



## **CyberSmart! Education – Sustainable, Scalable 21<sup>st</sup> Century Learning at eLearning Africa**

*FOR IMMEDIATE RELEASE*

DAKAR, Senegal, (May 14, 2009)—CyberSmart! is pleased to present its Sustainable 21<sup>st</sup> Century Learning Initiative at the 4<sup>th</sup> Annual eLearning Africa Conference 2009 held at Le Méridien President, Darkar, Senegal, 27-29 May 2009. Delegates are invited to meet Jim Teicher, CyberSmart!'s CEO, and Julia Frazier, CyberSmart!'s director for Africa, at Stand 40 to find out more about this project.

### **Announcing An eLearning Ecosystem at the Grassroots**

This is a proof-of-concept for what it will take to transform a nation into a community of 21<sup>st</sup> century learners through an ecosystem approach, balancing all the components necessary to achieve sustainability and scale. “Senegal must successfully address these challenges in order to fight a digital war on poverty—preparing students to benefit economically, socially and politically, from living in a connected world, and closing the digital gap,” said Jim Teicher, CyberSmart! CEO.

Using a 21<sup>st</sup> century skills instructional model that is easy to implement, reproduce and scale, CyberSmart! enriches and extends elementary and middle school curricula while breaking down the barriers that separate school from real-world authentic learning. Professional development connects teachers into learning communities which encourage knowledge creation and the development of learning materials to be used in the classroom. We use appropriate technologies, including laptops, digital pens, mobile learning, SMS messaging, cameras, printers, and more.

CyberSmart! has been working on school improvement in Senegal since 2007, and now reaches out to five schools around M'Bour as well as the Louga region. In 2008 CyberSmart! implemented a digital storytelling project as well as 21<sup>st</sup> century skills learning with laptop computers and software aligned to the existing Senegalese national curriculum. Content from the digital stories was played at the education inauguration ball celebration for President Barak Obama. CyberSmart! is seeking partners to expand this initiative to include 30 Senegalese schools during 2009-10.

On Thursday 28 May, from 11:30 – 13:00 in Room B01, Jim Teicher, CEO of CyberSmart! and Mounirou Cisse, Teacher, Ecole Sinthiou Mbadane1 will be speaking in the conference session 'Confronting the Challenges of Implementing ICT in Schools.

### **About CyberSmart!**

CyberSmart! Education (USA) provides 21<sup>st</sup> century professional development and K-12 school curriculum designed to help students achieve in today's digital society. Our partners going forward include the The Millennium Villages Project, a joint initiative of the Earth Institute at Columbia University, Millennium Promise and the United Nations Development Programme, the ePals global community of connected classrooms; and the Senegalese Ministry of Education. This initiative is currently seeking additional private and public partners.

To view a project overview video, see <http://www.youtube.com/watch?v=NaaYoBj9K78> and for more information go to [www.cybersmart.org/africa](http://www.cybersmart.org/africa) or [www.cybersmart.org/afrique](http://www.cybersmart.org/afrique). For more information contact Jim Teicher, CEO, CyberSmart! Education. [Jim@cybersmart.org](mailto:Jim@cybersmart.org)