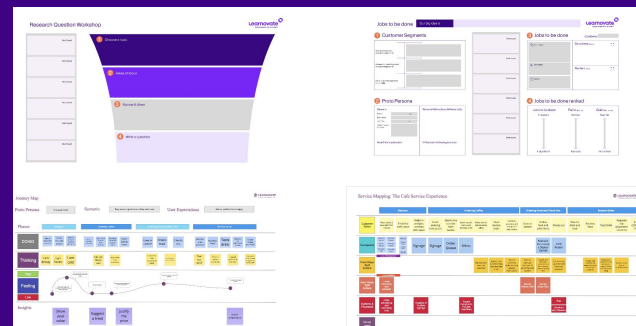
# Research

Core  
Competitive  
Members



# Innovation

Innovation Frameworks  
Research adapted



# Technology

Let's start here!





Source: Midjourney  
Prompt: a humoristic photograph of an elephant with "GenAI" tattooed on its side



# GenAI projects



Exploring Generative AI and  
the future of Learning  
Technology



How will Generative AI  
transform the way teachers  
plan and conduct  
assessments?



The User Onboarding  
Experience for Generative AI –  
What can I do and how do I  
do it?



Generative AI and  
Metacognition: Using AI to  
help learners become better  
learners



Generative AI for Authentic  
Point-of-Need Learning



Moving Towards More  
Authentic Learning  
Experiences

# Beyond AI

ASSESS  
MAKE 21

Agile L- ASSESSMAKE21

Remotiva  
TD3C

feedback  
Grow your skills with peer feedback

Tools  
Rural Schools  
Development  
Learning  
from the  
Extremes  
A Rural Schools

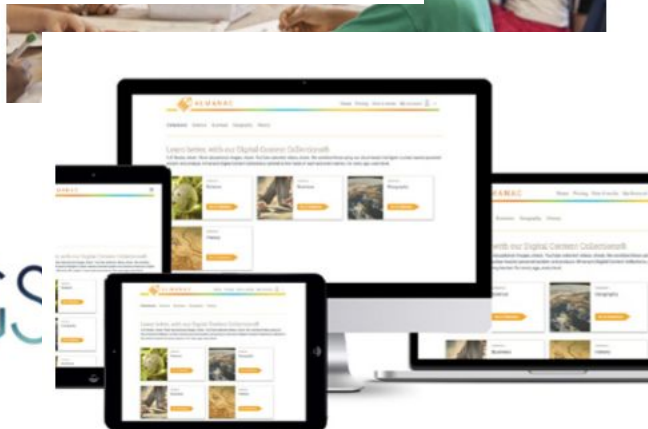
UDL  
BOE



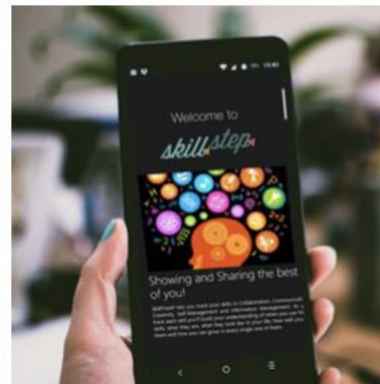
Connecting Teachers  
Education

UDL-BOE (Blended Learning in  
an Online Environment)

DILECTINGS



ALMANAC for Schools



Assess21C



Safety Critical Training  
(iWorkSafe)

