

New subject for 21st century
skills development.



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Why does a boat float and a submarine sink? What changes does water make to the landscape? What is the lifecycle of a water droplet? Why does water flow into the sea? Is water life-giving fluid? Is water endless? Is there water on Mars? What causes a tsunami? How did humans conquer the world? How did Columbus deal with the oceans? How far does the air reach? Why does an egg take longer to boil the higher we are? Why do reindeer not live in the desert? How can we survive a sandstorm? Where does oxygen come from? Will earth change to a greenhouse? Will civilization come to an end due to climate change? How did we learn to fly? How do we predict the weather? ... and many more.

01 Introduction



World Phenomena is a package of educational materials, aimed at upper primary school learners (UK secondary level). Thanks to its versatility, it is adaptable for use in any curriculum or educational system as an add-on to a specific subject, or as an entirely new subject of the school timetable.

The lesson modules are created as an expedition of discovery into the phenomena that surround us. Combining short, high-impact video clips with engaging activities for the classroom, the modules provide teachers with a step by step guide to deliver a lesson where

the students learn in context, not just isolated sets of facts.

World Phenomena uses the best, award-winning documentaries the BBC has to offer and provides a custom selection of the most visually appealing, fact-filled short clips supported with sub-titles in English, with the possibility to add any other language required.

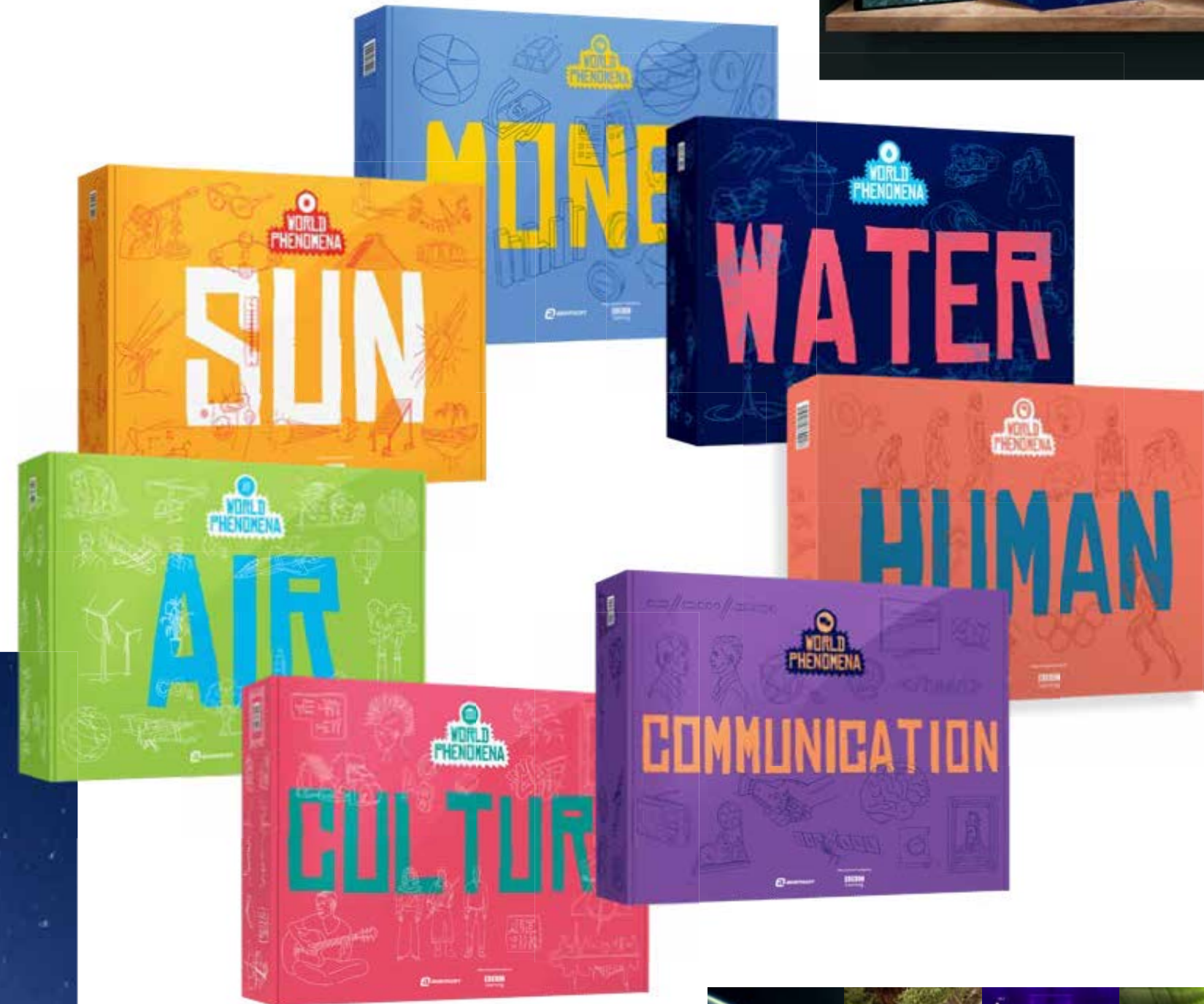
The video content, together with the in-depth online activities are hosted on a custom learning platform specifically tailored for teachers to share the content with their students, as well as for students to browse the content by themselves.

Connecting **digital education**, engaging **video content** together with **printed materials** and a game for the whole class.



What is World Phenomena?

An educational journey for **the next generation**.

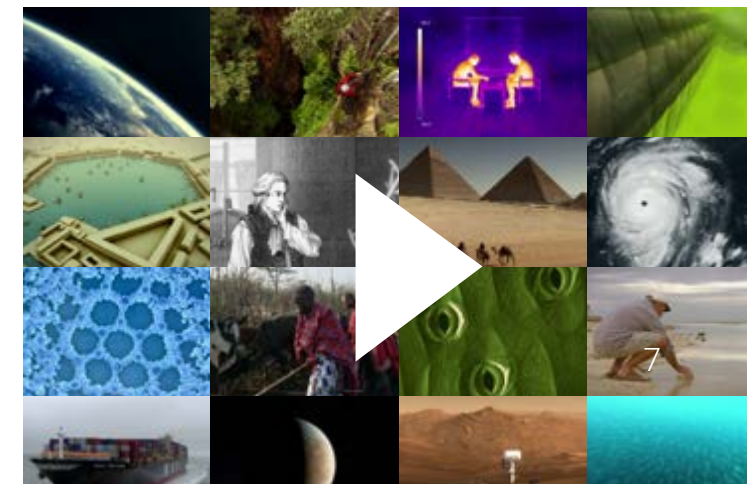


World Phenomena consists of 7 separate products (Water, Air, Sun, Culture, Communication, Human, Money) which offer the teacher a new modern way of teaching contextually, emphasizing the development of 21st century skills in classroom and motivating children to become engaged and active in learning. World Phenomena encourages and motivates students to learn by gamification and with highly interactive content.

This multi-media rich solution supports blended-learning trends combining digital activities, video clips from the BBC, printed modules for teachers and a classroom board game for students.

World Phenomena offer an innovative, comprehensive, ready-made and standalone method with flexible usage scenarios.

Each theme contains **90 educational videos provided by BBC**, which give a first class audio-visual learning experience.





02 Pedagogy

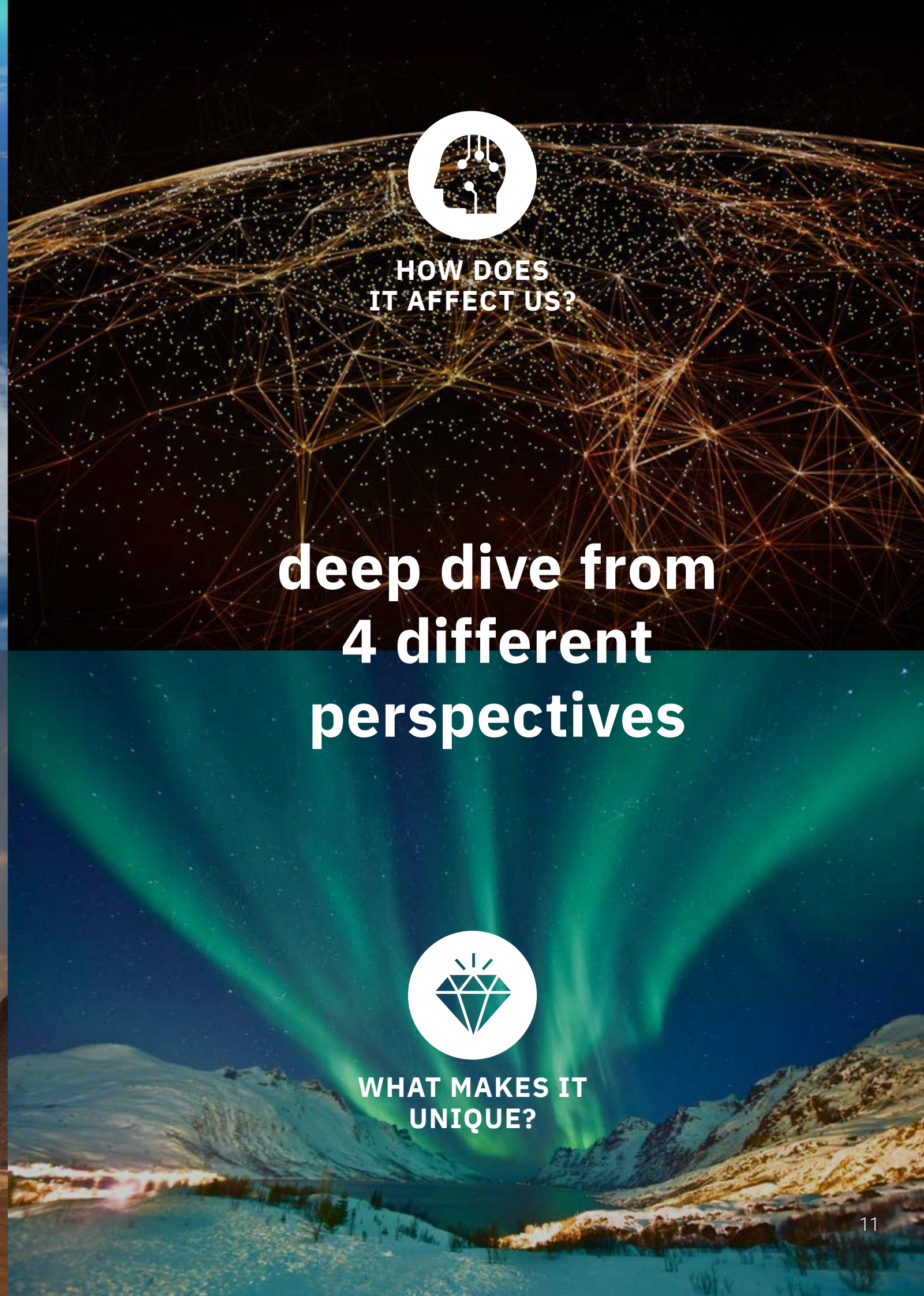


HOW DOES
IT WORK?

