

# Cost Effective Customisable eLearning



eCom Scotland

## Setting the Scene

Keep Scotland Beautiful (KSB) is a charity which campaigns on a range of local, national and global environmental issues. It helps organisations and communities reduce their carbon emissions and environmental impact to make Scotland clean, green and more sustainable.

Funded by the Scottish Government, and managed and developed by KSB, the Sustainable Scotland Network (SSN) works to improve the Scottish public sector's performance on sustainability and climate change.

## The Challenge

Public sector staff have a role to play in addressing climate change by supporting the implementation of Scottish Government policy. There was a need for training to support public sector officers who are responsible for implementing climate change and sustainability initiatives in their organisation, and the wider community.

eCom won the competitive tender to develop a foundation-level eLearning course on climate change and Public Bodies Duties. The module needed to be logically

structured with vibrant and creative designs and interactions, to enhance the learning experience and meet the desired learning outcomes.

The learning had to work within the technological disparities of the various public sector audiences and be accessible to WC3 standards. KSB required the course to be developed using Captivate so they had the ability to maintain the course and make future edits.





## The Solution

SSN worked in partnership with a number of Scottish public sector organisations to develop the content for the eLearning module. eCom liaised with the KSB subject matter experts (SMEs) to familiarise them with the eLearning development process - mind mapping the content, storyboarding and developing design concepts, building and supporting user acceptance testing.

There was a requirement that the generic content could be customised by individual organisations, such as including an introduction from their own Chief Executives. Organisations have the ability to edit the content using bespoke templates in Captivate.

The content provided by the SMEs was succinct with clear messages. This meant that the eLearning development could be designed. Imagery, graphics, videos

and animation are integral to presenting the information in an engaging way. The module concludes with an assessment to check learner understanding.

## Benefits

The Climate Change eLearning delivers engaging and interactive training on a tight budget. It provides KSB with a cost effective 'off the shelf' learning tool which can be customised to increase the relevancy for each organisation.

Deployment of the module through the Learning Management Systems of SSN member organisations means that it has been integrated into individual organisations internal professional development and learning schemes, resulting in better engagement. However the use and effectiveness of the module can also be evaluated across the whole of the public sector.

An example of the module, customised and in use by South Ayrshire Council, can be viewed on the Keep Scotland Beautiful website: <http://www.keepsotlandbeautiful.org/elearning/climatechangewac/Climate%20Change%20SAC%20Final.htm>

The module is helping change the way organisations think about climate change and giving Public Sector employees the information they need to help Scotland succeed in meeting its climate change and sustainability targets.



eCom Scotland

Customised Learning  
Technology Solutions

### eCom Scotland

18b Dickson Street  
Elgin Industrial Estate  
Dunfermline  
Fife  
UK  
KY12 7SL

☎ 01383 630 032  
🐦 @ecomscotland  
📘 /ecomscotland  
🌐 eCom Scotland  
✉ connect@ecomscotland.com  
🌐 www.ecomscotland.com