### **Evaluation report**

# Introduction of XO laptops for (visually impaired) school students in Pskov and Nizhny Novgorod, Russia





Pskov



Nizhny Novgorod

Version 1.0

March 26. 2009

Foundation Making Miles for Millennium and Nizhny Novgorod State Pedagogic University

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## 1. Evaluation of the project

## 1.1. Cooperation with local partners in Russia

#### Nizhny Novgorod State Pedagogic University

Our Foundation Making Miles for Millennium signed a letter of intent with the Nizhny Novgorod State Pedagogic University (April 13. 2008) and a letter of understanding with Rector Victor Gluzdov of the same university (March 23. 2008). Contact person at the university is Boris Yarmakhov (associate professor).

In the letter of intent, the project brief "Introduction of XO laptops for (visually impaired) school students in Pskov and Nizhny Novgorod, Russia", version 1.22, has been annexed. The project brief describes all the activities and responsibilities of the different (local) parties (<u>http://wiki.laptop.org/images/b/b5/Projectbrief1.22wb.doc</u>).

#### Center of Digital Learning Education Pskov and City of Pskov

A letter of understanding has also been signed with the Center of Digital Learning Education in Pskov (April 13. 2008) regarding the training of the teachers and the City of Pskov (April 13. 2008).

## Grassroots One Laptop Per Child Russia and Saint Petersburg Electro technical University

Contact person of grassroots One Laptop Per Child Russia is Boris Yarmakhov. Thanks to his efforts he was able to expand the network of volunteers working on the XO in Russia and found a way to virtual collaborate with them within Russia (<u>http://sites.google.com/a/ruolpc.ru/olpc-russia/Home</u>). He also made the connection between educators in Russia and the global One Laptop Per Child organization and grassroots elsewhere.

Besides he arranged connections with the Saint Petersburg Electro technical University (Kirill Krinkin; Professor of Computer science). This university takes care of the technical support of the XO's in Russia (<u>http://osll.spb.ru/projects/show/xosupport</u>).

#### **1.2. Execution of the project**

#### 1.2.1. Project objectives

#### **Introduction in Pskov**

Our first objective was to introduce 15 XO's in Pskov at different schools and to different stakeholders within Pskov (town twinning with Nijmegen).

The introduction has been successful. In June 2008 we personally introduced the XO to the vice-head of the city of Pskov, school 21, the Center of Digital Learning Education Pskov, the head and the IT teacher of School 21 and to the teachers of different rural schools.

Together with School 21 we explored the possibilities of the use of the XO within the existing twinning relationship between the school and the primary school "Klein Heyendaal" in Nijmegen.

In September 2008 the XO's were delivered at the different schools in Pskov including School 21 and the rural Seredkinskaya school.

A teacher training seminar based on OLPC XO technologies was arranged by the Center of Digital Learning Education Pskov in October, 2008.

#### Introduction in Nizhny Novgorod

The second objective was to introduce 35 XO's in Nizhny Novgorod to the following parties:

- The Nizhny Novgorod Pedagogical University (educators) and the children of the Nizhny Novgorod Regional Boarding School for the Visually Impaired. The school has a relationship with the university.
- Students at the ecological summer camp in Pustin (near Nizhny Novgorod).

The introduction has been successful. In June 2008 we personally introduced the XO to the rector of the university, the department Medialaboratory of the University, and to the head and IT-teacher of the Nizhny Novgorod Regional Boarding School for the Visually Impaired. The introduction and the involvement of the educators of the University have been successful.

However the introduction of the XO at the school for visually impaired has been postponed. Unfortunately we were not able to install accessibility software on the XO yet, because of the technical shortcomings of the hardware. The solution for the shortcoming will be available on the XO within 2 years or so (XO-2). That takes too long, that's why we are currently looking for a workaround. Fortunately at the visually impaired school there has been a solution (Jaws) introduced on regular computers (<u>http://www.idea-russia.ru/success\_story/new/1309/eng/</u>). At least that gives the children the opportunity to get regular classes on a computer.

The introduction and tests of the XO in extracurricular activities in a summer camp environment has been successful. In August 2008 OLPC Russia Community arranged the first "Digital Ecology – 2008" summer camp in Russia, done in 1:1 model. Each of the 35 students (10-12 years old) had an OLPC

laptop. Staff and volunteers of NNSPU Media laboratory and LETI Open Source Laboratory participated.

We were able to meet most of the success:

- The number of children who could use XOs in the summer camp environment should be not less than 80%; 100 % successful
- While at summer camp not less than 80% of the the children should learn how to use journal, browse, scratch, write, record, measure, chat and distance activities (refered to as essential educational software); 100 % successful
- Hardware failures should not exceed 10%; 100 % successful
- The WiFi network should support simultaneous work of not less than 30 XO's; partially met the criterium. We found out that the network only supports about 20 XO's simultaneously.

#### **1.2.2. Project deliverables**

#### XO and infra

We have been able to introduce the XO's in Pskov and Nizhny Novgorod successfully.

At the summer camp the students (35 students of 10-12 years old) could work on an environment for ubiquitous computing. The students acquired skills of the educational software.

Unfortunately the introduction of the XO at the school for visually impaired has been delayed. We try to find a work around.

A development project aimed at Sugarizing educational programming language Kumir on XO was started by the Open Source Laboratory of the Electro technical University in St. Petersburg.

