

Let's Support Kids' Technical Education by Some Real Steps!



www.microla.cz

micro:la Foundation Fund

supports BBC micro:bit to schools free of charge

What is micro:la Foundation Fund ?

Micro:la foundation fund is a non-government, not for profit organisation established in Feb 2017 at Lanskrone, Czech Republic with a mission and main activity to support kids technical education in the Czech Republic by promotion, assistance and donation of the BBC micro:bit to schools free of charge. The side commercial activities will be including distribution of BBC micro:bit outside of the prime focus group at schools, development and distribution of accessories, application kits, promotion materials etc.

Micro:la is the first organisation in the Czech Republic that is co-operation and co-ordinating its activities with the microbit Foundation, Great Britain and it is officially registered at their ecosystem.

The fund goal is to collect sufficient financial donations from sponsors, private companies, organisation or individuals willing to subsidise BBC micro:bit distribution to schools free of charge. The target group are students of 7th school class in age of 11-12years. The fund is open to support also special college activities outside of school education systems etc. based on individual case evaluation and availability of financial resources. The actual projects, stage and news are available at the micro:la fund web site:

www.microla.cz and facebook profile.

Micro:la fund is preparing to launch a pilot project in Lanskrone, Czech Republic during spring 2017 with FOC distribution of BBC micro:bits to local schools based on a financial support from local companies, organisations, individuals and town council.

The micro:la fund support is based on the three pillars:

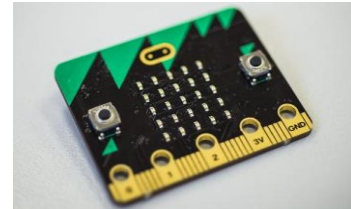
- **Education** – trainings, presentation, demonstrations, consulting
- **Application Support** – creation of new applications, promotion and sharing of existing applications, distribution of application kits etc.
 - partnership with micro:la in development of new applications and peripherals has been already agreed with two Czech universities Technical University of Brno and West Bohemian University in Pilsen.
 - Micro:la is actively supporting creation and distribution of new applications and kits such as mechanical chassis, 3D printed models etc controlled by BBC micro:bit

- **Competitions** – organising of competitions as motivation, interest and creativity incentive actions.

What is BBC micro:bit?

The BBC micro:bit is a pocket-sized codeable computer with motion detection, a built-in compass and Bluetooth technology, which was given free to every child in year 7 or equivalent across the UK in 2016.

A collaboration between 29 partners, the BBC micro:bit is the BBC's most ambitious education initiative in 30 years, with an ambition to inspire digital creativity and develop a new generation of tech pioneers.



BBC micro:bit features all sorts of cool creations, from robots to musical instruments – the possibilities are endless. This little device has an awful lot of features, like 25 red LED lights that can flash messages. There are two programmable buttons that can be used to control games or pause and skip songs on a playlist. The BBC micro:bit can detect motion and tell you which direction you're heading in, and it can use a low energy Bluetooth connection to interact with other devices and the Internet – clever!

The micro:bit is an open development board that allows you to run code on it and have access to all of the hardware. The designers enabled debugging so that everyone can really interrogate the system – the more you know about all the bits and pieces that your BBC micro:bit is made of, the more you can hack it and create with it. Anyone can have a go, write code, and see how it would play back on the BBC micro:bit online simulator. Students can get to the editors on a PC, tablet or mobile, at school or on the go. There is also a micro:bit mobile app that lets you send your code to your micro:bit over Bluetooth (without using a USB cable) and more.

More details can be followed at

www.microbit.org*

*available in Czech language soon

Some basic examples and guidelines, how to start, get familiar with BBC micro:bit, first steps in coding and first 10days with BBC microbit tutorials will be also available in Czech at the foundation website: www.micro:la.cz

Companies, Organisations, Donators

Are you open to support technical education in Czech Republic ?

The Czech Republic is historically highly developed industrial country with a number of unique technologies and know how in wide area of electro-technology, machine, chemical, automotive and many other industries. One of the main current limitations of the next successful country development is a serious shortage of technically skilled people that can bring new innovations. The key task of success for future competition is to prepare the best conditions to young people to get their interest in the technological sector during the upcoming digital age. Indeed, the challenge is not only for young people in the Czech Republic, but the same sort of challenges exist in whole Europe to further develop its innovation potential. Let's join, among one of the first countries, the initiative raised by the microbit Foundation in Great Britain and let our kids to make their dreams true by entering the unlimited World of coding.

How to Join ?