WORLD PHENOMENA



WHAT IS ITS
HISTORY?



HOW DOES
IT AFFECT US?

deep dive from
4 different
perspectives



WHAT MAKES IT
UNIQUE?

21st century skills and teaching methods



Critical
thinking



Communication
and presentation



Teamwork



Creativity



Responsibility



Listening
and reading with
comprehension

A new perspective on education

- Comprehensive preparation for teachers.
- Cross-curricular educational content.
- BBC video library with interactive activities.
- Traditional teaching becomes a learning experience.
- An attractive addition to English language teaching.
- Engaging learning experience for students motivating them to achieve better results.
- Application of the latest trends in education.
- Reinforcement of teamwork, creativity and critical thinking.
- Variable possibilities of implementation.



Project based
learning



Kinaesthetic
teaching



Differentiated
instruction
methods



Direct method
of teaching



Flipped
classroom



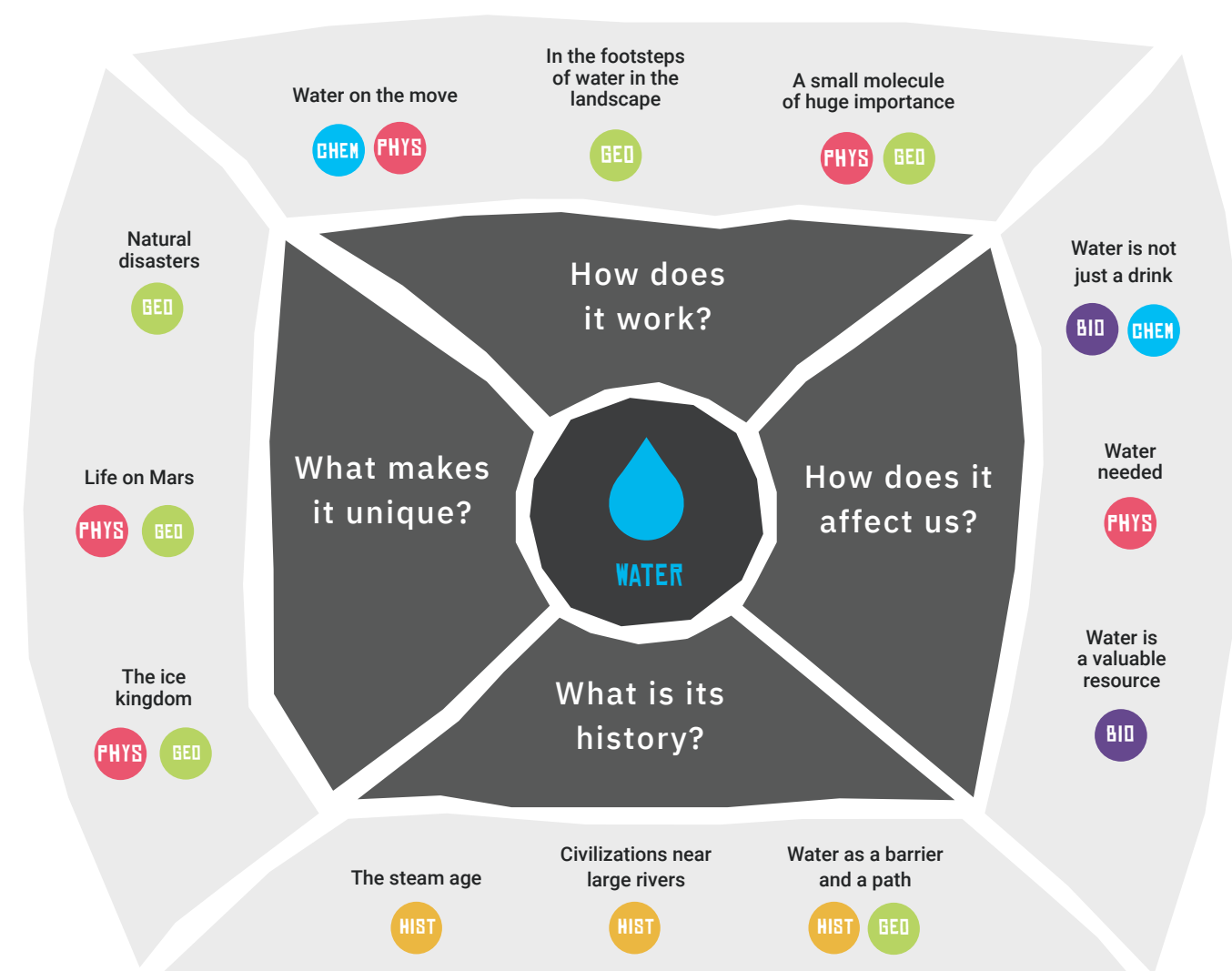
Personalized
learning

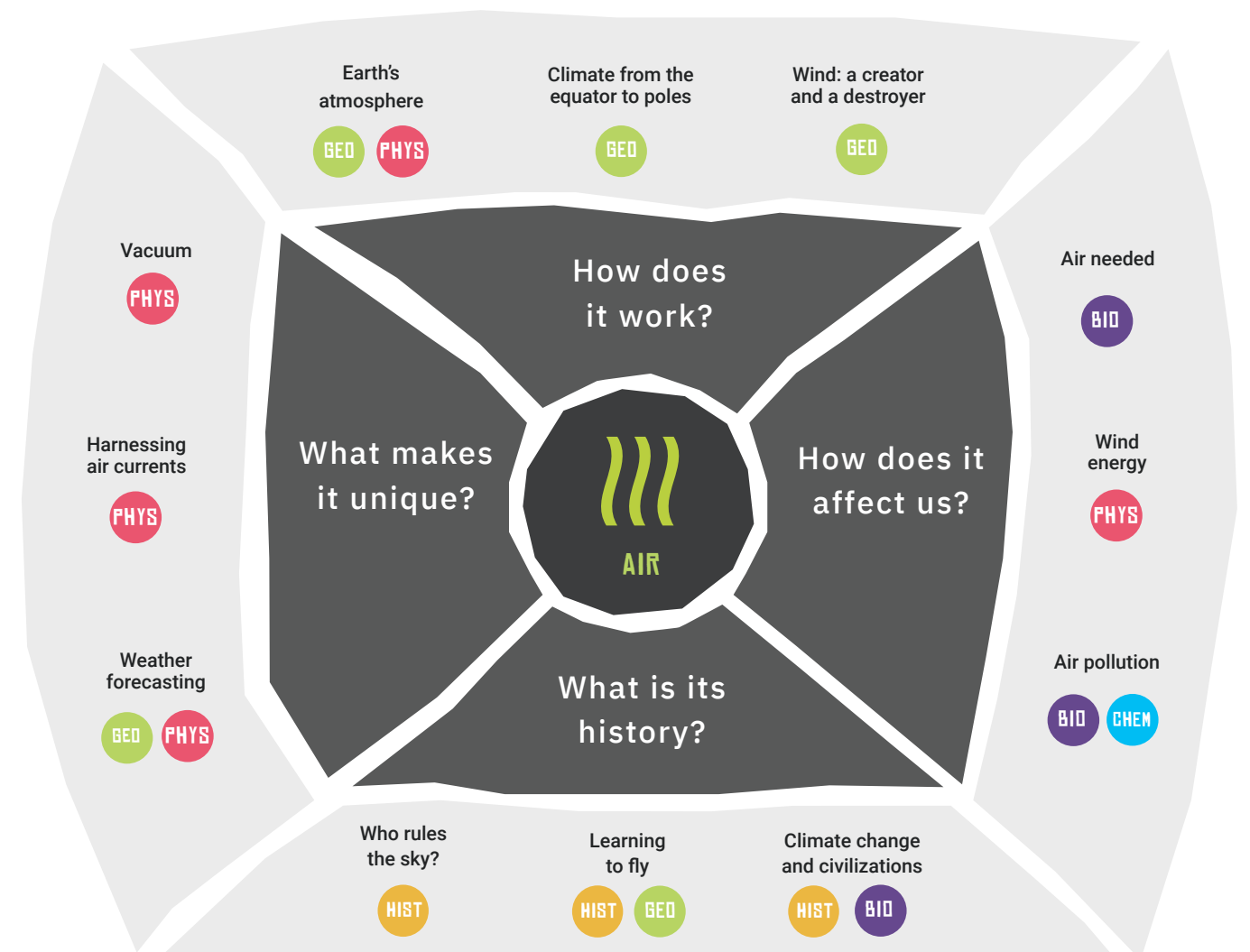
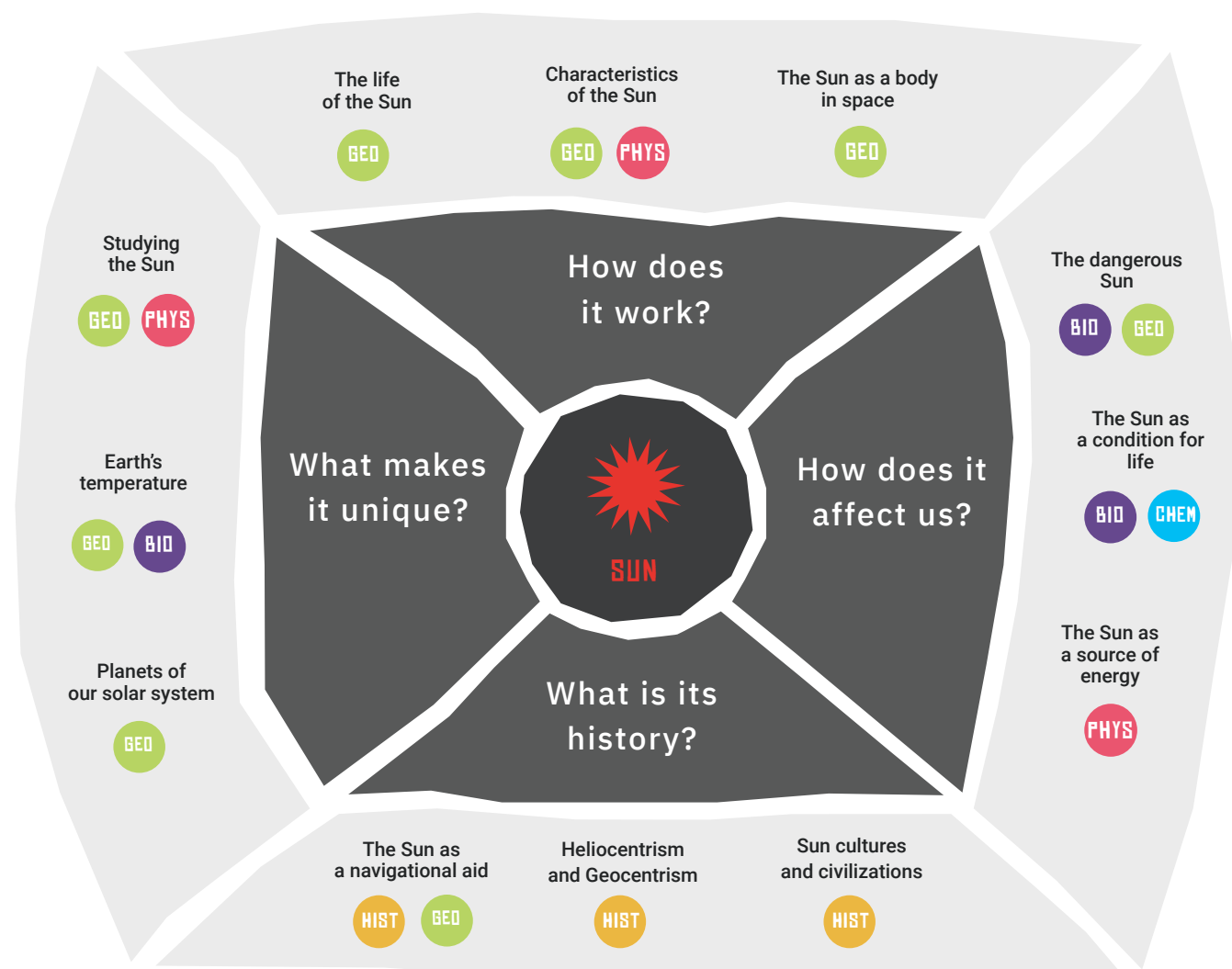
7 themes