The localization of OLPC XO software into Russian is for 50% completed.

#### **Educational level**

Through the cooperation with and the adaption of the Media laboratory Department of the Nizhny Novgorod Pedagogical University (NNSPU) and the Center of Digital Learning Education Pskov the link with the educators is secured for the future.

Several reports and presentations are held on this subject in Russia. NNSPU presented the XO and OLPC related activities at the "Web 2.0 in Education" conference in Nizhny Novgorod (October, 2008), at "What should be taught in the XXI century" conference in Moscow (December, 2008), and at "Open Source for Higher Education" conference in Pereslavl (January, 2009). A number of papers in Russian educational press, including nationwide "Educational Review" were published. Staff of NNSPU Media laboratory and LETI Open Source Laboratory contributed.

In fall semester 2008, a series of seminars presenting OLPC XO to NNSPU students and Nizhny Novgorod teachers, were conducted. Those seminars helped to create publicity of the OLPC in the city and to recruit volunteers for future projects.

The updates on OLPC developments are discussed on weekly meetings of the Media laboratory of NNSPU. A site is been created containing news and besides it is a knowledge center for XO related issues (<u>http://sites.google.com/a/ruolpc.ru/olpc-russia/</u>).

#### PR

In The Netherlands, Russia and also on global level, publicity and awareness was created about the first OLPC pilot in Russia. A full list of the PR results is included in chapter 2.

## Input deployment phase (stage 3)

Cooperation with stakeholders:

#### a. Schools

Due to a small number of XOs in Russia (no more than 70 laptops; 50 – donated by our Making Miles for Millennium Foundation, others received through the developers' program and G1G1) there are no full scale deployments yet. Only a couple Russian schools have access to XO's. Among them:

- Moscow, 4 XO's at school 1567. The XO's are being tested in the science class of Elena Afrina. The class was featured in a TV show on national television.
- Pskov, School 21 and Seredkinskaya school.
- Nizhny Novgorod, schools 11, 175, 44, 29, and 128 sent their teams of 5 students to the "1:1" XO camp.

#### b. Nizhny Novgorod Regional Boarding School for the Visually Impaired

An initial contact with the VI school staff was made in June 2008. Still any kind of deployment of OLPC technologies at the moment is complicated, mostly because of lack of accessibility software for the XO.

#### c. The staff of the Pedagogic university

The staff of the Media laboratory (Evgeny Patarakin, Alexey Kiselev, Sergey Shustov, and Boris Yarmakhov) came up with an initiative of organizing the XO camp in Nizhny Novgorod region and further dissemination of OLPC technologies through the media laboratory seminars.

#### d. Volunteers

OLPC Russia community has about 20 volunteers – students of NNSPU and LETI. They volunteered at the summer camp and continue working with the Media laboratory during school year.

#### e. Others (Centre for Distance Learning Pskov, St. Petersburg State Electrotechnical University)

The Center of Distance Learning education uses 10 XO's in teacher training programs since October, 2008

The staff of the Open Source Laboratory at the St. Petersburg State Electro technical University (directed by Dr. Kirill Krinkin) is very helpful in terms of solving XO related technical issues.

#### f. (Local) government

The Nizhny Novgorod Regional Parliament donated funds to finance the summer camp. Pskov city administration showed interest in the Russian OLPC project as part of their twinning town program with Nijmegen, The Netherlands.

#### g. OLPC

OLPC Russia community has contact with OLPC Europe, Middle East and Africa representative Matt Keller.

#### h. Foundation Free Deed

At the moment NNSPU has an "exchange of experience" relationship with the "Free Deed (Volnoe Delo) Foundation" in the area of deploying laptop programs in Russian schools. The Foundation uses Asus EEE PC in its programs.

#### i. Foundation Making Miles for Millennium

The role of our Foundation Making Miles for Millennium in OLPC Russia deployment is essential. It sponsored the purchase of 50 XO's and infrastructural components (modems, routers, LEGO, digital laboratory etc.). Besides we put effort in overcoming the Russian customs bureaucracy and the problems at logistic level. The legal base for cooperation between the Foundation and OLPC Russia is maintained on the base of a letter of intent signed between the rector of NNSPU and the chairman of our Foundation Making Miles for Millennium.

#### Success criteria for future deployment

The success criteria for future deployment are:

Government: easy way to order small quantities, easy way of technical support, fast deployment and a low costs device.

One Laptop Per Child organization: marketing of the XO, the possibility to get in touch with OLPC representatives, a clear proposition of the XO versus other devices and a strategy for Russia.

In general training facilities, an education framework for the Russian curriculum about where and how the XO activities fit in, and a nationwide network of educators and IT people.

Currently 35 XO's are located at Nizhny Novgorod (NNSPU) and 15 in 2 schools in Pskov and the Distance learning center in Pskov. The XOs in Nizhny Novgorod are used for showcases at city schools, extracurricular activities with the city schoolchildren and in class of University students learning computer technologies.

It is too early yet to determine the added value of the XO for the students. We need more data to determine the long term effects.

OLPC technologies may be very effective in Russia, but it will be hard to run a full scale OLPC deployment without support from the OLPC Foundation itself and the Russian government. The go/no go for a larger scale deployment largely depends on these two parties.

