

Antarctica meltdown could double sea level rise

# Success Story for Lifelong Learning in Nature Sciences A Publisher's Perspective

**Merlet Behncke-Braunbeck**

ICA-CoP Bio-Edu Workshop 2024

Zagreb, October 2024

ADVANCING  
**DISCOVERY**

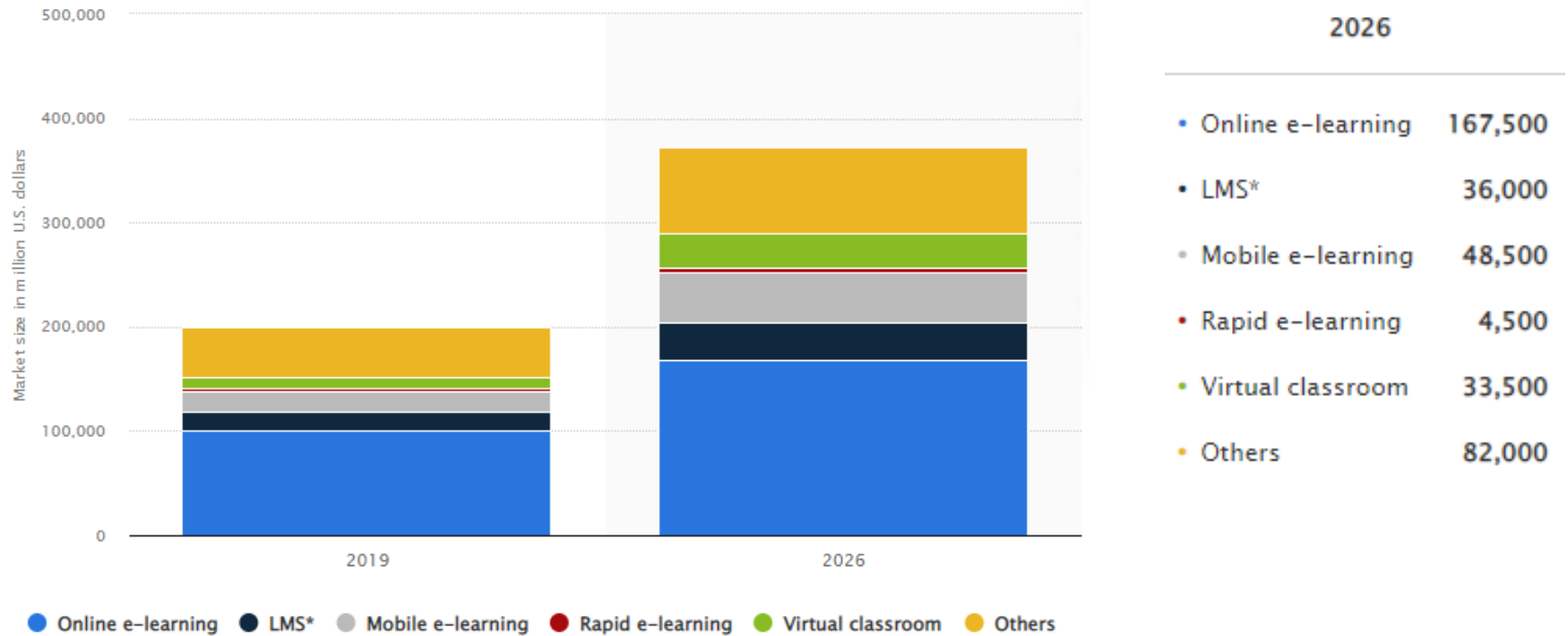


# Contents

- Importance of Lifelong Learning (LLL) in Today's Rapidly Changing World
- The Platform Landscape for Courses
- The Necessity for Lifelong Learning
- The Opportunities for Lifelong Learning for Springer Nature
- Springer Campus' Role as a Pioneer with Over 25 Years of Experience in LLL
- The Contribution of MOOCs to LLL
- Research Publications in Bioeconomy for Increased Visibility
- SN Book Author Satisfaction Surveys and a Demand for New Media
- SEO and SEA Optimization to Reach Prospects
- Transfer of SN Experience to Bioeconomy and Longlife Learning
- 10 Take-aways
- Future Directions?