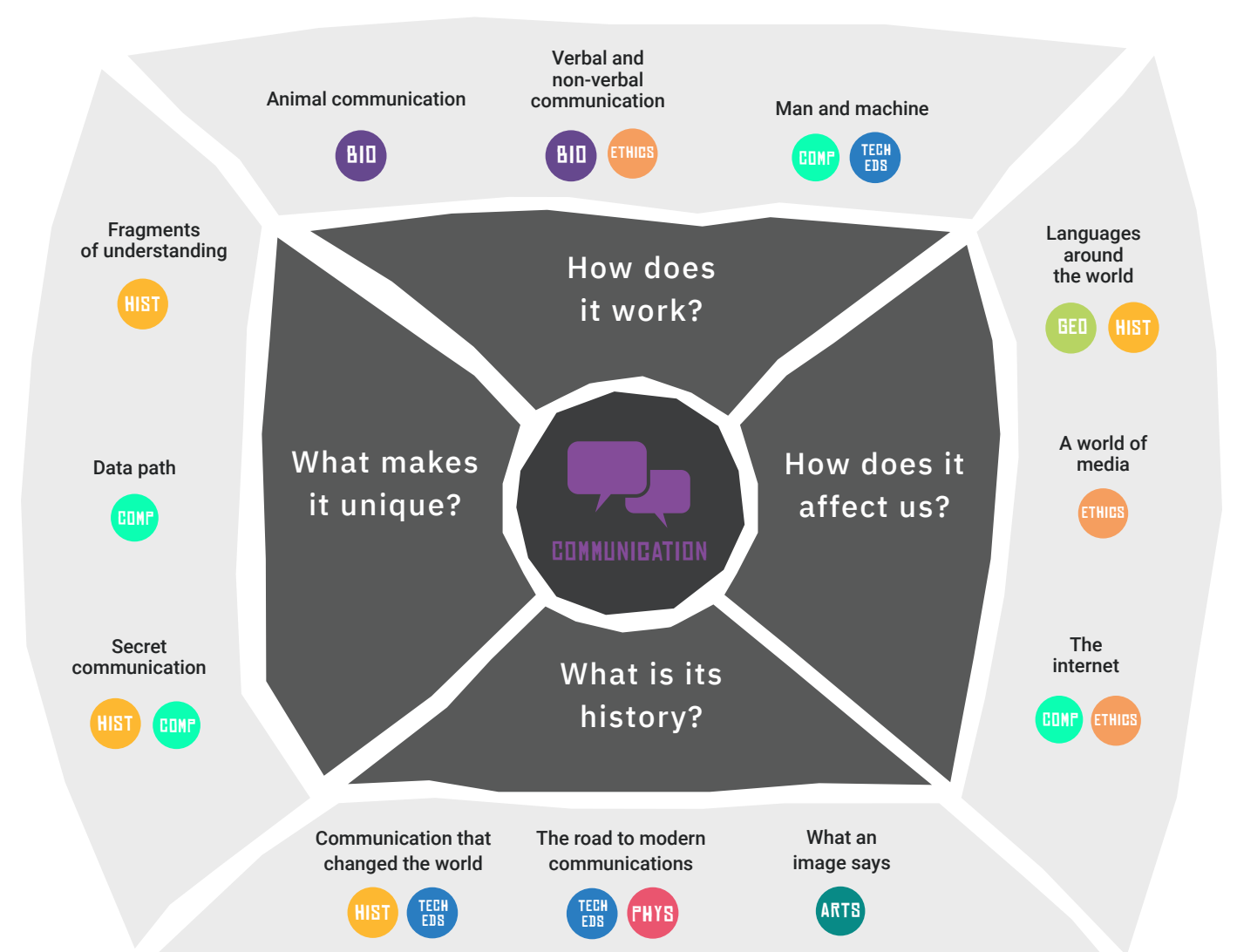
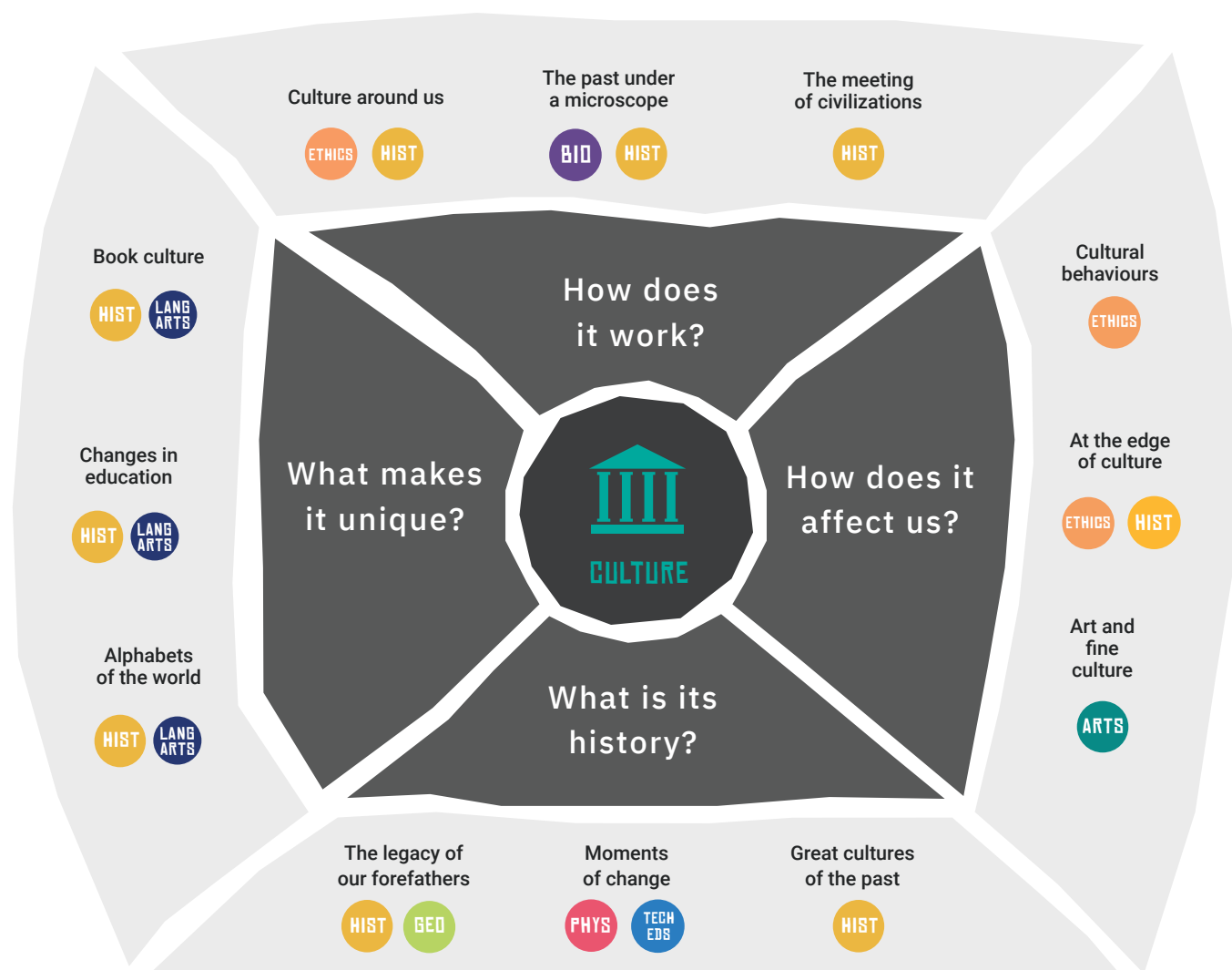
Multiple interdisciplinary topics covered



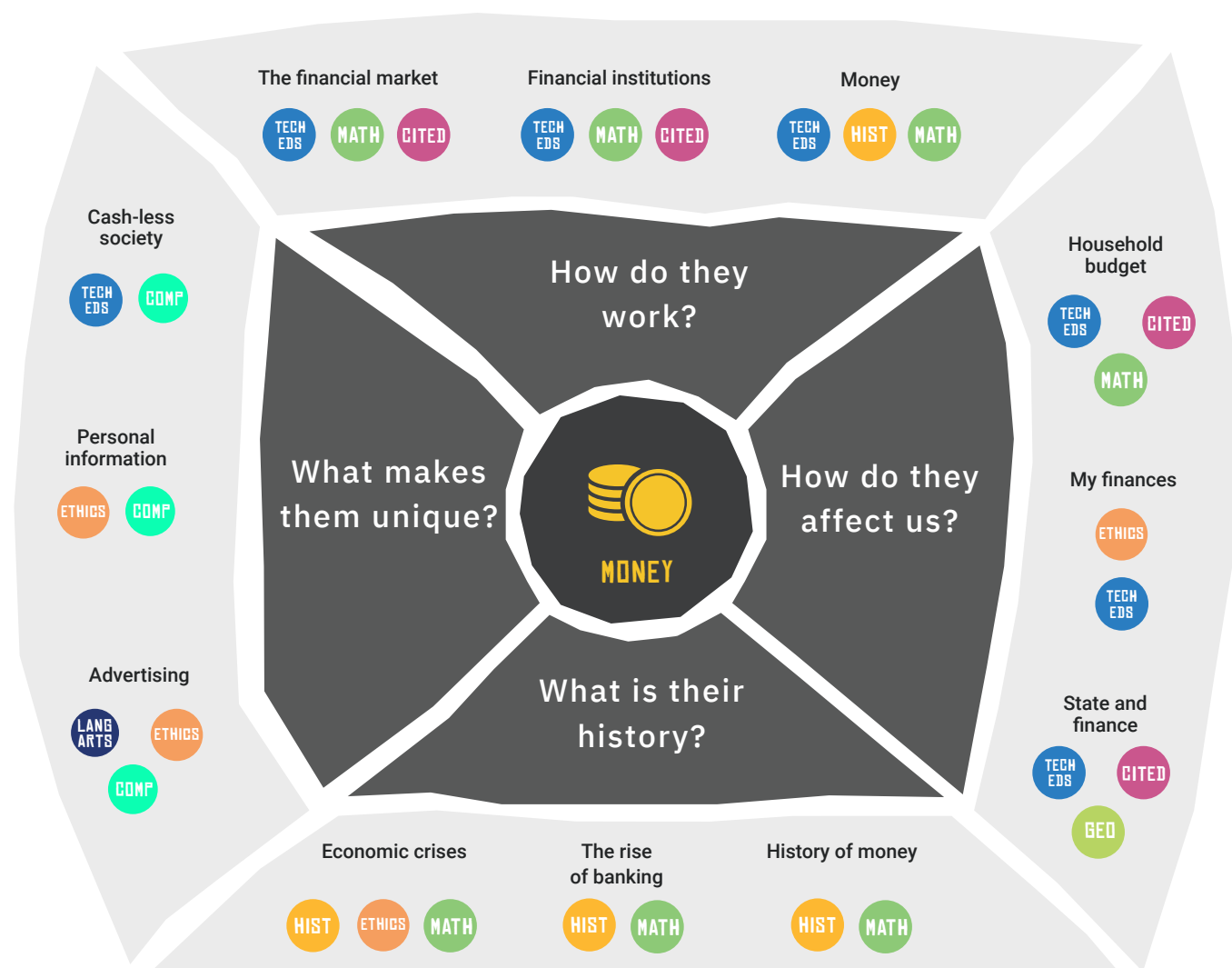
A complete set of materials for each theme provides teachers with a comprehensive and ready-to-be-used educational content.