#### 1.3. Bottle necks

#### 1.3.1. Financial level

The price of the XO was higher than expected. The OLPC director Europe, Middle East and Africa originally set the price at \$ 200. The final price was however \$ 300. That was \$ 5.000 more than we had calculated. Despite protests by us and suggested solutions, there was no possibility to change the price.

The custom clearance costs and the shipping costs were higher than calculated. The delivering organization OLPC had made mistakes at the delivery process, the custom clearance and the shipping took longer than expected and therefore also the costs related to shipping and customs.

Fortunately we were able to face the budget challenges by raising additional funds and spend less money on infrastructure.

#### 1.3.2. Technical level

One of the XO's needed a touchpad replacement. It is quite difficult to purchase a replacement for it in Russia.

#### 1.3.3. Organizational level

Working with the One Laptop Per Child organization was extremely difficult. It was very hard and time consuming to get the XO's. Besides OLPC completely mashed up the delivery process. It cost us a tremendous effort to solve the raised problems. For a full report see: http://www.olpcnews.com/implementation/evaluations/evaluation\_recommendations\_for.html.

Another part of the problems was connected with the clearing of the 50 XO's at the Russian customs. With a custom broker hired by the Nizhny Novgorod Pedagogical University we finally were able to get the XO's.

Fortunately the XO's were released by customs on the day the summer camp started. Just on time. Because of the delay we couldn't introduce the XO's at the different schools and train the teachers before summer holidays. That was later than we originally had planned.

#### 1.3.4. Cultural level

The XO software is not 100% localized yet. In some cases we had to use partially localized software. That was however not a major problem. Young children are able to adapt the English language interfaces very quickly.

When the XO software is completely localized, the XO also needs a Cyrillic keyboard.

#### **1.4.Evaluation**

#### The added value of the XO

In evaluating OLPC XO in Russian educational environment we used the 4P - 4C - 4S approach, developed by Winter.

**Power.** OLPC XO is a low power device. In the summer camp environment we could use it for more than 5 hours with one charge cycle, which is more than enough for one day of work. In comparison with other Ulta Mobile PC's it works way more longer.

**Performance.** This P is the weakest point at the moment. The XO is much slower than most conventional laptops. Sometimes it freezes on loading an activity. However it is powerful enough to run usual tasks, involving reading, writing, taking pictures etc.

**Price.** XO is affordable, especially when it comes to big orders. For small quantities our Foundation Making Miles for Millenium (50 XO's) had almost pay twice the price to OLPC, additional fees, and custom clearance costs etc.

**Portability.** XO has excellent design and display features, which makes it nearly ideal for education, especially at extracurricular activities. It is much more efficient than any other known UMPC device.

**Communication.** The mesh network makes the XO a very attractive and kids friendly device, both for educational purposes (shared Write documents) as for fun (Chat activity was the most popular in this respect).

**Collaboration.** XO has very good collaboration features. We found a certain limit for the number of XOs that can work through the mesh network simultaneously (about 16 machines) but within this limit the mesh network works fine.

**Creation.** XO has very high potential for creative work and study , both at school and in extracurricular activities. The model which we used included creative writing, taking photos and videos, drawing pictures and using E-Toys and Scratch programs.

**Content.** We found it very useful to use books in pdf format. These digital books can be read by children. And there is plenty of software on the XO for creating their own content.

**Safety.** Both Russian educators and students liked the idea of preserving and extending the XO user's identity. XOs work well in a wireless WiFi environment which reduces the threats for the kid while surfing on the open Internet.

**Sturdiness.** The summer camp had many different kinds of environment, like direct sun, dust, and humidity. None of the XO's failed due to the environment. At this point XO is a "very close to an ideal" laptop.

**Serviceability.** The OLPC idea an XO can be repaired by any child, and therefore there is no need for repair centers sounds good, but NNSPU found out technical support and access to spare parts is still essential.

**Storage.** The journal as a replacement for the file system doesn't work out well. E.g. Scratch projects created on XO's are not visible in the journal. The absence of a file manager makes it difficult to find.

The evaluation was based on our original success criteria. The number of children who successfully learned the OLPC technologies in a summer camp environment was measured. The evaluation resulted to a small change of the project objective. Before deploying the XO's in a secondary school environment an inquiry is needed. Also localization and "sugarization" of existing educational software is necessary.

The XO is an appropriate tool for 8-12 year old learners. 8-12 years children enjoy the XO and use the multiple educational resources properly. There is no sense using them with younger children (under 8 years). They need more conventional learning devices (book, paper, ink, paint etc) for their development. And teenagers also have other needs, i.e. listening to music and watching films in which case the XO is not the best device. Besides the XO keyboard is too small for them to use.

#### 1.5. Follow up

The continuity of the project is secured by the following stakeholders:

**Teachers;** Media laboratory at the NNSPU (Nizhny Novgorod) and Center of Digital Learning Education Pskov

Educators; Media laboratory at the NNSPU (Nizhny Novgorod).

Children; Media laboratory at the NNSPU (Nizhny Novgorod) and the different involved schools

Infrastructure; Media laboratory at the NNSPU (Nizhny Novgorod)

**Software;** OSL Laboratory at the St. Petersburg Electro technical University and Grassroots OLPC Russia.

Hardware XO; OSL Laboratory at the St. Petersburg Electro technical University.