# Importance of Lifelong Learning (LLL) in Today's Rapidly Changing World

## Size of the global e-learning market



Market size in million U.S. dollars

Source: <https://www.statista.com/statistics/1130331/e-learning-market-size-segment-worldwide/>

# Importance of Lifelong Learning (LLL) in today's rapidly changing world ...in professional learning for the young generations

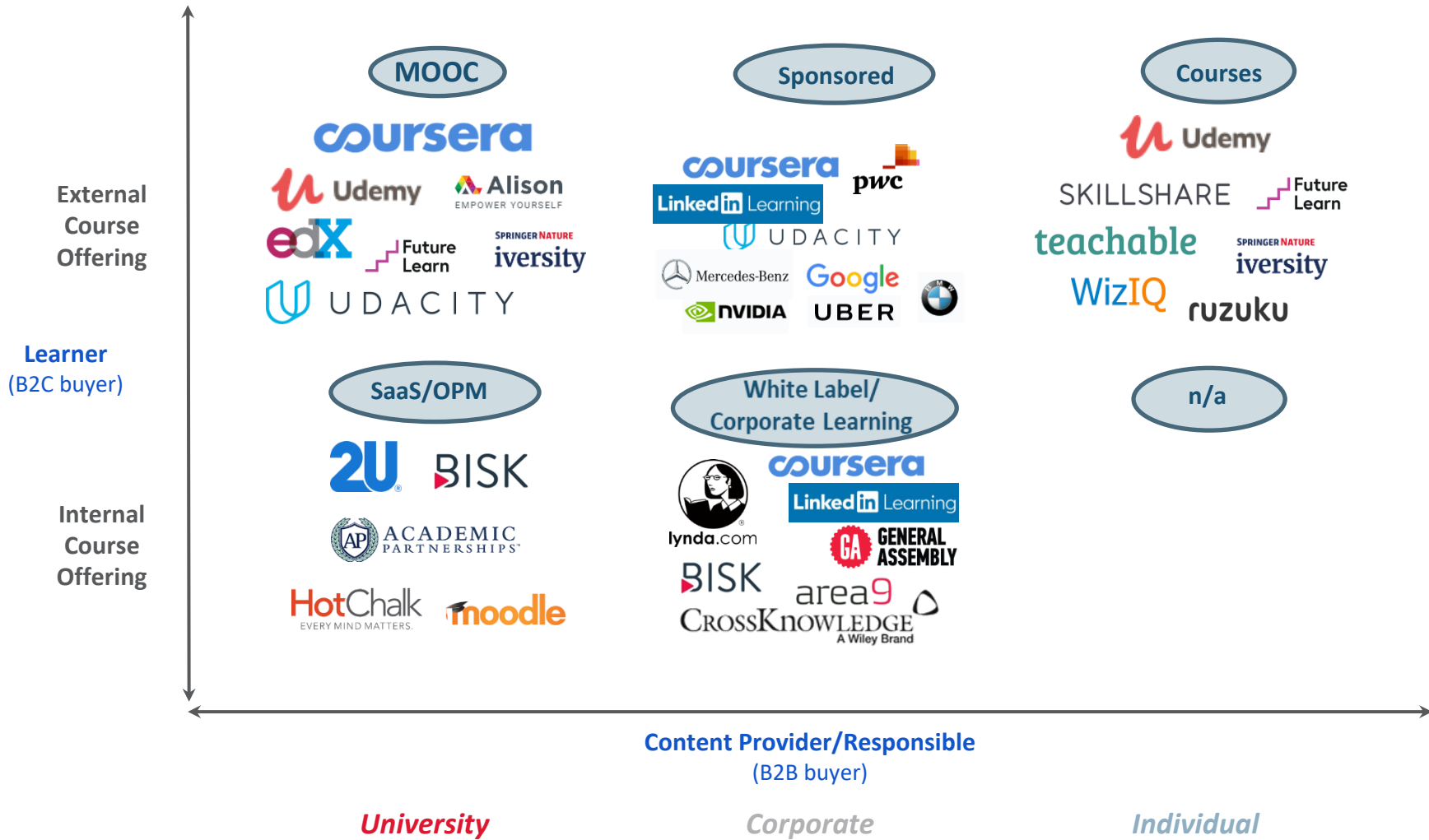
|                                 | 1st choice                     | 1st choice                              | 1st choice                    |
|---------------------------------|--------------------------------|---|-------------------------------|
| All respondents                 | Training and Development (53%) | Cash bonuses (41%)                      | Flexible working hours (41%)  |
| Asia                            | Training and Development (64%) | Financial assistance with housing (46%) | Cash bonuses (39%)            |
| Australasia and Pacific Islands | Training and development (58%) | Flexible working hours (45%)            | Cash bonuses (42%)            |
| Central and Eastern Europe      | Training and development (61%) | Cash bonuses (40%)                      | Flexible working hours (32%)  |
| Western Europe                  | Training and development (57%) | Flexible working hours (38%)            | Cash bonuses (36%)            |
| Middle East and Africa          | Flexible working hours (55%)   | Training and development (46%)          | Cash bonuses (42%)            |
| North America and the Caribbean | Flexible working hours (53%)   | Cash bonuses (43%)                      | Free private healthcare (38%) |
| South and Central America       | Training and development (73%) | Cash bonuses (45%)                      | Flexible working hours (41%)  |