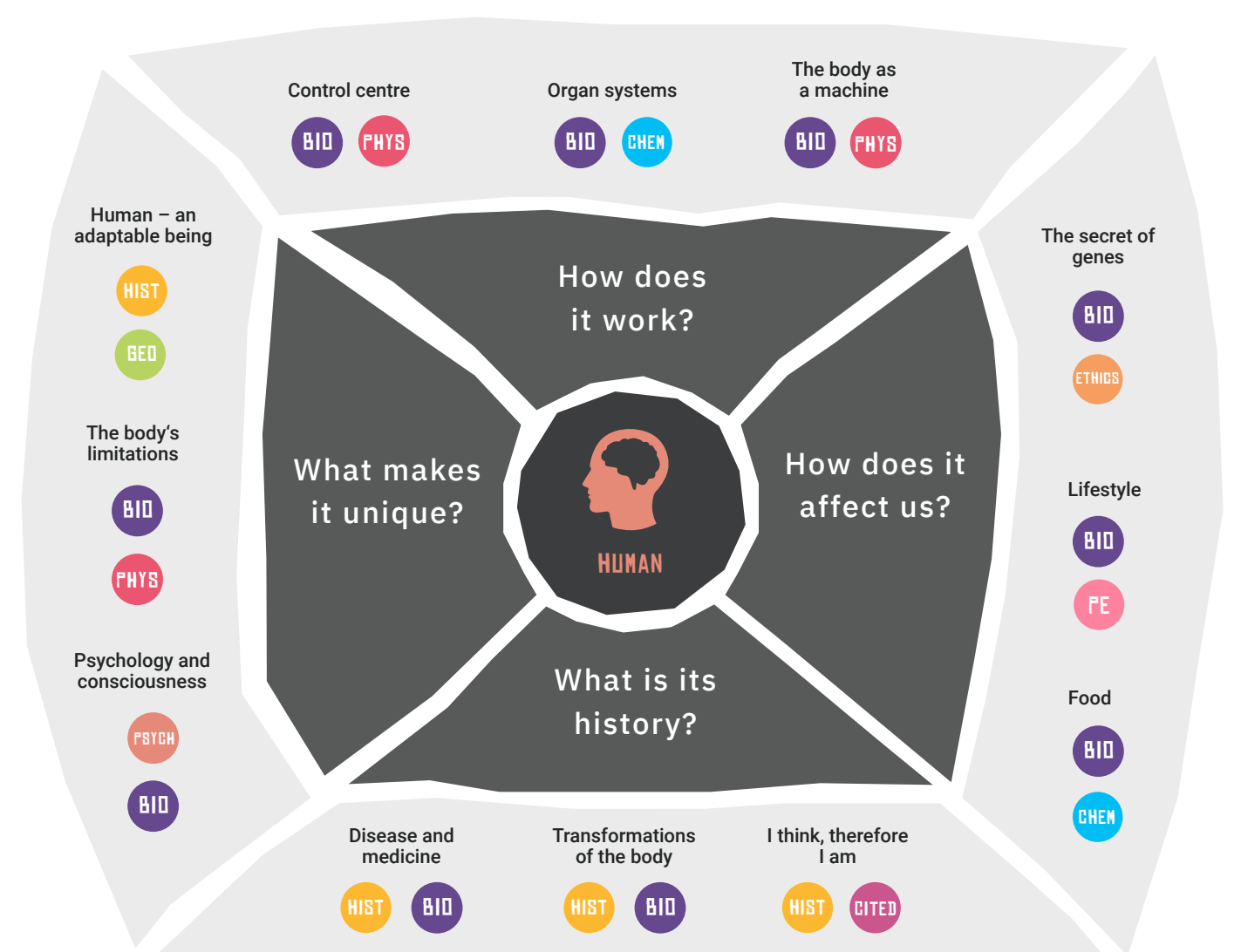




MONEY



HUMAN



03 Product description



World Phenomena
can be added to any
school curriculum in

5⁺ ways

All-in-one solution for
the whole classroom.



A NEW SCHOOL SUBJECT



AS A PART OF
AN EXISTING SUBJECT



A THEMATIC
TEACHING WEEK



USED FOR BLOCK
TEACHING

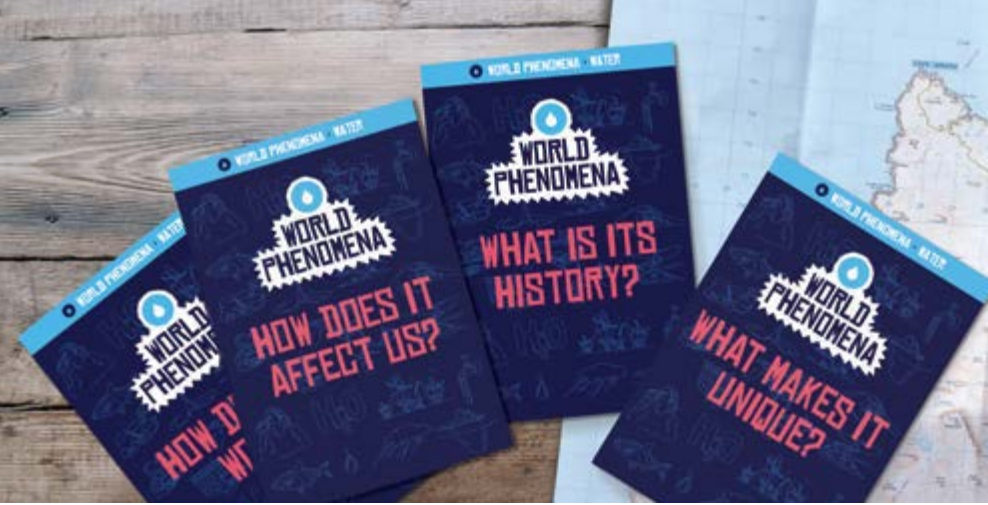


AS A VIDEO LIBRARY
FOR SUBJECT TEACHERS



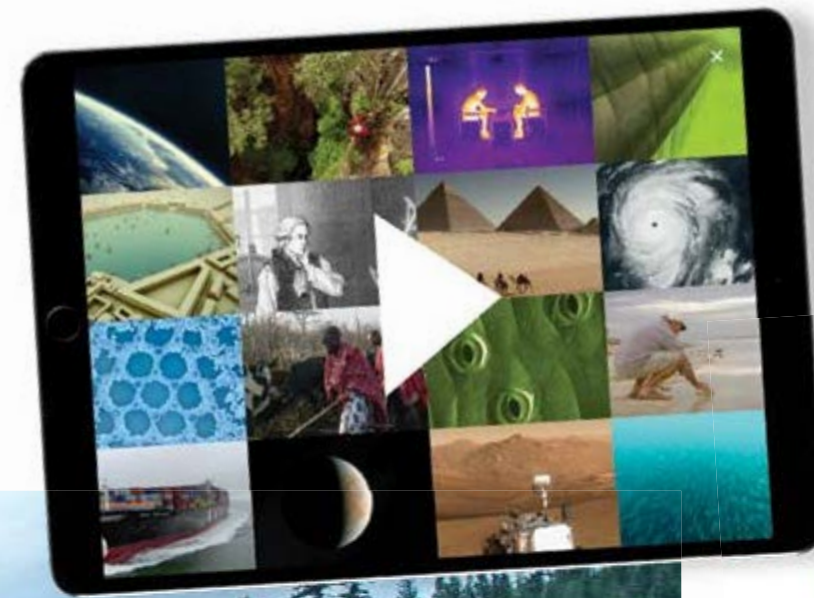
04 Box content





12 educational modules

Complete materials for teaching including activities connected to videos.



Video library

Extensive content for class or home use. Videos are 2–5 mins long.



4 perspectives

How does it work? How does it affect us? What is its history? What makes it unique?

90 sets of interactive activities

Digital content helps to re-inforce students' knowledge.



What is in the box?

A complete set of ready-to-be-used educational materials for teachers and carefully designed motivational elements for students.

1 Educational game

A team activity for the class. Easy for teacher and interesting for students.

12 types of "discovery" stickers



Expedition plan for teachers



144 footprint stickers



Game



The game is an additional educational activity. During the game the teacher motivates the class by awarding footprints (stickers) to the most active or enthusiastic groups of students. In one teaching unit, the teacher awards the 12 stickers to the groups, which they then stick onto the game poster. The team with the most points has the privilege of sticking on the “discovery” sticker and the right to add their comments, diagrams or images to that section of the game poster. The tracks collected by each team can be marked on the game rules poster.

World Phenomena game



Educational modules

NAME OF MODULE

MODULE GOALS

GUIDE FOR
MOTIVATIONAL
ACTIVITY

MODULE SUMMARY

MODULE THEME

ACTIVITY THEME

TYPE OF ACTIVITY

BEFORE YOU
START
THE ACTIVITY

ACTIVITY GUIDE

LINK TO
BBC VIDEO
INTRODUCTION

EXTRA ACTIVITY

HOW DOES IT WORK? · IN THE FOOTSTEPS OF WATER IN THE LANDSCAPE

IN THE FOOTSTEPS OF WATER IN THE LANDSCAPE

OBJECTIVES >

- Recognize and understand the effect of water in the formation of the largest canyon in the world.
- Document selected geological processes around the world and their consequences.

NOTES FOR TEACHERS >

Water is an external geological factor, which significantly changes the look of the landscape. It creates deep and narrow V-shaped valleys and waterfalls. Water affects the landscape in the form of rivers, rainfall, or glaciers.

