



**European Association  
for Distance Learning**

# About EADL

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**For over three decades, the European Association for Distance Learning (EADL) has been providing advice and accreditation to education organisations throughout Europe.**

Our role in the distance learning sector is to review and approve the quality of training and education in business led organisations, and to support individuals in the process. With members from over 20 European countries, we are a representative forum for the exchange of information and ideas on current practice and developments in the expanding field of distance learning.

We work with adaptive, flexible and collaborative distance learning in all its forms, such as distributed learning, e-learning, and

blended learning.

Our aims are to promote and protect the interests of members and learners alike. Promote and establish cooperation with national councils and associations of distance learning providers, to develop strategic and lasting partnerships.

We are the driving force behind improving the quality of course material to strengthen the reputation and credibility of distance learning.

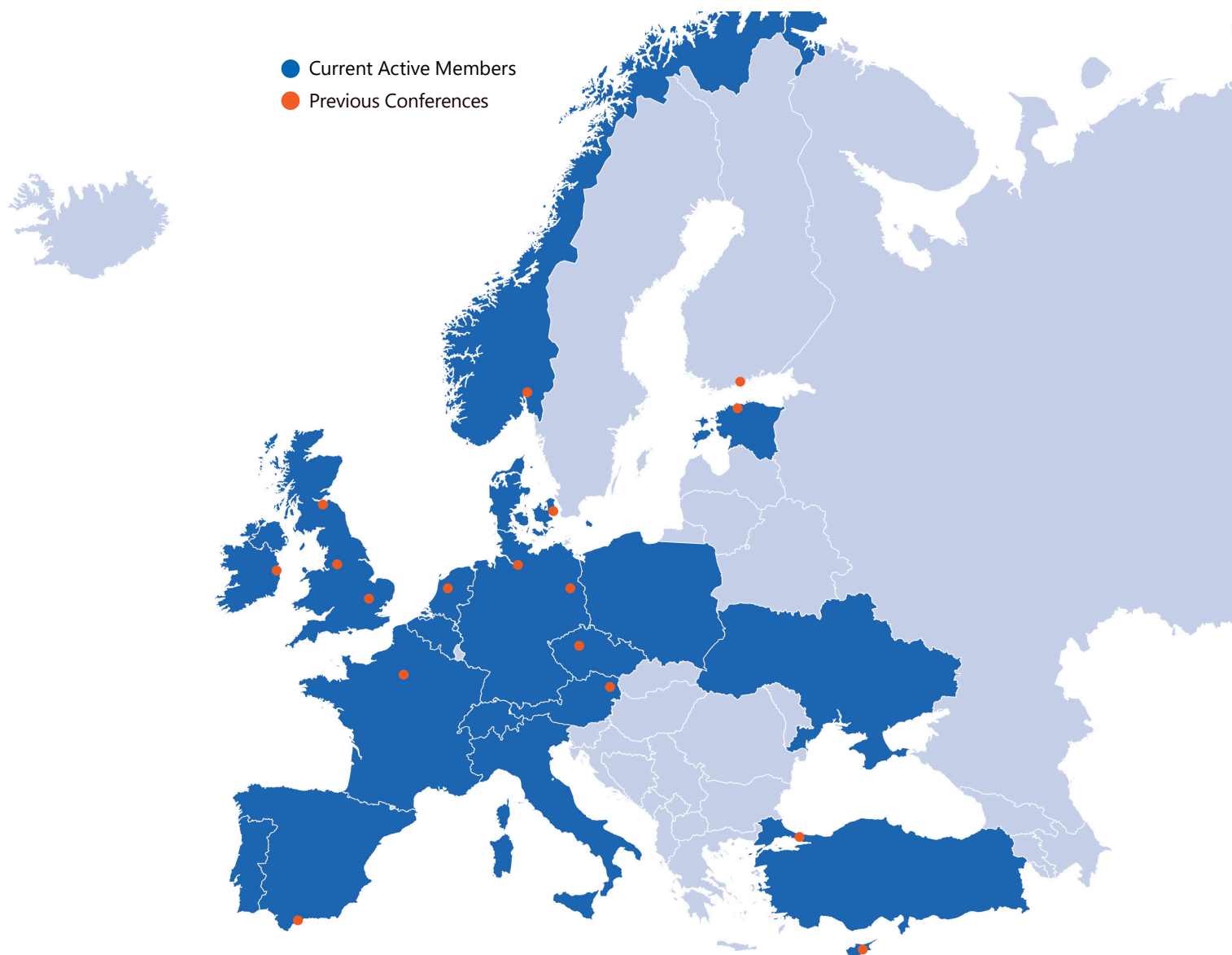
## **Working across Europe**

We represent almost all member states of the European Union, as well as members from Norway, Switzerland and Turkey. Together, our members provide 5,000 different courses and work with over two million students across Europe.