Q: Please select the benefits you would value most over the next 5 years other than your salary?

Base: 3953 global respondents

Figure 13

# The Platform Landscape for Courses\*



\*Exemplary Compilation by Springer Nature

# The Necessity for Lifelong Learning

## Professionals, Lab Technicians, Students, (Junior) Researchers

- Help with professional career development and formal qualification
- Career dead-ends in specialized fields of natural sciences
- Finish with an academic degree (BSc & MSc) or a certificate (ECTS or Certificate of Participation CoP)
- Continuous change and technological innovation in the job market
- Help lab managers to keep their team up to date to engage with interactive content
- Support researchers to acquire personal skills
- The need for tailored learning solutions for scientific professionals



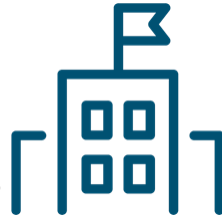
## Corporates, Universities, Funding Agencies

- Help researchers at corporate R&D and lab managers to keep their team up to date in relevant areas of their scientific field
- Build up skills and expertise in new areas and train their staff
- Provide and present research findings as MOOCs or video findings to a broader audience
- **Help corporates to prevent shortage of skilled workers**

# The Opportunities for Lifelong Learning for Springer Nature

Our strategic business plans rely on delivering quality proven elearning solutions

## Springer Nature



- Establish central hub for continuous professional development in medicine (Springer Medizin/Medicine, CME), nursing (Springer Pflege), natural sciences (Springer Campus)
- Cross Selling: recommendations of SN books and journal articles
- Book/journal article plus elearning: refinement of content with higher value
- Offering MOOC partnerships to strengthen SN Open Access and SDG business



## Authors and Course Partners

- Option to publish their lecture and training content in (journal articles/books combined with) elearnings for an increase in visibility and reach
- With the option to directly engage with learners and keep material up-to-date
- Promotion of desynchronized teaching and learning
- Publish their scientific and soft skills expertise as elearning/online videos or MOOCs