It is a major step Media laboratory at the NNSPU (Nizhny Novgorod) embraced the XO. It secures future activities and is a very good educational base to build on. It gives a good educational framework for the involved schools.

The OLPC Russia community is interested in establishing contacts with the international OLPC community, educators and developers. OLPC Russia is planning to enlarge the circle of educational software we use on XOs. Adapting accessibility software is important for using XOs in institutions for visually impaired children.

The scaling of OLPC Russia is possible by purchasing a relevant number of XO's by the Russian government or private foundations. Scaling the project to Russian schools requires a relevant number of XO's and XS servers and proper infrastructural and organizational maintenance.

In the best case scenario (a relevant number of XO's bought by the Russian government/private foundations) the scaling of OLPC Russia pilot can be started in fall 2009.

## **1.6. Learnings**

We learned a couple things on project management level:

- Visit the site and meet your stakeholders first before you start up something.
- Don't plan too optimistic. We originally had the idea to introduce the XO and teach how to use the XO in a couple days. That is too much. To explain the concept and to digest the information by stakeholders takes time.
- Because it is an innovation for the Russian educational market, plan extra slack inside your timeline and budget extra margins.

## 2. PR of the project

In Appendix I we included a full list of the PR results of the project, the target groups, how many people we have reached and which region is was targeted.

#### 2.1. Bottlenecks

PR issues:

- Raising money through publicity in newspapers or on internet sites is incredibly difficult. The conversion ratio from views to donation is very low.
- Just sending a letter to a company doesn't work. We learned to call first and to find out which person is responsible for sponsoring. You also need to know what the company's focus is before the letter is sent. Even then we had to call every single company to get the best results. It is very time consuming.
- PR and communication are additional costs which consumes donated money. Our ratio was 3 % to PR and communication and 97 % to school projects.
- During our trip internet access and bandwidth were sometimes limited or not available. A lot of time was consumed by searching for internet connectivity in internet cafés or at peoples home. Especially the uploads of the movies (easily 300 Mb every time) did cost a lot of time.
- In spite of the publicity and the willing of the newspaper De Gelderlander to cooperate, we had to spend a lot of time of composing and editing our texts and video's. We expected more help from professional journalists.
- Unfortunately we don't have the results of the TV-items of Russia and Mongolia. It's very hard to receive a copy of the news items once you've left the country.

Financial issues:

- It really depends on the time of the year your request is being received by companies and funds. The best time of the year is september/october, when resources are planned for the coming year and people are open to talk about new initiatives.
- For private persons the best time of the year is the end of year when they have received their 13<sup>th</sup> month and are facing Christmas.
- Donating money depends on the focus and strategy of the companies.
- Most large companies only embrace one or two big NGO or initiatives.
- As a small foundation we don't have a brand and a track record.
- Promised resources are sometimes paid very late, even after repeatedly asking.
- We have to make start-up costs for the chamber of commerce, notary, communication material etc. before we could raise any money and start our PR activities.

Organizational:

• 2 persons doing all the activities of the project, including the publicity, is very time consuming.

#### 2.2. Learnings

- Use the committee of recommendation to raise money and publicity
- Use the NGO's and partners more to raise money and publicity
- The best way to raise money and create publicity is through networking and calling. Next time we will pay more attention to this topic.
- Ask for money or something else in return when you find a newspaper or magazine to publish your story.
- We need extra help to professionalize PR and communication. That's why we are currently looking for additional competences for our foundation.

## 3. Financial report of the project

| Income                              | EURO      | Expenses   | EURO      |
|-------------------------------------|-----------|--|-----------|
| Russia                              |           |  |           |
|                                     |           | Laptop   |           |
| NCDO                                | 4.300,00  | 50 XO's  | 9.700,00  |
| NCDO PR                             | 200,00    | Shipping costs                                     | 1.567,46  |
| NCDO still open                     | 700,00    | Custom clearance                                   | 1.750,00  |
| Donations companies/private persons | 9.989,68  | Infrastructure                                     |           |
|                                     |           | Router Billion BiPAC                               | 205,28    |
|                                     |           | USB GPS Navigator                                  | 60,50     |
|                                     |           | Lego Mindstorms NXT                                | 354,03    |
|                                     |           | Book Lego  | 15,71     |
|                                     |           | 3 x Notepower Solar Laptop Computer Charger        | 661,63    |
|                                     |           | Nova 5000 portable digital laboratory with sensors | 593,00    |
|                                     |           | Bank transfer Nova5000                             | 18,00     |
|                                     |           | Promotional costs                                  |           |
|                                     |           | Software   |           |
|                                     |           | Pinnacle   | 83,00     |
|                                     |           | Google Earth                                       | 13,06     |
|                                     |           | Yahoo, Flickr                                      | 16,10     |
|                                     |           | SmartFTP   | 32,15     |
|                                     |           | Phone  |           |
|                                     |           | Skype  | 28,75     |
|                                     |           | Fixed line phone                                   | 91,01     |
| Total                               | 15.189,68 | Total  | 15.189,68 |

The original budget was 12.000 EURO, where 5.200 EURO was donated by NCDO. The final budget was a little more than 15.000 EURO. That had to do with problems with the Russian customs, high storage costs at the airport and the changed price of the laptop. Fortunately we were able to handle the costs by additional funds and cuts in the infrastructure.