# Our Locations

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2019 - Tallinn, Estonia	2015 - Prague, Czechia	2011 - Vienna, Austria	2007 - Dublin, Ireland
2018 - Manchester, UK	2014 - Edinburgh, UK	2010 - Cambridge, UK	2006 - Paris, France
2017 - Copenhagen, Denmark	2013 - Hamburg, Germany	2009 - Oslo, Norway	2005 - Helsinki, Finland
2016 - Nicosia, Estonia	2012 - The Netherlands	2008 - Marbella, Spain	2004 - Istanbul, Turkey

# Our Mission

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We work for the people of Europe, to enhance our collective skills and achievements by maximising the contribution that distance learning can make.

Executive Director Tony Horsfield with Ellen Gunning, Director at The PR Training Academy and member of the EADL Executive Committee.

Signing Ellen's book *Public Relations - A Practical Approach*, at the 2019 Tallinn Conference.



We are raising the standard and credibility of distance learning across Europe. We are improving the quality and acceptance of distance learning to ensure maximum benefit and return on investment for students and providers alike.

We are building strong relationships and partnerships with learning providers and associations to form the strongest network of experts in Europe. Through our collaborative infrastructure, we provide an open platform for our members to discuss the challenges and benefits associated with distance learning in all its forms as well as to

share ideas and good practice.

We are at the forefront of technological advancements in both learning material and methodologies. We review and improve the learning processes of our members. We promote digital approaches to improve the learning process and increase its geographical and societal spread.

We strive to promote open discussion of strategy in business, marketing, and educational aspects of distance learning. Commercial sensitivities are respected, ideas and good practice are shared, and projects and partnerships are explored.

We are growing our membership in both numbers and divergence, to strengthen the variety of skills and expertise in our network. We connect people who have a mutual trust and understanding of each other's needs and aspirations so that we can learn from one another and ultimately, improve the quality of education for the people of Europe.

## **Improve Trust and Acceptance**

Improve the acceptance of distance learning to achieve parity of esteem with other forms of education. Build strong partnerships with the European Commission, national government agencies and non-governmental educational organisations and networks, to enhance the trust and acceptance of distance learning throughout Europe.

## **Raise Standards**

Be the driving force behind increasing the standard of distance learning. Set and promote quality, professional and ethical standards. Promote open discussion of strategy in the education, business and marketing aspects of distance learning. Share ideas and good practice, research and communicate information about new developments in delivering distance learning.

## **Expand the Network**

Increase the size and divergence of the network to continually improve and widen the range of skills and expertise in the association. Through growing a substantial and robust network of experts, members will enjoy an improved level of advice and support, as well as better potential to explore projects and partnerships.

# Benefits of Membership

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Our members benefit from the European wide recognition that comes with the EADL logo. It's our seal of approval that means your institution has attained the highest standards of quality and good practice.

## Recognition

The EADL logo is widely considered a seal of quality and approval. It confirms that your organisation works to principles of quality and code of conduct that are recognised across Europe, and is a guarantee of good service. As an EADL member, you can use our logo in your advertising and publicity materials.

Membership instantly gives you enhanced visibility, credibility and recognition across Europe as having achieved the standards that we require of all members. Our members benefit from a competitive advantage that leads to increases in both enrolment and revenue.

## A Network of Expertise

As a member, you are welcomed in to a community that connects and supports like minded experts who help to establish the standard and credibility

Through conferences and workshops, our expert network of distance learning professionals help to share ideas and good practice. This support and advice helps all members benefit from knowledge sharing to improve the standard and efficiency of learning delivery.

## Exclusive Content

As a member, you will have access to the members only portal of our website, with a link to your own organisation. This portal advises students why preference is given to EADL institutions over non-members, emphasising the quality of services offered, the value for money and the effectiveness of this way of learning. It also gives information about the ease of access to tutors and the general convenience of studying remotely.

The members portal gives you access to all our publications, conference and

workshop resources, quality guide, and useful links to help you acquire exclusive knowledge and information to help your business.

## Our members also benefit from:

The right to serve on EADL committees and play an active role in giving shape to the association's policy.

A membership certificate to prove that you have agreed to conform to the Quality Standards of the association.

Access to a regular flow of information from the EADL office.