Companies, government and non-government organisations and other individuals are welcome to provide their financial donations to the Foundation fund micro:la in order to distribute BBC micro:bit free of charge to students at 7th class of primary school. Price of one BBC micro:bit is around 420 CZK (depending to exchange rate). The

donator can make its decision whether the financial support will be used across the whole Czech Republic or locally in the county, region or town. We will respect wish of the donators at the maximum possible level. It is also encouraged that the donator is making an agreement with a concrete school and the fund will execute the realisation by providing the micro:bit to the selected school. The regional aspect of the micro:bit donation is bringing another dimension to the project, where a company known in the region can support directly kids in the same region ... and built its regional recognition, thus the kids can be proud of their parents working in that company etc

List of donators will be published at the micro:la website including the supported region info.

Let's pick the chance brought by the micro:bit project by your own activity. Let's play together with kids. Do you wish that kids will remember your company and your product/services? Open up your imagination, ask your IT guys or external IT specialists for support to create an original way of introduction of your product/services using the BBC micro:bit. For example company making automatic toilet flush sensors can introduce special toilet controlled by BBC micro:bit, a car airbag igniter manufacturer can show a remote car controlled by micro:bit that fire an airbag after hit a barrier etc. Your fantasy is endless ... and you can be sure, that this is the promotional way that kids will remember.... You can than organise, or together with school, a local BBC micro:bit competition kids versus companies etc. ... we will initiate some competitions, indeed, including universities etc, but do not wait for us, you are responsible and recognised mostly in your region.

Donation form will be available shortly online at our website www.microla.cz

General Sponsors

General sponsors of the Foundation fund micro:la is a company, organisation or donator who supports the main fund activities with a donation above 99.999,- CZK or it makes a significant contribution to the fund operation (honour general sponsorship upon the fund administration board approval). The general sponsor status is valid for duration of 12month from the date of payment, contract signature or fund board announcement.

General sponsor benefits:

- Organisation logo placed on the fund's main webpage
- Promotion of the organisation's logo at public events
- Special certificate with confirmation of donation
- Agreement to use fund's logo for the organisation's marketing purposes

There is a currently one honour general sponsor – European Passive Components Institute (EPCI) that has been the initiator of the project and established the foundation fund micro:la. The EPCI supported all the initial administration and financial support at a start-up.

Partners

Micro:la fund partner is an organisation or subject that co-operates with fund to support BBC micro:bit implementation in the Czech Republic. Partnership, its form, content and duration is suggested and approved by the fund board of administration.

The current co-operating partners in the field of new applications and peripherals development are the two Czech universities: Technical University of Brno and West Bohemia University in Pilsen.

Schools

How to apply for free BBC micro:bit from the foundation fund micro:la?

The primary grammar schools and combined gymnasiums can formally submit an on-line request for donation to the fund in order to support their 7th grammar schools class students. The requests will be processed in the order as received upon the availability of financial resources in the region. The submission online form will be available at the fund website – for schools page soon. Small college teams and special classes out of the main

scope of the donation student profile can also submit their requests for some smaller quantities to receive free micro:bit upon a proper justification.

Foundation fund microla is making its best to secure sufficient financial resource from companies, organisations and donators in order to provide BBC micro:bit free of charge to kids of 7th class of primary schools. The donators can express their wish for a regional donation that will be respected by the fund, as possible. The schools are encouraged also to make their own initiative to pair with some donating organisation in their region, such paired requests will be processed immediately with priority.

Government institution – region, town council or local village board can be also a donator or present as a co-ordination subject of the donation activities in the region/town or village. Please contact us by an on-line contact form in this case.

Specific requests, conflicts of interests, issues etc, will be resolved individually considering aspects oriented towards what will be the best solution for the kids.

Lanskroun Town Pilot Project

Lanskroun town occupies a special role in the electronic component industry in the Czech Republic. Despite Lanskroun is a small town of 10thousand people, it has become a centre for passive components for tenth of years, with further recent development of machinery, injection moulding, tooling etc industries in past twenty years. It is more and more difficult to keep technically skilled young people in the region, many of them are staying at large cities after university studies without return to their home territory. The companies in Lanskroun are seeking to invest their next development and production facilities elsewhere due to the skilled labour shortage. The only way forward is to make it attractive to the local kids to get interest in technical education and thus increase the percentage of young people staying in the region. Hardly to find better place for the pilot run of the BBC micro:bit project in the Czech Republic than Lanskroun.

Micro:la target is to introduce the pilot micro:bit free to school donation in Lanskroun in spring 2017 after collection of sufficient financial support from companies, organisations and town council. It is an ambitious project, but it is indeed a matter of all of us to succeed.

Founder and initiator of the Foundation fund micro:la is European Passive Components Institute www.passive-components.eu founded in 2015 by Tomas Zednicek. EPCI has been co-operating with micro:bit Foundation in Great Britain on BBC micro:bit introduction in the Czech Republic.