Engage students by presenting the beauty of a natural wonder recognized by UNESCO: the Grand Canyon in Arizona. Students can begin examining the major and minor effects of water in the landscape.

ENGAGE THE STUDENTS · ARIZONA

To begin with, engage the students by saying: *'Today we are going on an expedition into a unique natural feature of the state of Arizona in the United States of America. The place we are going to visit is a real wonder of the world, recognized as a natural wonder by UNESCO.'*

Next, ask students questions that will lead to a class discussion:

- Do you know about the largest valley in the world, which is a UNESCO recognized location?
- Do you know how this valley was created?

HOW DOES IT WORK? · IN THE FOOTSTEPS OF WATER IN THE LANDSCAPE · THE GREATEST VALLEY IN THE WORLD

1. THE GREATEST VALLEY IN THE WORLD

It is massive, colossal, and amazing. This activity helps us discover, in a playful way, the role of water in the creation of the greatest valley in the world.

TEACHING AIDS

blank sheets of paper

ADDITIONAL MATERIALS

The Greatest Valley in the World - question pack

VIDEO

Natural Wonders of UNESCO (BVWAT010)

CLASS MANAGEMENT

teamwork

EDUCATIONAL EXPEDITION

During this activity, students work in pairs. Each pair has one blank sheet of paper for a game of bingo. Make use of the **question pack** entitled **The Greatest Valley in the World**.

- Play the video **Natural Wonders of UNESCO (BVWAT010)** from the beginning of the video to about 1:40 min. At this stage, students should watch the video without taking notes.
- Tell students that they are going to play bingo. Write the following 13 words or numbers on the board: Colombia; 1.6; Colorado; Grand Canyon; 446; 29; 351; water; glacier; gorge; canyon; erosion; 2.
- Students work in pairs. Their task is to draw a 3 x 3 grid (nine blocks) on the paper. Ask them to write in the grid nine words or numbers from the board that they think they heard in the video. Explain to them that some words or numbers were not mentioned in the video.
- The game begins. Explain the rules to students: *'I am going to read a question, and the answer could be a word or a number from your grid. If you have it in your grid, cross it out. The pair with three blocks crossed out in a row shouts out BINGO.'*
- Check if the winning pair crossed out the right words or numbers according to the rules.

Finally, summarize the results of the game and reiterate the information that the Grand Canyon (Arizona, USA) is the largest valley in the world. Remind students that the Colorado River deepened the valley by cutting into the rising plateau. A similar process forms different types of valleys all around the world.

TIP >

Students can compare differences in figures. In the video, they are given in miles, while the subtitles offer their metric unit equivalents. 1 mile is approximately 1.6 km.




NATURAL WONDERS OF UNESCO

CODE BVWAT010

ANNOTATION > The best-known valley in the world, a breathtaking cave system, a ma... wonders of UNESCO. Three stories written by the Earth's geological history. Their Earth's powerful force.

What's in a module?

How was the Grand Canyon formed?

The teacher discusses the canyon's formation with the students and together they form a hypothesis about its creation.

1 The largest valley in the world

The Bingo game is focused on understanding the content of educational videos. During the activity, students will learn about the world's largest canyon.



2 How does a river affect the landscape

In the role-playing game students make up questions from information that was presented in the video. Students understand the erosion action of the river, develop critical thinking and learn to formulate questions and answers.

Sample educational module

THEME	Water
PERSPECTIVE	How does it work?
MODULE	In the footsteps of water

Take a look below at what a module looks like. Every module starts with a "Lead in" or "Motivation" section to engage students, which is then followed by several activities which use BBC video clips.

3 Weathering and erosion

The activity is focused on peer education. In pairs, students read and interpret a text on the problems of weathering and erosion. In addition to gaining new knowledge, pupils learn to work with the text and shall explain its contents.

4 Water in the landscape

Students play a memory game focused on repetition. The pairs contain terms and definitions related to the module theme.

Stickers

During the module, the teacher rewards groups, or individual students with 12 progress stickers for the game poster. These stickers should be used according to the game rules. At the end of the module, the most active group gets to stick the main sticker of discovery onto the game poster and write their comment.





05 Interactive activities



Interactive activities

7

=

600⁺

=

600⁺

video clips

2,000⁺

interactive activities

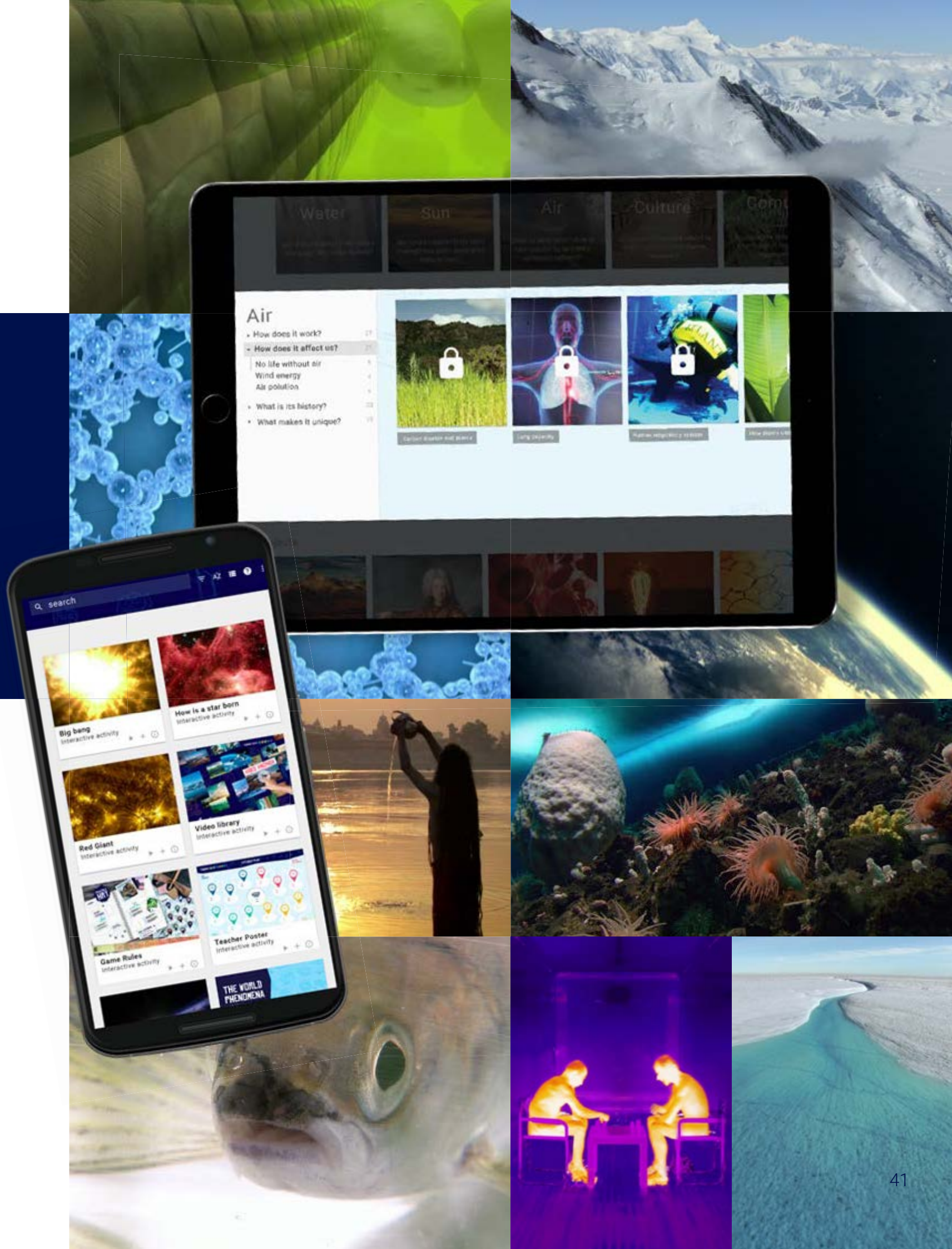
themes

interactive exercises

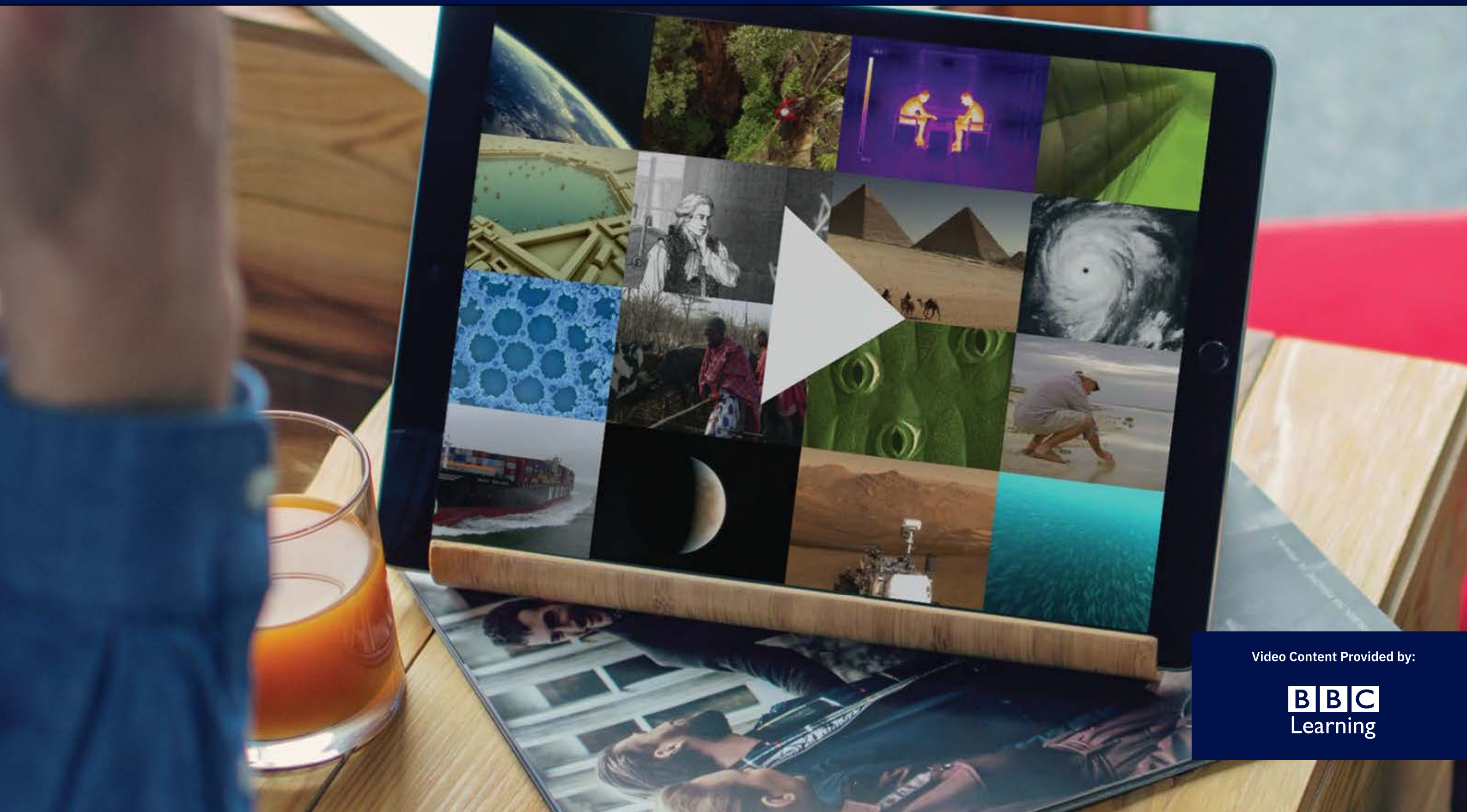


An integral part of every video is an interactive activity where students confirm their understanding of the topic covered in the video. This maximises the learning potential of every video clip from the BBC.