EUROPE  
CHIPS  
DIVERSITY  
ALLIANCE

learnovate



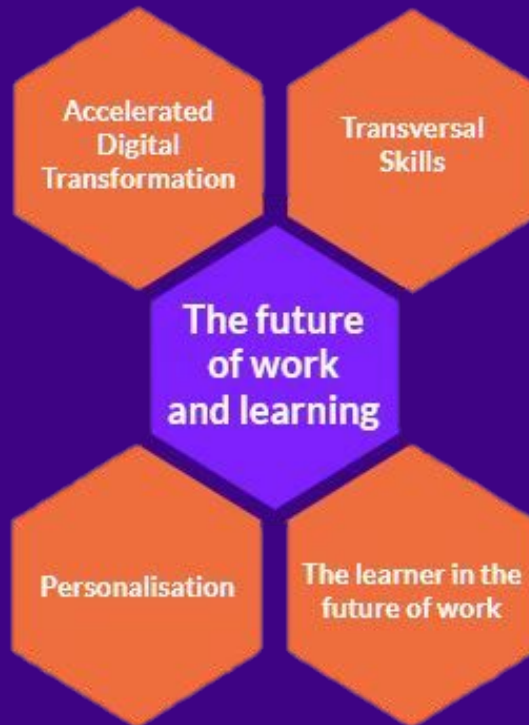
# Beyond GenAI: Uniting European testbeds

Edtech testbeds create real-world environments for innovation, where educators and developers test, refine, and validate new tools.