## 4. Appendix I; PR Results

|     | What  | When                    | Target group             | Region                      | Results            |
|-----|---|-------------------------|--------------------------|-----------------------------|--------------------|
| Α   | Presentation  |                         | 14180181045              |                             |                    |
| 1   | OLPC meetings The Netherlands   | January 19. 2008        | One Laptop Per Child     | Delft, The Netherlands      | 15 attendees       |
| 2   | BGZ class   | May 27. 2008            | Children and teachers    | Warsaw, Poland              | 100 attendees      |
| 2   | Deputy Head of the City of Pskov Ivan   | Widy 27. 2000           | children and teachers    |                             | 100 attenaces      |
| 3   | Tsetsersky,   | June 11. 2008           | Stakeholder              | Pskov, Russia               | 8 attendees        |
| 4   | School 21   | June 11. 2008           | Teachers and stakeholder | Pskov, Russia               | 7 attendees        |
| 5   | Center of Distance Learning and Education                                       | June 13. 2008           | Teachers                 | Pskov, Russia               | 20 attendees       |
| 6   | School for Visual Impaired Children   | June 25. 2008           | Teachers and stakeholder | Nizhny Novgorod, Russia     | 5 attendees        |
| 7   | Pedagogic State University of Nizhny Novgorod                                   | June 26. 2008           | Teachers and stakeholder | Nizhny Novgorod, Russia     | 7 attendees        |
| 8   | School 28   | June 27. 2008           | Children and teachers    | Nizhny Novgorod, Russia     | 15 attendees       |
| 9   | Summer Camp   | June 28. 2008           | Children                 | Pustin, Russia              | 25 attendees       |
| 10  | Web 2.0 in Education conference   | October, 2008           | Educators                | Nizhny Novgorod, Russia     |                    |
| 11  | What should taught in the XXI century   | December, 2008          | Educators                | Moscow, Russia              |                    |
| 12  | OLPC meeting The Netherlands  | December 13. 2008       | One Laptop Per Child     | Utrecht, The Netherlands    | 15 attendees       |
|     | In fall semester 2008 a series of seminars                                      |                         |                          |                             |                    |
| 13  | presenting OLPC XO  | Fall 2008               | Students and teachers    | Nizhny Novgorod, Russia     |                    |
| 14  | De Gelderse Roos  | January 29. 2009        | General interest         | Arnhem, The Netherlands     | 45 attendees       |
| 15  | Open Source for Higher Education<br>Summary of project activities in Serachour, | January, 2009           | Educators                | Pereslavl, Russia           |                    |
| 16  | Nepal   | January 18. 2009        | Sponsors                 | Leuven, Belgium             | 35 attendees       |
| в   | Print   |                         |                          |                             |                    |
| 1   | Tienders krantje  | March 2008              | General interest         | Tienray, The Netherlands    |                    |
| 2   | De Brug   | May 15. 2008            | General interest         | Nijmegen, The Netherlands   |                    |
| 3   | Amersfoort Nu   | May 16. 2008            | General interest         | Amersfoort, The Netherlands |                    |
| 4   | De Gelderlander   | May 21. 2008            | General interest         | Gelderland, The Netherlands |                    |
| 5   | BGZ Magazine  | June 2008               | General interest         | Poland                      |                    |
| 6   | De Gelderlander   | July 7. 2008            | General interest         | Nijmegen, The Netherlands   |                    |
| 7   | Personal Computer Magazine  | July 2008               | IT                       | The Netherlands             |                    |
| 8   | Nieuwsbrief Stedenband Nijmegen – Pskov   | September 2008          | General interest         | Nijmegen, The Netherlands   |                    |
| 9   | De Gelderlander   | October 4. 2008         | General interest         | Nijmegen, The Netherlands   |                    |
| 4.0 | A number of papers in Russian educational                                       | 5.11.2000               | Ed. and an               | D. sala                     |                    |
| 10  | press,  | Fall 2008               | Educators                | Russia                      |                    |
|     | incl. nationwide Educational Review<br>De Gelderlander (together with Brabants  |                         |                          |                             |                    |
| 11  | Dagblad, Limburger, Dagblad van het Noorden,                                    | November 27. 2008       | General interest         | The Netherlands             |                    |
|     | Haarlems Dagblad)   |                         |                          |                             |                    |
| 12  | Mumbai Mirror   | December 2008           | General interest         | Mumbai, India               |                    |
| 13  | Peel en Maas  | December 30. 2008       | General interest         | Limburg, The Netherlands    |                    |
| 14  | Internationale Samenwerking IS  | February 2009           | Development aid          | The Netherlands             |                    |
| с   | Internet  |                         |                          |                             |                    |
|     | Our own internet sites  |                         |                          |                             |                    |
| 1   | www.metersmakenvoormillennium.nl  | March 2008 - March 2009 | General interest         | The Netherlands             | posted 92 blogs    |
|     | -   |                         |                          |                             | 63,902 visits      |
|     |   |                         |                          |                             | 166,128 page       |
|     | -   |                         |                          |                             | views              |
| 2   | http://hoemoetdatnou.hyves.nl   | March 2008 - March 2009 | General interest         | The Netherlands             | posted 92 blogs    |
|     | -   |                         |                          |                             | 5,691 views        |
| 3   | http://www.youtube.com/   | March 2008 - March 2009 | General interest         | Global                      | posted 190 video's |
|     | -   |                         |                          |                             | 10,785 views       |
|     | ununu flieler com   | March 2009 March 2000   | Conoralintaraat          | Clabal                      | posted 641         |
| 4   | www.flickr.com  | March 2008 - March 2009 | General interest         | Global                      | pictures           |
|     | l -   | I                       | I                        | I                           | 11,746 views       |

