

EdTechXEuope 2018 Summit

Background

- People are already actively learning from ‘non-accredited’ sources, for example people access 1 billion learning videos on You Tube each day. That represents 20% of all You Tube viewing.
- By 2030 there will be 1 billion new entrants coming in to formal learning AND 1 billion workers needing to retrain (representing one third of the global workforce).
- Collectively half of the new entrants and those needing retraining (ie 1 billion people) will live in Asia and Africa – and amongst those two continents Africa is where most of the growth will be (70% by 2050).
- By 2050 China, India, the USA, Nigeria, Indonesia and Brazil will be the six largest educated populations.
- 3 technologies will help us manage this massive learning challenge:
 - Learning science/neuroscience – helping us to help learners learn better
 - Blockchain – enabling peer to peer learning (eg <https://www.liveedu.tv>)
 - AI – enabling organisations to provide teaching assistants online on a massive scale
- Companies are already investing massive amounts in helping retrain their workers – why? Because doubling the pace of learning saves 10 years of job losses from automation. Eg – US telco, AT&T, is investing \$1 billion to retrain their workers in the skills they’ll need to succeed in a more automated environment (eg social collaboration, problem solving, judgement, empathy, creativity).
- Historically the West has adopted a ‘train and pray’ approach to managing their workforce (take people out of work for training and cross your fingers that it helps them do their jobs better).
- The future lies in people learning entirely on the job – and the shift to the gig economy appears unlikely to see less money spent on training. Rather 66% of freelancers undertook some training in the past 12 months – because they have to – to stay relevant and have the skills to succeed in their business.
- To meet the skills challenges of their workforces over the coming 1-2 decades CEOs will rebrand themselves (and rethink themselves) as Chief Learning Officers – because reskilling their workers is going to be so crucial to business success in the fourth (and fifth) industrial revolution. Tech companies are already starting to rebrand themselves as learning companies.

The future

- According to senior Google representatives it involves three aspects:
 - Lifelong learning
 - Networked/industry certified education (where companies like Nike, Zara, Google and others are the evaluators/certifiers of what education looks like for success in the workplace)
 - Adaptive/experiential learning – based on neuroscience
- According to the CEO of Coursera (the provider of MOOCS for 150 universities, including Sydney, UNSW, Macquarie, Melbourne and UWA in Australia):

- Rate of tech change is outpacing the rate at which humans can adapt.
- Future of work and the future of learning are converging.
- Half of all existing jobs are at risk from automation.
- Coursera has moved away from solely focussing on the university/MOOCs sector and now has 33 million learners studying university subjects/Short courses/full degrees and courses developed specifically for business.
- Now has 30 industry partners – companies who have published courses and made them available via Coursera, and 1,000 enterprise clients who use the courses available through Coursera to educate their staff (the subjects offered by the universities and the 30 industry partners).
- This shift is in direct response from employers who can't keep up with the pace of change happening in the work their workers do and need to get them trained
- Of their 1,000 enterprise clients: 50 are in the Fortune 500 top companies (including Samsung, L'Oreal, PayPal, NASA, Infosys, GE, Verizon).
- They have a large user base in emerging markets – India, China, Russia and Brazil where CEOs want access to contemporary skills and knowledge as their work changes and they push to keep up with/go past Western companies.
- Other speakers:
 - AI is already present in our lives (eg Netflix, Google, Amazon, etc).
 - The corporate training (upskilling) market for AI is huge – particularly in the developing world.
 - People are bringing their current AI experiences/expectations to their upskilling, online courses.
 - Bringing tech innovation to schools and universities is too difficult – for a range of reasons – the real chance for innovation and disruption is in the upskilling/corporate training sector.
 - AI allows for all corporate training to be personalised.
 - In the 3rd industrial revolution – manual work was automated. In the current industrial revolution (Industry 4.0) thinking is being automated.
 - Career Partner is Germany's largest online provider of training for B2B and B2C: <https://www.careerpartner.eu/en/>
 - VW (the car manufacturer) has invested \$85 million on corporate upskilling (no-one asked whether there was an ethics module as a core component of the new training plan!)
 - HolonIQ has mapped five scenarios for the future of learning. Estimates that the global market for EdTech will be \$10 trillion by 2030.
 - Laureate (in Australia they are: Torrens University, Think, Blue Mountains Hotel School) are also moving from the traditional private higher education offering that they deliver around the world to 'rebalancing to focus on industry and business' and their corporate training needs.

Initial summary

- 18 months after the equivalent conference in Singapore – the voices of leading EdTech companies and investors have shifted from how their technology can disrupt schools and university education – to a focus which is now predominantly on corporate training.
- This shift is a result of two complementary changes which have occurred in that 18-month period: significant advances in AI and their experience with the lived reality of dealing with schools and universities.

- The ed-tech shift to focus on corporate training is a risk for existing Australian VET providers (and to a lesser extent private higher education providers).
- The cost of ed-tech for the employer is modest and decreasing – AI can offer courses which are either fully tailored to the employer’s needs or which offer an SME’s workers access to the same skills as those demanded by major employers eg Nike. AI can also offer a completely personalised learning experience for each learner – and all at their workplace (no down time).
- Give this – I think employers will quickly look beyond the formal, accredited VET sector for the upskilling of their staff – even if there are no government subsidies for AI-backed corporate training.
- That in turn runs the risk of reducing the formal VET sector to a focus almost entirely on school leavers gaining their first post-school qualification.

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