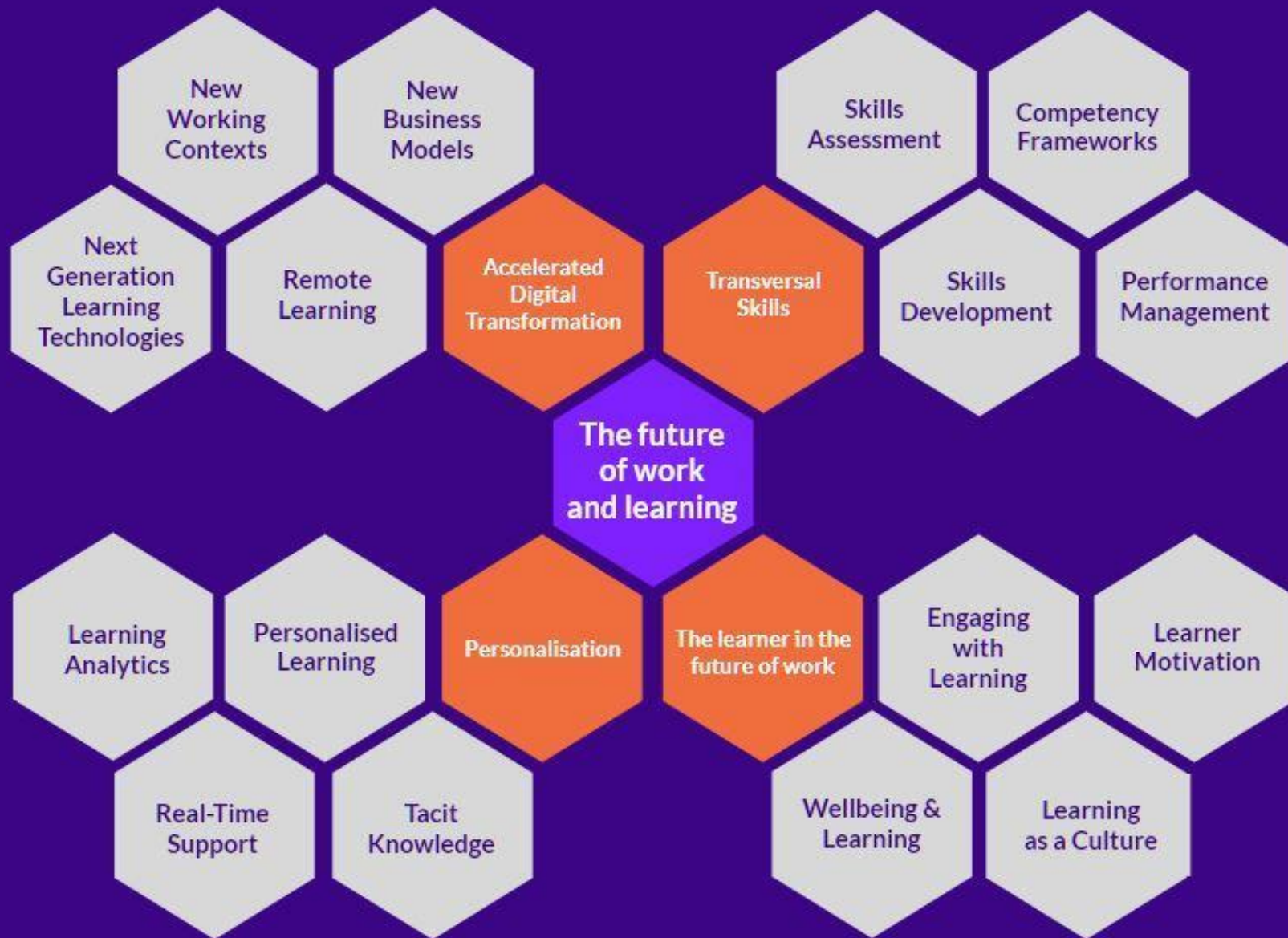


# Research









# Research in 3 stages

## Stage 1



Using Generative AI to  
create Authentic Learning  
Experiences

Assessing Authentic  
Learning Experiences

## Stage 2



Dynamic Content Creation

Personalised Coaching and  
Mentoring

## Stage 3



**Assess21c** - Assessment of  
21st Century Skills in Project  
Based Learning

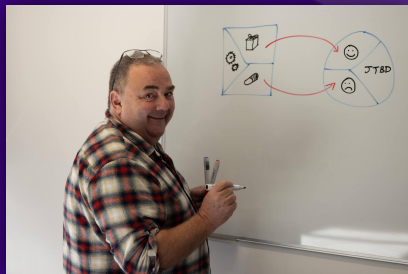


# Core Competitive Members

Reskill  
(Corporate Learning)



Rethink  
(Formal Education)





What is the top  
challenge you face today  
in the world of Learning  
and Development?

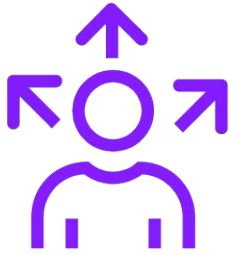




# Innovation

Research  
≠  
Innovation

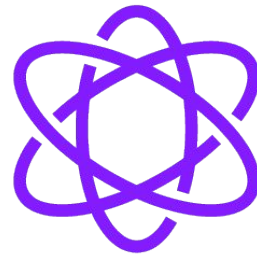
Research+Value+Impact  
=  
Innovation



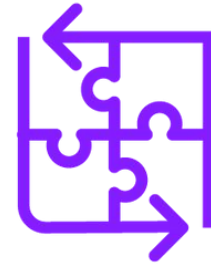
**Innovation**



**Learning**



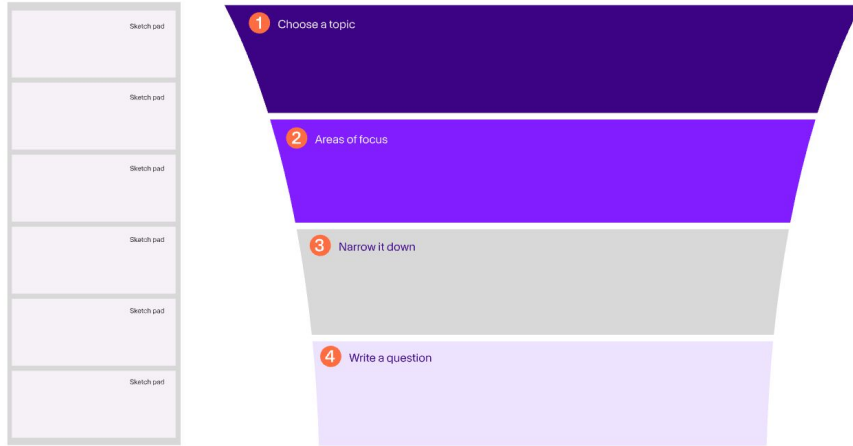
**Technology**



**User  
Experience**



## Research Question Workshop



## Jobs to be done

Our big idea is



### 1 Customer Segments

Our most important customer segment is	
Our second most important customer segment is	
Other customer segments to consider	