| S       Decada interest:       Global       presentations<br>posted 3         s       www.strbd.com       General interest:       Global       Sinewa<br>posted 3         s       www.strbd.com       General interest:       Global       Sinewa<br>posted 3         www.strbd.com       memory strbd.com       Feenal websites  | i i | 1                                    | I                        | 1                | I.                          | posted 6          |
|---|-----|--------------------------------------|--------------------------|------------------|-----------------------------|-------------------|
| second science       1,755 diverses       1,755 d  | 5   | http://www.slideshare.net/           |                          | General interest | Global                      | •                 |
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| Image: Section and sectio |     |                                      |                          |                  |                             | 182 views         |
| Image: Section and sectio | 7   | -<br>www.twittercom/harrievo         |                          | General interest | The Netherlands             |                   |
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| 26OLPC News EvaluationGeneral interestGlobal27American Center for Educational ResearchIT and educatorsGlobal28ConnexieITThe Netherlands29ClubmessageITThe Netherlands30Dutch CowboysITThe Netherlands31Mobile CowboysITThe Netherlands32FrankwatchingITThe Netherlands33RaboblogITThe Netherlands34CMITThe Netherlands35Computers in de klasITThe Netherlands36Onderwijs van morgenEducatorsThe Netherlands38EducosThe NetherlandsIt Netherlands  |     |                                      |                          |                  |                             |                   |
| 27American Center for Educational ResearchIT and educatorsGlobal28SMS action28ConnexieITThe Netherlands29ClubmessageGeneral interestThe Netherlands30Dutch CowboysITThe Netherlands31Mobile CowboysITThe Netherlands32FrankwatchingITThe Netherlands33RaboblogITThe Netherlands34CMITThe Netherlands35Computers in de klasEducatorsThe Netherlands36Onderwijs van morgenEducatorsThe Netherlands37ICT NieuwsEducatorsThe Netherlands38EducosThe NetherlandsEducators38EducosThe Netherlands   |     |                                      |                          |                  |                             |                   |
| SMS actionITThe Netherlands28ConnexieITThe Netherlands29ClubmessageGeneral interestThe Netherlands30Dutch CowboysITThe Netherlands31Mobile CowboysITThe Netherlands32FrankwatchingITThe Netherlands33RaboblogGeneral interestThe Netherlands34CMITThe Netherlands35Computers in de klasGongenIT36Onderwijs van morgenEducatorsThe Netherlands37ICT NieuwsEducatorsThe Netherlands38EducosThe NetherlandsItel Netherlands  |     |                                      |                          |                  |                             |                   |
| 28ConnexieITThe NetherlandsA state29ClubmessageGeneral interestThe Netherlands5,390 views30Dutch CowboysITThe Netherlands5,390 views31Mobile CowboysITThe Netherlands2,013 views32FrankwatchingITThe Netherlands2,560 views33RaboblogGeneral interestThe Netherlands2,560 views34CMITThe Netherlands135Computers in de klasGeneral interestThe Netherlands1136Onderwijs van morgenEducatorsThe Netherlands137ICT NieuwsICT NieuwsEducatorsThe Netherlands138EducosEducatorsThe Netherlands11  |     |                                      |                          |                  |                             |                   |
| 29Clubmessage<br>Dutch CowboysGeneral interestThe Netherlands5,390 views30Dutch CowboysITThe Netherlands5,390 views31Mobile CowboysITThe Netherlands2,013 views32FrankwatchingITThe Netherlands2,560 views33RaboblogGeneral interestThe Netherlands2,560 views34CMITThe NetherlandsITFaucationEducatorsThe Netherlands35Computers in de klasEducatorsThe NetherlandsIT36Onderwijs van morgenEducatorsThe NetherlandsIT37ICT NieuwsICT NieuwsEducatorsThe NetherlandsIT38EducosEducatorsThe NetherlandsIT  |     | SMS action                           |                          |                  |                             |                   |
| 30Dutch CowboysITThe Netherlands5,390 views31Mobile CowboysITThe Netherlands2,013 views32FrankwatchingITThe Netherlands2,560 views33RaboblogGeneral interestThe Netherlands2,560 views34CMITThe NetherlandsITEducationEducatorsThe Netherlands35Computers in de klasEducatorsThe NetherlandsI36Onderwijs van morgenEducatorsThe NetherlandsI37ICT NieuwsEducatorsThe NetherlandsI38EducosEducatorsThe NetherlandsI  | 28  | Connexie                             |                          | IT               | The Netherlands             |                   |
| 31Mobile CowboysITThe Netherlands2,013 views32FrankwatchingITThe Netherlands2,560 views33RaboblogGeneral interestThe Netherlands2,560 views34CMITThe NetherlandsIT35EducationEducatorsThe NetherlandsI36Onderwijs van morgenEducatorsThe NetherlandsI37ICT NieuwsEducatorsThe NetherlandsI38EducosThe NetherlandsThe NetherlandsI   | 29  | <u>Clubmessage</u>                   |                          | General interest | The Netherlands             |                   |
| 32Frankwatching<br>RaboblogITThe Netherlands2,560 views33RaboblogGeneral interestThe NetherlandsThe Netherlands34CMITThe NetherlandsIT55Computers in de klasFducatorsThe NetherlandsIT36Onderwijs van morgenEducatorsThe NetherlandsIT37ICT NieuwsEducatorsThe NetherlandsIT38EducosEducatorsThe NetherlandsIT  | 30  | Dutch Cowboys                        |                          | IT               | The Netherlands             | 5,390 views       |
| 33Raboblog<br>CMGeneral interest<br>ITThe Netherlands34CMITThe Netherlands35EducationEducatorsThe Netherlands36Onderwijs van morgenEducatorsThe Netherlands37ICT NieuwsEducatorsThe Netherlands38EducosEducatorsThe Netherlands   | 31  | Mobile Cowboys                       |                          | ІТ               | The Netherlands             | 2,013 views       |
| 34CMITThe Netherlands35EducationIII35Computers in de klasEducatorsThe Netherlands36Onderwijs van morgenEducatorsThe Netherlands37ICT NieuwsEducatorsThe Netherlands38EducosEducatorsThe Netherlands   | 32  | Frankwatching                        |                          | IT               | The Netherlands             | 2,560 views       |
| EducationEducatorsThe Netherlands35Computers in de klasEducatorsThe Netherlands36Onderwijs van morgenEducatorsThe Netherlands37ICT NieuwsEducatorsThe Netherlands38EducosEducatorsThe Netherlands   | 33  | Raboblog                             |                          | General interest | The Netherlands             |                   |
| 35Computers in de klasEducatorsThe Netherlands36Onderwijs van morgenEducatorsThe Netherlands37ICT NieuwsEducatorsThe Netherlands38EducosEducatorsThe Netherlands  | 34  | <u>CM</u>                            |                          | т                | The Netherlands             |                   |
| 35Computers in de klasEducatorsThe Netherlands36Onderwijs van morgenEducatorsThe Netherlands37ICT NieuwsEducatorsThe Netherlands38EducosEducatorsThe Netherlands  |     |                                      |                          |                  |                             |                   |
| 36Onderwijs van morgenEducatorsThe Netherlands37ICT NieuwsEducatorsThe Netherlands38EducosEducatorsThe Netherlands  |     |                                      |                          |                  |                             |                   |
| 37ICT NieuwsEducatorsThe Netherlands38EducosEducatorsThe Netherlands  |     |                                      |                          |                  |                             |                   |
| 38   Educators   The Netherlands  |     |                                      |                          |                  |                             |                   |
|   |     |                                      |                          |                  |                             |                   |
|   |     |                                      |                          |                  |                             |                   |
| 39 Leerbeveling Educators The Netherlands   | 39  | Leerbeveling                         | l                        | Educators        | The Netherlands             | l                 |