- 3 to 5 interactive activities per video
- Checks understanding
- Enables home revision
- Responsive design



06 Video content



Video Content Provided by:

BBC
Learning

Educational videos

These **BBC video clips**

form the basis of the educational materials.

600+

video clips with teacher approved captions available online for both the teacher and students.



English

is vital for today's students and all educators agree that there are only benefits for students to be exposed to as much authentic language in context as possible.

All video clips are in their original language and come with edited sub-titles in English. Other sub-title languages can be added.

Comprehensive video library gives an overview of extensive video content.

INFORMATION INCLUDED IN THE LIBRARY GUIDE:

- Video description
- Key words
- Thumbnail image
- Local curriculum mapping

07 Learning platform



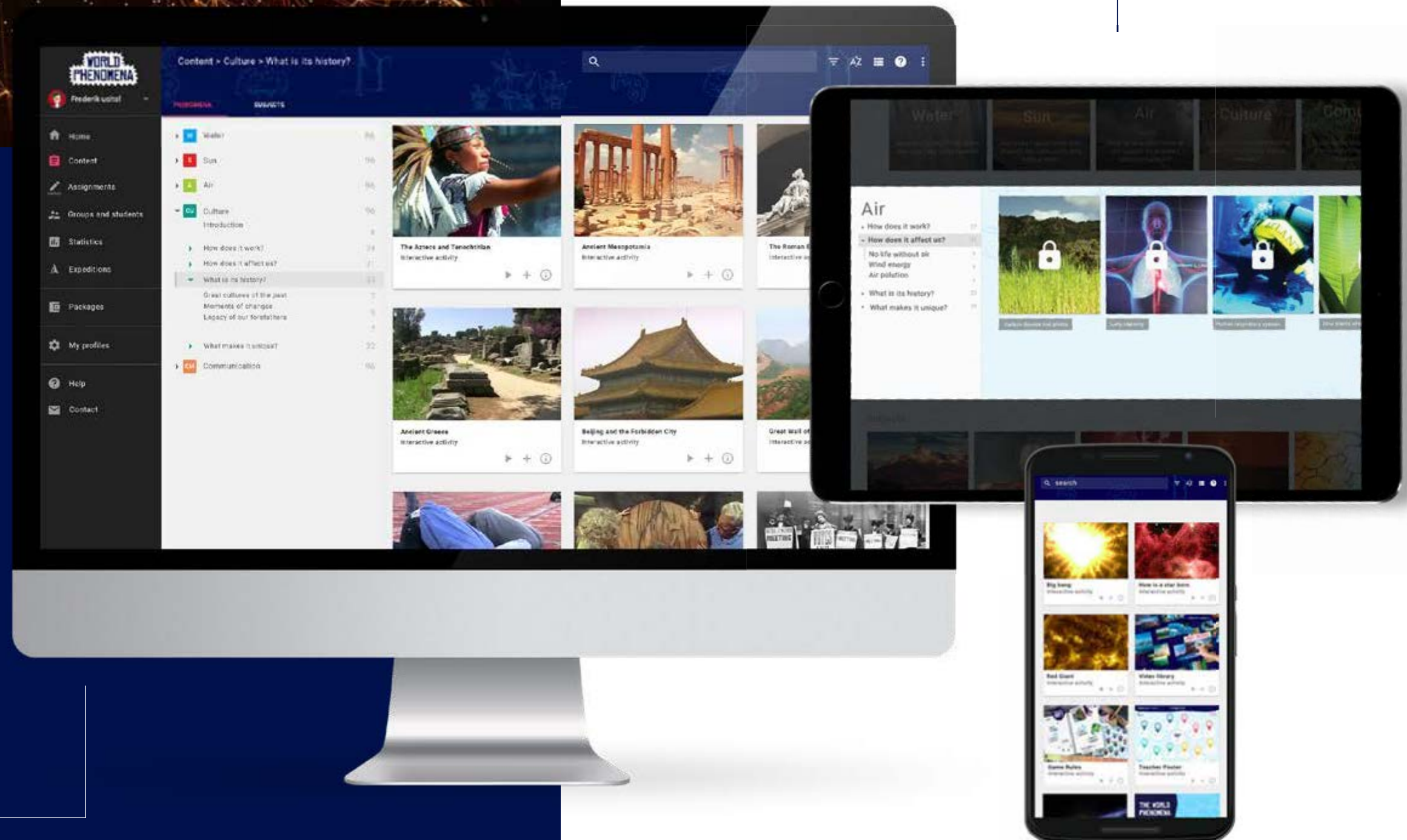
World Phenomena online platform

Video is streamed
through a player able to
adapt to local bandwidth.

The video content and connected
interactive activities are organised
and presented for easy browsing of
the themes contents.

The interactive content is
hosted on an easy to use
platform designed for both
target groups: teachers and
students.

With the LMS component,
the teachers have all the
functionality of a modern
LMS at their disposal.



08 Sample module: Water





HOW DOES IT WORK? IN THE FOOTSTEPS OF WATER

1. THE GREATEST QUESTIONS: THE GREAT CANYON

What is the name of the river mentioned in the film?

- The Colorado river

What is the name of the valley in the video?

- The Grand Canyon

What is the length of the canyon in kilometres?

- 446 km

Which factors are involved in the creation of the canyon?

- Water erosion

What is the greatest width of the valley in kilometres?

- 29 km

What do we call such a valley?

- A canyon

By which process was this valley created?

- Erosion

How old are the rocks of this natural monument?

- 2 billion years old.

What is the valley depth, in kilometres?

- 1,6 km

WORLD PHENOMENA > WATER

WORLD PHENOMENA

HOW DOES IT WORK?

IN THE FOOTSTEPS OF WATER IN THE LANDSCAPE

WORLD PHENOMENA

HOW DOES IT WORK?

A SMALL MOLECULE
OF HUGE IMPORTANCE
—
IN THE FOOTSTEPS
OF WATER IN THE LANDSCAPE
—
WATER ON THE MOVE

1. THE GREATEST VALLEY IN THE WORLD

It is massive, colossal, and amazing. This activity helps us discover, in a playful way, the role of water in the creation of the greatest valley in the world.

Students work in pairs. Their task is to create a grid (nine blocks) and fill it with the following information:

HOW DOES IT WORK? > IN THE FOOTSTEPS OF WATER IN THE LANDSCAPE

IN THE FOOTSTEPS OF WATER IN THE LANDSCAPE

KEYWORDS

WEATHERING
WATER EROSION
CANYON

Y-SHAPED VALLEY
MEANDERS
RIVER ACTION

1. THE GREATEST VALLEY IN THE WORLD

METHOD > EDUCATIONAL GAMES, GAMIFICATION
CONTROLLED TEACHING
CRITICAL THINKING
READING AND LISTENING COMPREHENSION
RESPONSIBILITY
TEAMWORK

CLASS MANAGEMENT > YES

ADDITIONAL MATERIALS > YES

VIDEO > NATURAL WONDERS OF UNESCO BYWAT000

2. HOW DOES A RIVER AFFECT THE LANDSCAPE

METHOD > DIFFERENTIAL TEACHING
FLIPPED CLASSROOM
READING AND LISTENING COMPREHENSION
CRITICAL THINKING
COMMUNICATION SKILLS, PRESENTATION SKILLS
TEAMWORK

CLASS MANAGEMENT > YES

ADDITIONAL MATERIALS > YES

VIDEO > THE EMERGENCE OF WATERFALLS AND MEANDERS BYWAT002
WATER UNDER THE DESERT BYWAT000

3. WEATHERING AND EROSION

METHOD > CONTROLLED TEACHING
FLIPPED CLASSROOM
COMMUNICATION SKILLS, PRESENTATION SKILLS
ABILITY TO WORK IN A TEAM
READING AND LISTENING COMPREHENSION
TEAMWORK

CLASS MANAGEMENT > YES

ADDITIONAL MATERIALS > YES

VIDEO > WATER AS A GEOLOGICAL FACTOR BYWAT001

4. WATER IN THE LANDSCAPE

METHOD > EDUCATIONAL GAMES, GAMIFICATION
KINAEASTHETIC METHOD
COMMUNICATION SKILLS, PRESENTATION SKILLS
ABILITY TO WORK IN A TEAM
RESPONSIBILITY
CLASS

CLASS MANAGEMENT > YES

ADDITIONAL MATERIALS > YES

VIDEO > LIFE UNDER THE ICE BYWAT000

NATURAL WONDERS OF UNESCO

OTATION > The best-known valley in the world, a breathtaking wonder of UNESCO. Three stories written by the Earth's geology's powerful force.



09 Sample: Video library



IS OF WATER IN THE LANDSCAPE SUPPLEMENTARY MATERIAL

IN THE LANDSCAPE
RY GAME CARDS

The place where the river comes to the surface.
The place where the river flows into another river or sea.
Destruction and removal of part of the earth.
The shape of the valley created by the river.
The rocky layer that the river falls over.
sedimented material that has been formed by weathering.
Breaking of rocks by frost, water and wind.
se deviation from the direction of flow.
river mouth with deposited material.
ow valley.

WORLD PHENOMENA WATER

WORLD PHENOMENA

HOW DOES IT WORK?

IN THE FOOTSTEPS OF WATER IN THE LANDSCAPE

WORLD PHENOMENA

VIDEO LIBRARY

WWW.WORLDPHENOMENA.EU

Video Content Provided by: **BBC Learning**



EXPLORING WATER

Water is the alpha and omega of existence of life on Earth. Plants, animals and people - we all benefit from it. We would not find it outside our blue planet. Or would we?

THEME > Water

PERSPECTIVE > How does it work?

MODULE > A small molecule of huge importance

KEYWORDS > water molecule, Orion Nebula, Jupiter, Europa, Enceladus, Saturn, planet, space, hydrogen, oxygen

CODE > BVWAT001



STATES OF WATER

Can this liquid be heated to more than 100 degrees Celsius? And what becomes of it if it exceeds this limit? It's not rocket science. Only water.

THEME > Water

PERSPECTIVE > How does it work?

MODULE > A small molecule of huge importance

KEYWORDS > boiling, boiling point, temperature, condensation, water, water vapor, phase change, evaporation

CODE > BVWAT002



ARCHIMEDES' LAW

The greats of the animal kingdom have always lived in the oceans. Mainly because of the existence of forces acting in the opposite direction to gravity. It is a force which is defined by Archimedes' Law.