### 2 Proto Persona

<b>Persona</b> Name: <input type="text"/> Education: <input type="text"/> Job Title: <input type="text"/> Technology in Context: <input type="text"/> How they buy/access: <input type="text"/>	<b>Personal Motivations &amp; Personality</b> <input type="text"/> <input type="text"/> <input type="text"/> <b>Influencers in buying decision</b> <input type="text"/> <input type="text"/>
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### 3 Jobs to be done

<b>Functional</b> <input type="text"/> <b>Emotional</b> <input type="text"/> <b>Social</b> <input type="text"/>	<b>Outcomes (desired)</b> <input type="text"/> <b>Barriers (undesired)</b> <input type="text"/>
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### 4 Jobs to be done ranked

<b>Jobs to be done</b> Important ↓ Insignificant	<b>Pains (undesired)</b> Extreme ↓ Moderate	<b>Gains (desired)</b> Essential ↓ Nice to have
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Five vertical rectangular boxes, each labeled "Sketch pad".

## Journey Map



### Proto Persona

Unusual client

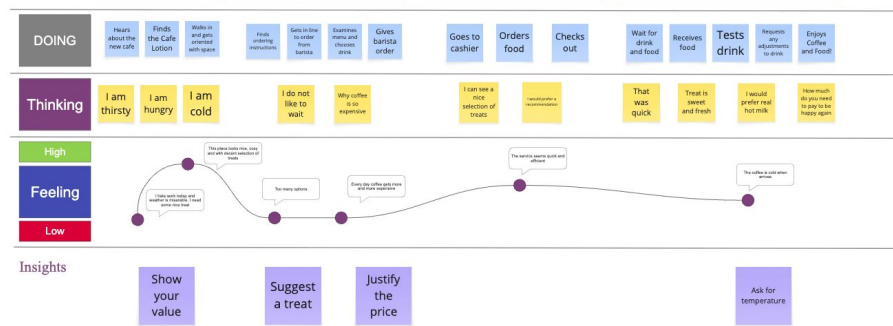
### Scenario

They want a quick nice coffee and treat

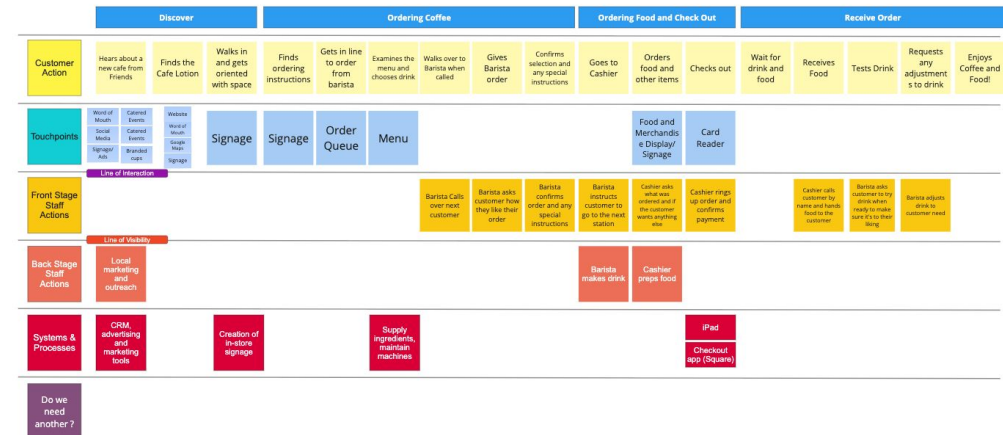
### User Expectations

Warm, satisfied and happy

### Phases



## Service Mapping: The Cafe Service Experience





# Turning Research into Impact



RESKILL  
RETHINK  
REINVENT