| 40 | <u>Educos</u>   |                           | Educators                       | The Netherlands                    |                             |
|----|---|---------------------------|---------------------------------|------------------------------------|-----------------------------|
|    | Development Aid   |                           |                                 |                                    |                             |
| 41 | <u>Updaid</u>   |                           | Development aid                 | The Netherlands                    |                             |
| 42 | ICT Development   |                           | Development aid                 | Global                             |                             |
|    | Travel  |                           |                                 |                                    |                             |
| 43 | Dim Sum   |                           |                                 | The Netherlands                    |                             |
|    | Resources   |                           |                                 |                                    |                             |
| 44 | Alle goede doelen   |                           |                                 | The Netherlands                    |                             |
| 45 | Goede doel  |                           |                                 | The Netherlands                    |                             |
| 46 | <u>Geef samen</u>   |                           |                                 | The Netherlands                    |                             |
| 47 | Online collecteren  |                           |                                 | The Netherlands                    |                             |
| 48 | Nationale hulpactie   |                           |                                 | The Netherlands                    |                             |
| 49 | KPA at work   |                           |                                 | The Netherlands                    |                             |
| 50 | YouBeDo   |                           |                                 |                                    |                             |
| D  | Campaign  |                           |                                 |                                    |                             |
| 1  | Rollerbank email  | April 2008                | Sponsor                         | The Netherlands                    | 70,000 members              |
| 2  | Rollerbank Hyves email  | April 2008                | Sponsor                         | The Netherlands<br>The Netherlands | 7,000 members               |
| 3  | Rabobank Hyves email  | April 2008                | Sponsor                         |                                    | 4,500 members<br>50 million |
| 4  | Hyves textlink  | 2 weeks in April/May 2008 | Sponsor                         | The Netherlands                    | views/day                   |
| 5  | Web-log.nl banner   | 4 weeks in August 2008    | Sponsor                         | The Netherlands                    | 360.000 views               |
| 6  | goSupermodel  | October 2008              | Sponsor                         | The Netherlands                    | 200,000 members             |
| _  | Dedie   |                           |                                 |                                    |                             |
| E  | Radio<br>Radio Gelderland   | May 23. 2008              | General interest                | Gelderland, The Netherlands        |                             |
| 1  | Radio Gelderland  | December 30. 2008         | General interest                | Gelderland, The Netherlands        |                             |
| 2  |   | December 50. 2000         | General interest                | Gendenand, me wethenands           |                             |
| Ε  | Television  |                           |                                 |                                    |                             |
| 1  | Nizhny Diensk Local TV, Russia  | August 7. 2008            | General interest                | Nizhny Diensk, Russia              |                             |
| 2  | 8 o' clock news on Mongolian TV (MNB)   | September 9. 2008         | General interest                | Mongolia                           |                             |
| 3  | National TV, Russia   | Fall, 2008                | General interest                | Russia                             |                             |
| 4  | ABC TV Nepal  | December 2008             | General interest                | Kathmandu, Nepal                   |                             |
| 5  | Mambapoint TV   | March 2009                | General interest                | The Netherlands                    |                             |
| F  | Intranet  |                           |                                 |                                    |                             |
| 1  | Intranet De Gelderse Roos   | March 17. 2008            | General interest and sponsor    | The Netherlands                    | 3,000 employees             |
|    |   |                           | General interest and            |                                    |                             |
| 2  | Intranet of Rabobank RaboNieuws   | March 26. 2008            | sponsor<br>General interest and | The Netherlands                    | 40,000 employees            |
| 3  | Intranet IBM  | April 2008                | sponsor<br>General interest and | The Netherlands                    |                             |
| 4  | Intranet Group ICT News   | May 5. 2008               | sponsor                         | The Netherlands                    | 2,500 employees             |
| 5  | Internal website of Rabobank; Rabo Earth<br>application with our video about Poland | June 2008                 | General interest and sponsor    | The Netherlands                    | 40,000 employees            |
| 6  | Intranet Group ICT July 2008  | July 2008                 | General interest and sponsor    | The Netherlands                    | 2,500 employees             |
| 7  | Intranet De Gelderse Roos   | July 2008                 | General interest and sponsor    | The Netherlands                    | 3,000 employees             |
|    | Internal website of Rabobank; Rabo Earth  | ,                         | General interest and            |                                    | ,,,,,,,,                    |
| 8  | application with our video about Moscow   | July 2008                 | sponsor<br>General interest and | The Netherlands                    | 40,000 employees            |
| 9  | Intranet Group ICT  | October 2008              | sponsor                         | The Netherlands                    | 2,500 employees             |
| 10 | Intranet De Gelderse Roos   | October 2008              | General interest and sponsor    | The Netherlands                    | 3,000 employees             |
| 11 | Intranet Group ICT  | December 22. 2008         | General interest and sponsor    | The Netherlands                    | 2,500 employees             |
|    |   |                           | General interest and            |                                    |                             |
| 12 | Intranet Group ICT  | February 2009             | sponsor                         | The Netherlands                    | 2,500 employees             |
| •  | 1   | 1                         | I                               |                                    | I                           |

