Evaluation report

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

Pskov

Nizhny Novgorod

Version 1.0

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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 (http://wiki.laptop.org/images/b/b5/Projectbrief1.22wb.doc).

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 (http://sites.google.com/a/ruolpc.ru/olpc-russia/Home). 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 (http://osll.spb.ru/projects/show/xosupport).

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 (http://www.idea-russia.ru/success_story/new/1309/eng/). 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 (http://sites.google.com/a/ruolpc.ru/olpc-russia/).

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 13th 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
A	**Presentation**				
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
3	Deputy Head of the City of Pskov Ivan 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
13	In fall semester 2008 a series of seminars 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	January, 2009	Educators	Pereslavl, Russia	
16	Summary of project activities in Serachour, Nepal	January 18. 2009	Sponsors	Leuven, Belgium	35 attendees
B	**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	
10	A number of papers in Russian educational press, incl. nationwide Educational Review	Fall 2008	Educators	Russia	
11	De Gelderlander (together with Brabants Dagblad, Limburger, Dagblad van het Noorden, Haarlems Dagblad)	November 27. 2008	General interest	The Netherlands	
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	
C	**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
4	www.flickr.com	March 2008 - March 2009	General interest	Global	posted 641 pictures 11,746 views

					posted 6 presentations
5	http://www.slideshare.net/		General interest	Global	1,751 views
6	www.scribd.com		General interest	Global	posted 3 documents 182 views
7	www.twittercom/harrievo		General interest	The Netherlands	posted 304 tweets 102 followers

External websites

Newspaper

1	De Gelderlander	with every single week a video update	General interest	Gelderland, The Netherlands	posted 29 video's 30,000 views

General

2	EEN		General interest	The Netherlands	
3	De Gelderse Roos		General interest	Gelderland, The Netherlands	
4	Nijmegen - Pskov		General interest	Nijmegen, The Netherlands	
5	NRC		General interest	The Netherlands	
6	Spotlight		General interest	The Netherlands	
7	Rhype Concepts		General interest	The Netherlands	851 views
8	Chess		General interest	The Netherlands	
9	SAP Letselschade advocaten		General interest	Utrecht, The Netherlands	
10	SAP Letselschade advocaten		General interest	Utrecht, The Netherlands	
11	Trenslator		General interest	The Netherlands	
12	Classic Mania		General interest	The Netherlands	
13	Nieuwsbank		General interest	The Netherlands	
14	Nieuwsloket		General interest	The Netherlands	
15	Nieuws Belgie		General interest	Belgium	
16	Goed nieuws weblog		General interest	The Netherlands	
17	Auto Quik		General interest	Gelderland, The Netherlands	

Related to One Laptop Per Child

18	OLPC Wiki		IT and educators	Global	
19	OLPC Wiki Russia		IT and educators	Russia	
20	OLPC News Summercamp		IT and educators	Global	
21	OLPC Russia		IT and educators	Russia	
22	Idea project		General interest	Russia	
23	Centre of Distance Learning and Education		IT and educators	Russia	
24	Blog OLPC Russia		IT and educators	Russia	
25	OLPC Russia support		IT	Russia	
26	OLPC News Evaluation		General interest	Global	
27	American Center for Educational Research		IT and educators	Global	

SMS action

28	Connexie		IT	The Netherlands	
29	Clubmessage		General interest	The Netherlands	
30	Dutch Cowboys		IT	The Netherlands	5,390 views
31	Mobile Cowboys		IT	The Netherlands	2,013 views
32	Frankwatching		IT	The Netherlands	2,560 views
33	Raboblog		General interest	The Netherlands	
34	CM		IT	The Netherlands	

Education

35	Computers in de klas		Educators	The Netherlands	
36	Onderwijs van morgen		Educators	The Netherlands	
37	ICT Nieuws		Educators	The Netherlands	
38	Educos		Educators	The Netherlands	
39	Leerbeveling		Educators	The Netherlands	

40	Educos		Educators	The Netherlands	
	Development Aid				
41	Updaid		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	Geef samen			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	7,000 members
3	Rabobank Hyves email	April 2008	Sponsor	The Netherlands	4,500 members
4	Hyves textlink	2 weeks in April/May 2008	Sponsor	The Netherlands	50 million 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
E	**Radio**				
1	Radio Gelderland	May 23. 2008	General interest	Gelderland, The Netherlands	
2	Radio Gelderland	December 30. 2008	General interest	Gelderland, The Netherlands	
E	**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
2	Intranet of Rabobank RaboNieuws	March 26. 2008	General interest and sponsor	The Netherlands	40,000 employees
3	Intranet IBM	April 2008	General interest and sponsor	The Netherlands	
4	Intranet Group ICT News	May 5. 2008	General interest and sponsor	The Netherlands	2,500 employees
5	Internal website of Rabobank; Rabo Earth 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
8	Internal website of Rabobank; Rabo Earth application with our video about Moscow	July 2008	General interest and sponsor	The Netherlands	40,000 employees
9	Intranet Group ICT	October 2008	General interest and 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
12	Intranet Group ICT	February 2009	General interest and sponsor	The Netherlands	2,500 employees

G	**Newsletter**				
1	Chess	April 2008	General interest and 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	
5	Chess	October 2008	General interest and sponsor	The Netherlands	
6	Sponsorupdate MMvM	November 2008	Sponsors	The Netherlands	
7	Mambapoint.tv	March 2009	General interest	The Netherlands	
H	**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 donation
3	Cause Meters Maken voor Millennium		Sponsor	Global	
I	**Press releases**				
1	MMvM start of the trip	March 2008	Educators, Development Aid, General	The Netherlands	
2	SMS donation	April 2008	IT, Trendwatcher, marketing	The Netherlands	
3	MMvM end of the trip	December 2008	Educators, Development 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	