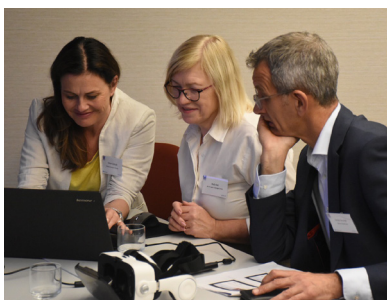
Discounts on fees for EADL and registered partner conferences, and discounts on EADL publications.

# Major Activites



## Annual Conference

Conferences take centre stage in our event calendar. Usually held in May each year, we have the pleasure of visiting a different European country for each conference. Conferences provide the main platform for exchanging of ideas, experiences and research results between members and others with an interest in distance learning who wish to attend.



## ISO 29990 Quality Guide

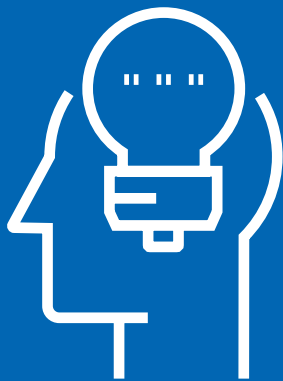
ISO 29990 is the international standard that measures the experience of European distance learning providers against quality standards and quality management systems. Our guide offers reliable assistance for the implementation of the ISO 29990. It focuses on the importance of being customer focused, which is central to our approach.

We develop and publish quality guidelines to safeguard standards and maintain and improve the quality of courses and services to ensure the credibility of distance learning.



## Networking and Social Events

Our networking and social events are a great way for members to connect with each other for discussion and sharing ideas. As our network grows, so does our pool of talent and experience, adding further value to our social events where there will be an expert in every field of distance learning.



## Our Objectives

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**Our mission is to raise the standard and credibility of distance learning across Europe. We are expanding our network of distance learning expertise to ensure maximum benefit and return on investment for students and providers alike.**





**Our goal is to continue building the most diverse expert network of distance learning professionals in Europe, so our members benefit from continued advice and support in improving the quality of their education output.**

We promote research into new methods of delivering distance learning. Being at the forefront of technological advancements ensures that our member institutions are delivering their course material in the most efficient and student friendly manner, with flexibility and collaboration at the heart of everything they do.

### **Promote Discussion**

We promote the open and transparent discussion of ideas and good practice in distance learning, while maintaining an environment that respects commercial sensitivities. We promote the discussion of strategy in the business, marketing, and educational aspects of distance learning.

### **Networking**

Our networking events are good opportunities for forming partnerships and exploring projects where members can work together and benefit from each other's expertise. We help to connect members with trusted colleagues who are aware of each other's needs and aspirations.

### **Raise Standards**

We are continuing to raise the bar when it comes to the quality of delivery of distance learning. We promote quality, professional and ethical standards in distance learning, so that students benefit from an enhanced, well rounded experience.

### **Research & Development**

Distance learning continues to evolve, and we understand the importance of staying at the forefront of those developments. We gather and communicate information about new developments in distance learning, utilising advances in technology, and process improvements.

# EADL Membership

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There are three categories of EADL membership:

**1**

## **Ordinary Members**

Privately owned and non-governmental organisations offering vocational and degree level education may apply for Ordinary Membership, providing our quality standards and code of conduct can be met. This includes National Associations, churches, unions, and public sector providers sympathetic to the needs of the private sector.

**2**

## **Associate Members**

Associate membership is for individuals and institutions who do not offer degree level distance learning. Public sector providers, human resources and training departments, educational publishers, developers of educational software, and educational consultants may also apply for Associate Membership.

**3**

## **Start-up Members**

Providers who are new to distance learning delivery and are not yet ready to join as Ordinary or Associate Members, can apply for our Start-up Membership. For two years, start-up members are required to comply with our quality standards and code of conduct in order to be eligible for ordinary or Associate Membership.

### **Associate Bodies**

We build and maintain global partnerships with distance learning associations such as; DAEC (Distance Education Accreditation Council) in Washington USA, ICDE (International Council for Distance Education), and EDEN (European Distance and E-Learning Network).

### **How to Become a Member**

Our association becomes stronger as our membership increases, and as more members join, all members benefit from an enhanced level of knowledge sharing and expertise. For further details and to discuss your membership options, contact us via our website and email address.

**For contact details see: [www.eadl.org](http://www.eadl.org)**

**e-mail: [enquiries@eadl.info](mailto:enquiries@eadl.info)**





## The Premier European Organisation for Distance Learning Providers & Practitioners



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