| G | Newsletter                         |                         |                                |                          |                 |
|---|------------------------------------|-------------------------|--------------------------------|--------------------------|-----------------|
|   |                                    |                         | General interest and           |                          |                 |
| 1 | <u>Chess</u>                       | April 2008              | sponsor                        | The Netherlands          |                 |
| 2 | Sponsorupdate MMvM                 | July 2008               | Sponsors                       | The Netherlands          |                 |
| 3 | Paulus School Wijchen              | June 2008               | Stakeholder                    | Wijchen, The Netherlands |                 |
| 4 | Sponsorupdate MMvM                 | September 2008          | Sponsors                       | The Netherlands          |                 |
|   |                                    |                         | General interest and           |                          |                 |
| 5 | <u>Chess</u>                       | October 2008            | sponsor                        | The Netherlands          |                 |
| 6 | Sponsorupdate MMvM                 | November 2008           | Sponsors                       | The Netherlands          |                 |
| 7 | Mambapoint.tv                      | March 2009              | General interest               | The Netherlands          |                 |
|   |                                    |                         |                                |                          |                 |
| н | Gadgets                            |                         |                                |                          |                 |
| 1 | SMS OLPC Gadget                    |                         | Sponsor                        | The Netherlands          | copied 350      |
|   |                                    |                         |                                |                          | views 389.860   |
|   |                                    |                         |                                |                          | used 1119 times |
|   |                                    |                         |                                |                          | 90 % Hyves      |
| 2 | Donation gadget MMvM               |                         | Sponsor                        | The Netherlands          | used 17 times   |
|   |                                    |                         |                                |                          | 4 members, no   |
| 3 | Cause Meters Maken voor Millennium |                         | Sponsor                        | Global                   | donation        |
|   |                                    |                         |                                |                          |                 |
| Т | Press releases                     |                         |                                |                          |                 |
|   |                                    |                         | Educators, Development         |                          |                 |
| 1 | MMvM start of the trip             | March 2008              | Aid, General                   | The Netherlands          |                 |
| 2 | SMS donation                       | April 2008              | IT, Trendwatcher,<br>marketing | The Netherlands          |                 |
| 2 |                                    | April 2008              | Educators, Development         |                          |                 |
| 3 | MMvM end of the trip               | December 2008           | Aid, General                   | The Netherlands          |                 |
| - |                                    |                         | -,                             |                          |                 |
| J | Rest                               |                         |                                |                          |                 |
| 1 | Compilation DVD of trip            |                         | General interest               | The Netherlands          | 91 sold         |
| 2 | Adds on Volkswagen bus             | March 2008 till present | General interest               | Global                   |                 |