THEME > Water

PERSPECTIVE > How does it work?

MODULE > A small molecule of huge importance

KEYWORDS > gravitational force, weight, lifting force, volume, aerodynamic shape, water density, Archimedes' Law

CODE > BVWAT005



THE POWER HIDDEN IN WATER

All it takes for a ship to float is a part of it to be submerged in water. The stability of the craft is determined by the overall shape of its hull. Find out why that is so. It will be powerful!

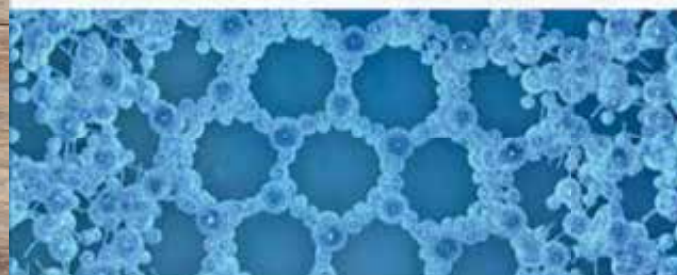
THEME > Water

PERSPECTIVE > How does it work?

MODULE > A small molecule of huge importance

KEYWORDS > buoyant force, volume of displaced fluid, weight of the object, ship's hull, ship's displacement, gravitational force

CODE > BVWAT006



THE SECRET OF ICE CRYSTALS

Its behavior violates the laws of Physics. The moment of its creation is a fascinating spectacle for the human eye. Enter into the kingdom of ice to reveal its secrets.

THEME > Water

PERSPECTIVE > How does it work?

MODULE > A small molecule of huge importance

KEYWORDS > water, molecule, solidification, freezing point, ice density, crystal, phase change, ice

CODE > BVWAT003



RAIN FROM THE OCEAN

Follow in the footsteps of water. Across the Indian Ocean to the Himalayas to bring life-giving rain. On its way it is accompanied by a close companion, Wind.

THEME > Water

PERSPECTIVE > How does it work?

MODULE > A small molecule of huge importance

KEYWORDS > wind, humidity, condensation, rain, water, Indian Ocean, Himalayas, monsoon, air currents

CODE > BVWAT004



THE SECRET OF A WATER DROPLET

As it starts to fall from the clouds it has a shape of a perfect sphere. When the situation calls for it, it joins other droplets. Together they generate an enormous force capable of tearing through metal. Meet the water droplet.

THEME > Water

PERSPECTIVE > How does it work?

MODULE > A small molecule of huge importance

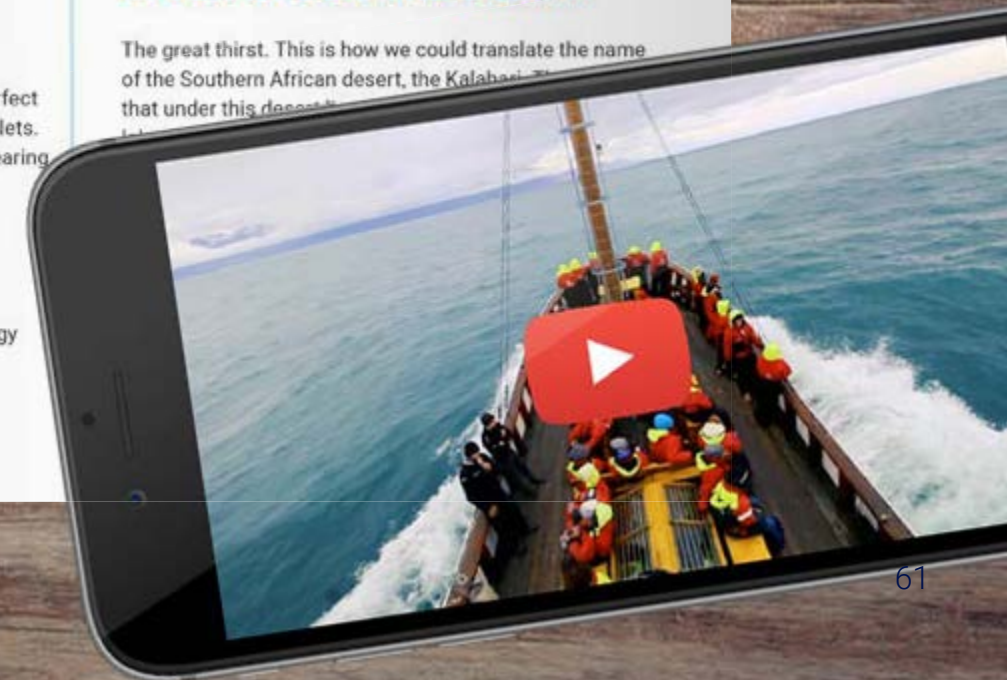
KEYWORDS > water droplet, cavitation, water velocity, energy

CODE > BVWAT007



WATER UNDER THE DESERT

The great thirst. This is how we could translate the name of the Southern African desert, the Kalahari. That under this desert...



