

Informica - Reclaim our School

The concept name "Reclaim our School" (temporary working title) in this context, refer to the school system in our respective countries, and not to any particular school.

The concept name for public use is not yet established. The actual Danish site is: "informica.dk"

The concept

The product – or concept – is an internet based knowledge bank, intended to provide teachers, pupils, students and all kinds of groups, interested in expanding their knowledge, “extremely comprehensive and easy accessible insight” about different cultures, religion and ideologies by using not only history – but moreover the outcome of history - which of course is the master key for understanding the presence.

The user will find (later on it will be able to compose) his or the groups preferred issue by filling in relevant search words or phrases or chose a certain issue via categories. Then “informica” will present the background material (historical sources, statistic data, recent scientific literature, news paper articles etc.) concerning the issue spiced with a complex set of questions, aimed for further research and own reflection to be answered by the participating class or audience. Links to all available sources presenting different opinions in the matter gives the “teacher or the group manager” a splendid possibility to raise a discussion, and demand active participation and comprehensive explanations from the class, the group and so on.

Let me get back to the product and the benefit of it later. I am aware that we have Wikipedia and many other information sites. “Informica” are for the most lazy of us :-D and the most demanding (dette går jeg ud fra er en note forbeholdt dig selv), for us who loves to create splendid results in shortest possible time!

The main purpose

My idea seeks to pull the public school out of the hands of those who has “governed” there the last two generations. I will of course not call them terrorists – but “theorists”. Their idea, that all cultures are the same and therefore should be given the same values when considered, is problematical to say the least. This and their idea, that all religions, at the bottom line, are all the same, is manipulative and must be seen as part of a larger strategy promoting multiculturalism at the cost of the traditional western values and the nation states. They teach and try to promote the idea that criticism is essential – but in their teaching criticism is reserved for western values, patriotism, Christianity, the United States, Israel, their friends and of course the barbarian crusaders.

I am of course primarily pointing my finger at those who uncritically embrace the socialistic ideologies but also people that are fascinated and infatuated by Islam to a degree, that they claim that westerners are guilty to all the bad things that has happened in the world the last thousand years or more. Unfortunately, all though the Berlin wall has long gone, the socialist’s ideology is still predominant in our schools, colleges, universities and our institutes for education – but nowadays in a version promoting multiculturalism as a remedy for attacking the western society they have always hated.

I - of course - have got my experience from the Danish, Swedish and in a smaller amount the Norwegian school universe. And naturally I look at the challenge from that point of view. But the content in the concept, I am talking about here, could be approximately the same for all western countries, while the way of bringing it out in the open, present it and explain it to a larger audience may be diverse in different regions and environments. With the main content archived in a database, it should be a lesser problem to adapt the design locally, in order to gain the best outcome of our mission – and by doing this creating a market for *Informica* as product with many possible consumers.

It is important, that we – or those, who agree on working together in creating a market for this project, are in concordance when it comes to the purpose - and the results we want to achieve - with the concept. But most important, I think, is that we really believe that we can change something – and that we admit, that we cannot change the world over night!

Target

Our **target group** is mainly teachers, on all levels. Of course there will be different designs for different levels. It is teacher students, integration consultants and adult teachers in that segment as well as public and private study groups which are in our main focus, but also pupils in our primary schools, colleges and students at our universities.

I am also convinced, that our efforts can be transformed into a design, which can be very easy to access, and therefore exceptionally useful for all single individuals that seek comprehensive information about this issues via the internet – as a benefit, that will provide us with a great possibility to gain some income from advertising, and maybe if that turns out to be convenient, we can offer the packet as paid service. As we say in Denmark: It is the small water streams that make the big river!

The vision

Within 10 years we intend to change important positions in the education system (per country).

Example: We intend to transform the belief of “cultural equality” into an intellectual understanding and awareness that cultures are different. Using a sort of BPR (Business Process Reengineering) model, we give universities, colleges and teachers a tool for realizing the possibilities to break down and analyze many of the existing problems or problem areas unveiled in common or in particular school environments. Aided by source material, data etc. stored in the *Informica* knowledge bank, management, teachers and students can work together to sort out and rearrange the puzzles in nearly all sorts of problems by using history and external examples from different times and situations.

The result will be a great experience in team work crossing cultural, religious and political borders for mutual benefit.

The needs we satisfy

Our intentions are to provide an easy way for teachers – and similarly - to start dynamic, ongoing (continuing) discussion projects with different content and possibilities to view the different point of views (occasions) from all existing angles. As a complement or a replacement to existing education material we help teachers and students that need different angles, but do not have the time – or energy - to create their own material or interdisciplinary projects. Interdisciplinary project consume approximately 1/3 of the total numbers of school hours today. (Denmark, Sweden) It is therefore essential that teachers and students have reliable and scholarly unassailable alternatives to the main stream school material.

Marketing

In creating a market for *Informica* we intend to cooperate with blogs, newspapers, magazines and diverse institutions that have ideological interests in developing the rest of the educational industry so to speak.

In cooperation with public institutions (libraries, colleges, universities, teacher seminars etc) we will complete seminars in at least 20 different cities (areas) in Denmark in connection with the launch of the first proto type. We will invite individuals and organizations, which we assume should be interested. At those seminars we will ask volunteers to come forward to participate together with us in the future development.

In the marketing plans is included a Direct Marketing campaign, where we combine conference invitation and an invite to contribute – as financial supporters or as volunteers.

Time Period (Schedule)

I have chosen a time period of one working year. It has been empirically shown that 12 months periods grant the most efficient results in projects such as this.

During this period we intend to produce a working "template" or prototype. Of course there will be limited options in content, but the interface will be equipped with "full scale" functions. We will test marketing facilities and methods, gather and analyze user reactions from a (limited) group of users with different abilities - both teachers and students.

During the second "half-period" of the first 12 months the *Informica* system should be up running in a partial scale and should therefore be ready for adaptation in other countries.

Logic and rationality are the overall key-words in this process!

We have to consider the idea of writing the contents (texts) in two languages simultaneously. I have calculated the concept developed in Denmark; there I have my main consultants and contacts. Never the less it is my opinion, that we should simultaneously produce an English – or maybe German or French – (text) set up. By doing that, we should earn time by gaining a much broader feed back, get more people (globally) interested during the development process.

Financing

It is not possible to change the world over night – unfortunately. Longer project requires financing or monetary support in one way or the other.

The concept I have given you a small bite of here should be an interesting case for TM-fundraising – when it is up running on a phase one level – this concept needs more sponsors from political organizations and most of all from people who has a longer perspective than next quarter.

We have a budget for a basic set up running over 12 months and based on the review above. Further details will of course be necessary when it comes to serious economic negotiations. (Please contact me for further information).

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