World Phenomena

in figures,

Slovak Republic, Europe

10,000
ACTIVE USERS PER MONTH

350,000
YOUTUBER VIDEO VIEWS

500,000
WEBPAGE VIEWS

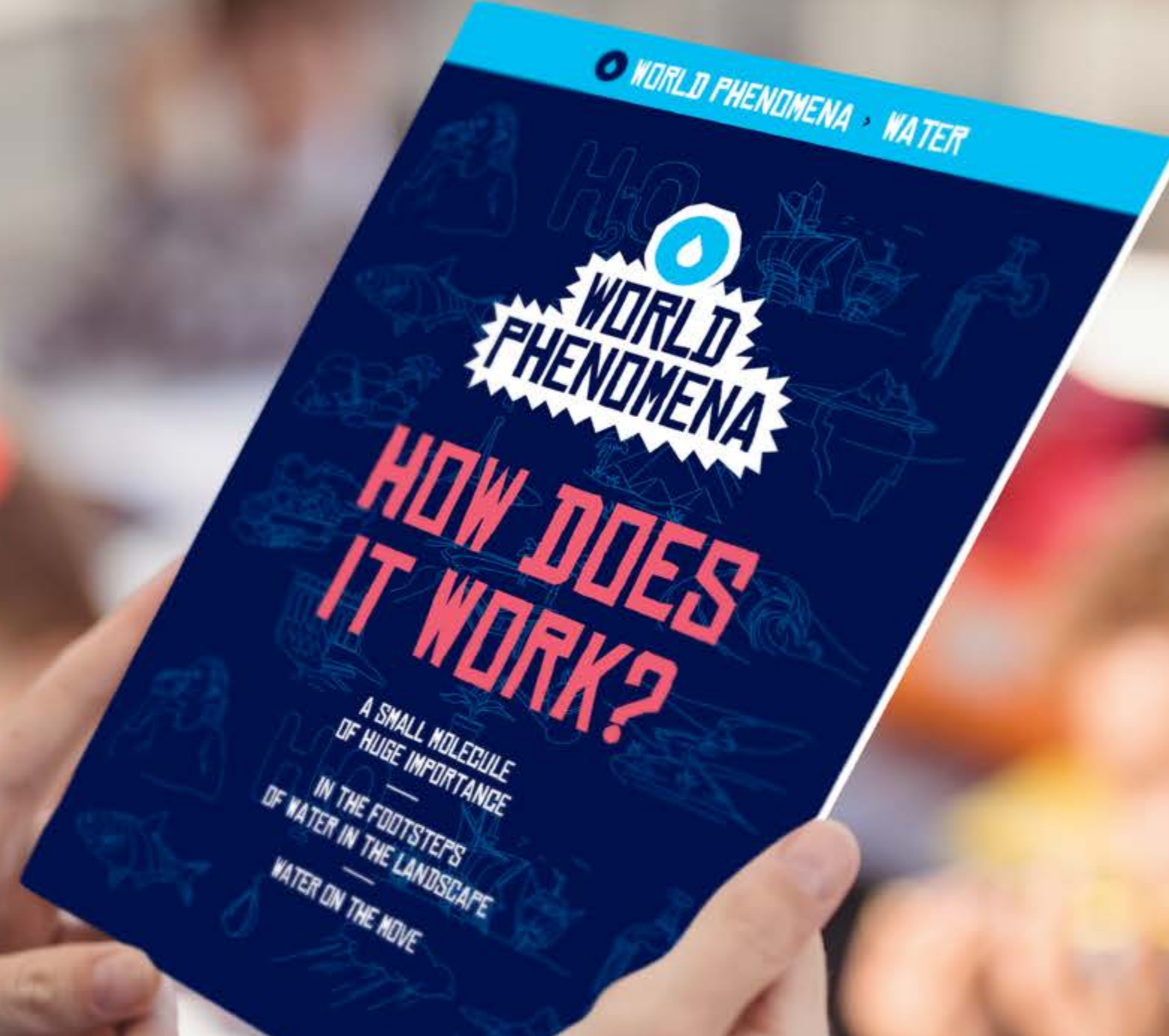


6,000
STUDENTS INVOLVED

2,300
TEACHERS INVOLVED

1,500
DIRECTORS AND TEACHERS
AT EVENTS

MORE THEN
800
SCHOOLS INVOLVED
IN THE PROJECT



10 Marketing campaign: Case study from Slovak Republic

Events for teachers



Promo materials

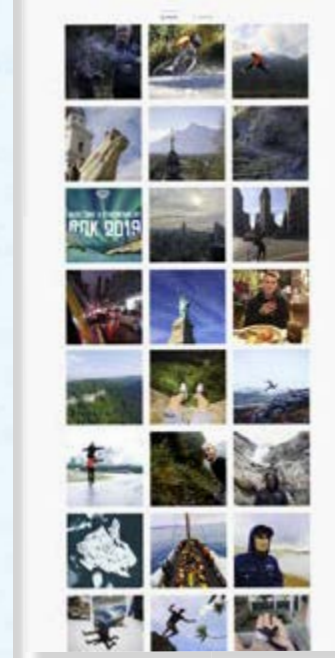
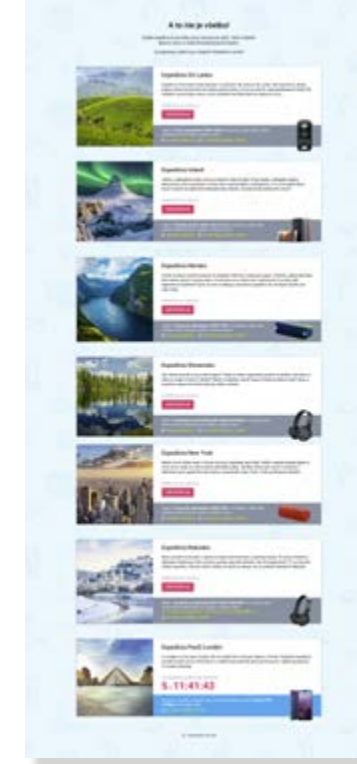
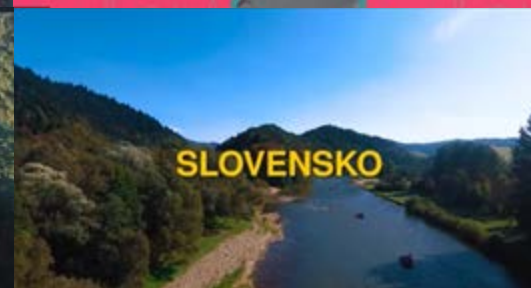
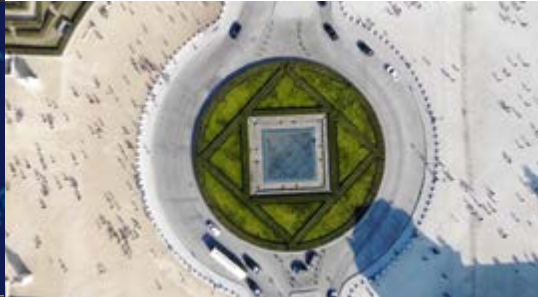
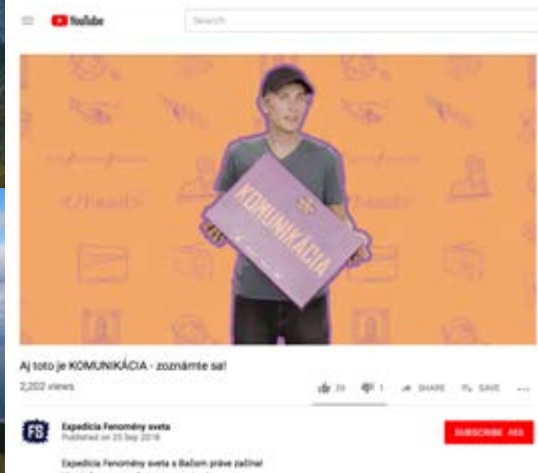
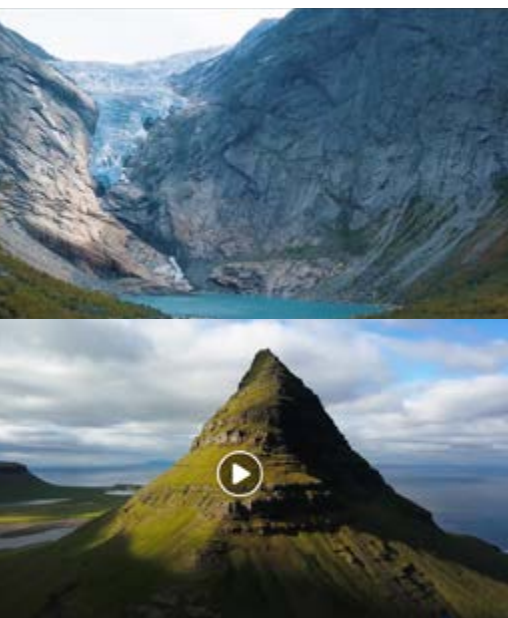


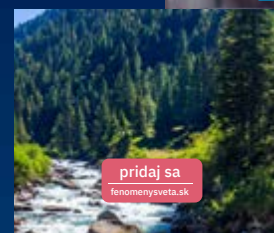
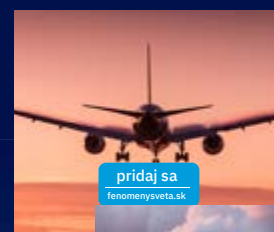
Outdoor media campaign



Online media campaign

Video content from famous Youtuber.





11 Become a partner



Become a partner

References



Kara Iaconis

VICE PRESIDENT OF SALES AND MARKETING – BBC

Why did a world renowned organization like BBC Learning decide to cooperate with AGEMSOFT in the production of this educational material?

After meeting the people from AGEMSOFT, we understood their goals and their perspective of how digital education could look like. We are convinced that our video library can be used successfully to create a quality educational product which can be used in any education system. After seeing the material produced, we were sure we had made the right decision.

British Council

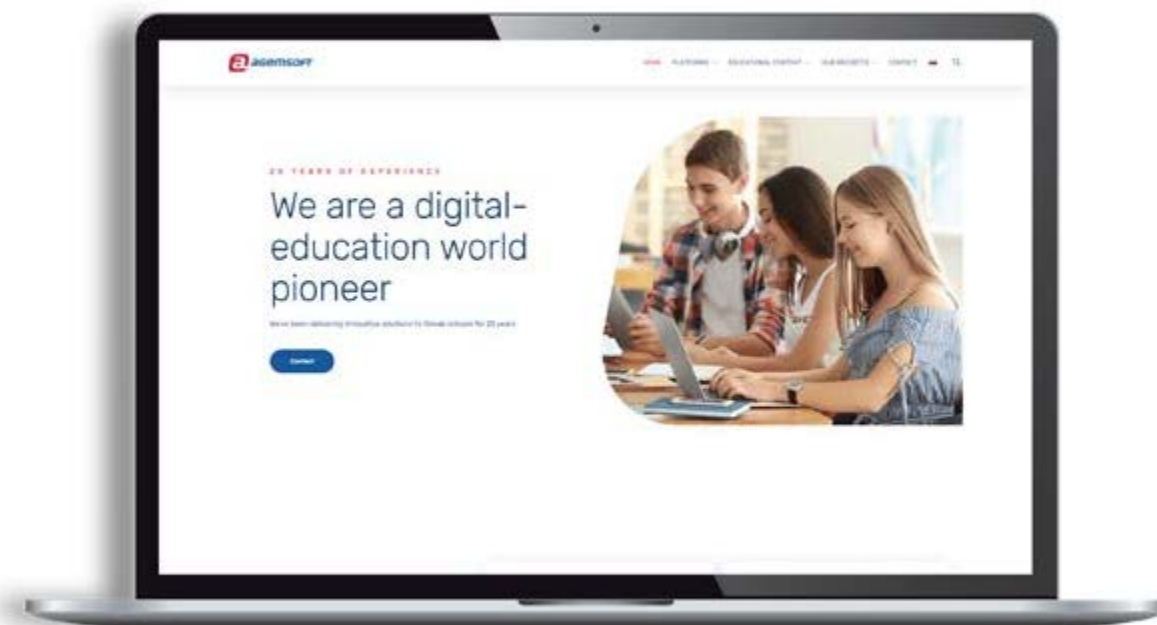
The British Council is proud to support the project World Phenomena Expedition, not only because it uses documentaries from the BBC, but also because of the benefits arising from the use of authentic English during classes. The fact that the authentic videos in English will be used outside English classes is only an advantage for students in cultivating their language skills. One of the objectives of the British Council is “to deliver high-quality materials for language learning for every student and teacher who wants them”. I believe that the project World Phenomena Expedition is heading towards meeting this objective.

Riitta Tötterström

DIRECTOR, DEPARTMENT OF MEDIA AND PERFORMING ARTS –
OULU UNIVERSITY OF APPLIED SCIENCES

EDULAB, using video content provided by BBC Learning, along with AGEMSOFT have developed new classroom educational materials – World Phenomena. Viewing of the World Phenomena content, we believe that it represents an exceptional addition to classroom practice, especially as it relates to pedagogically effective use of videos and encouraging methods of teaching that reflect the emphasis here in Finland for competence-based and experiential learning. EDULAB in Slovakia continues to be a globally relevant partner of the Oulu EduLAB program in Finland. Based on our broad experience with practices and research in video pedagogy and in interdisciplinary learning, we think that the World Phenomena content represents a useful high-level extension to materials supporting innovative classroom practice and to quality education materials available to Slovak teachers.

About AGEMSOFT



agemsoft.com

Who we are

- A company with over 20 years of experience in digital education, working with thousands of teachers and schools.
- The largest provider of digital content to the Ministry of Education in the Slovak Republic.
- The only digital education company on the Slovak market that covers from pre-primary through to secondary education.
- B2B, B2G and B2C solutions for digital education with a focus on innovation.
- The owner of the technology, content & implementation know-how.
- A marketing & communication strategy and campaign developer.
- Our partners: BBC, Ministry of Education of the Slovak Republic, Atos, Samsung, Tatra banka / Raiffeisenbank, EDULAB, IBM, Microsoft, Slovak Telekom, Sanoma Learning, The British Council, etc.

What we offer

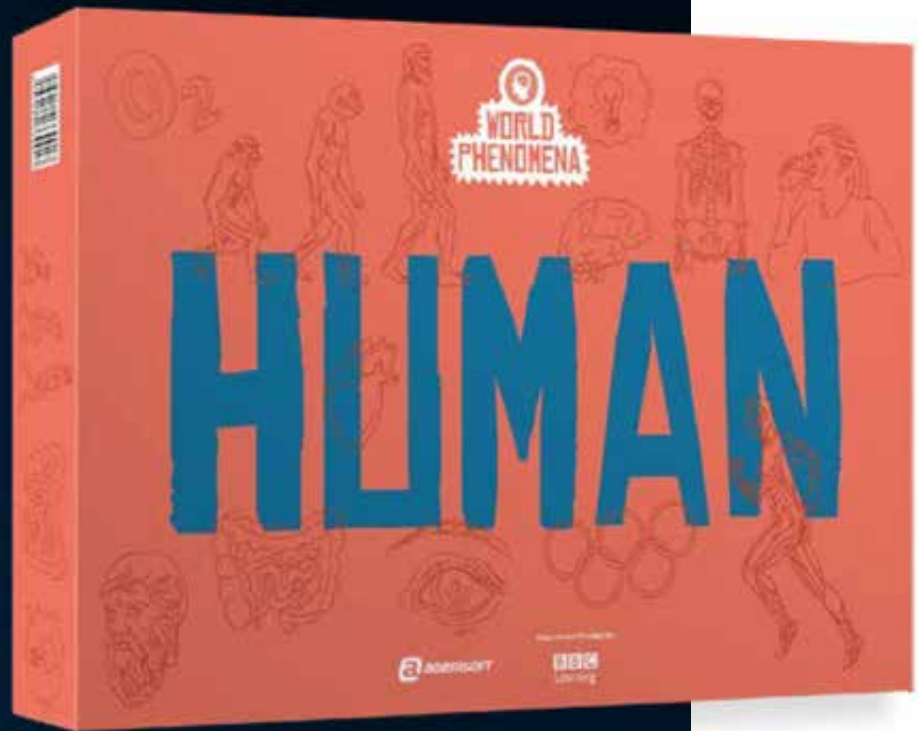
OUR PRODUCTS, KNOW-HOW AND EXPERIENCE CAN HELP YOU DESIGN AND IMPLEMENT PROJECTS WHICH WILL:

- engage kids and develop their 21st century skills,
- bring innovation in pedagogy to every school,
- implement or support national strategies in digital education,
- bring significant added value to your products and services,
- make you unique in the market,
- help you develop new business models to accelerate your local business.

OUR PRODUCTS:

- Online content delivery platforms
- Digital education content
- Project based Edu boxes for the classroom
- Innovative methodology
- Teacher training and teacher guides
- Own branding and marketing tools
- Custom packages

Coming soon



Theme HUMAN coming soon.

More info:
worldphenomena.eu

Contact us:
info@worldphenomena.eu



Air



Culture



Sun



Water



Communication



Money



Human