# Springer Campus' Degree and Certificate Program

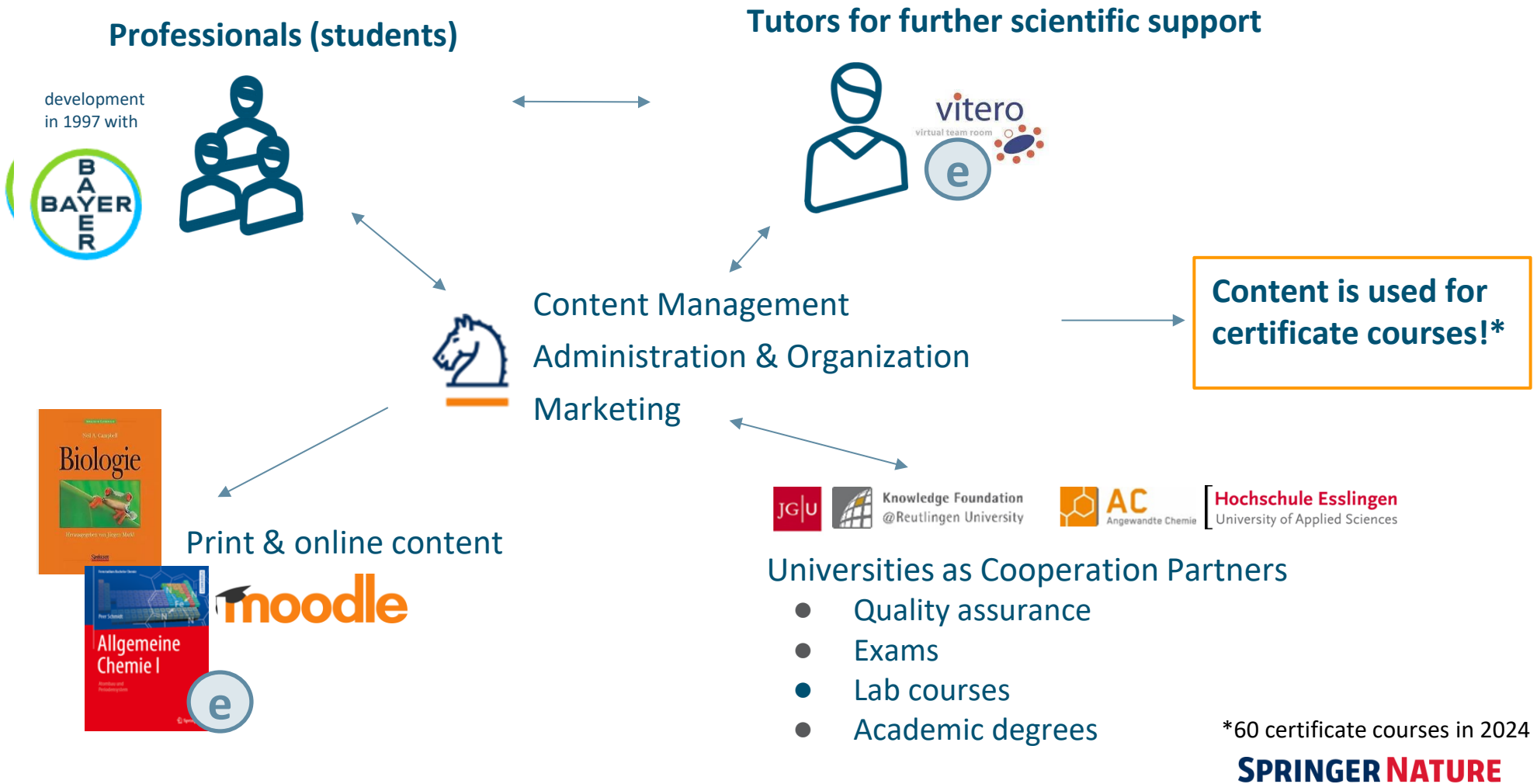
## Key Programs

- Blended learning
- Virtual and classroom-based sessions
- Massive Open Online Courses (MOOCs)
- Bachelor's and Master's degree programs in biology, chemistry, and biotechnology
- Specialized certificate courses



# Springer Campus' Role as a Pioneer with Over 25 Years of Experience in LLL

Case Study 1: Degree and Certificate Program: Blended Learning - B.Sc. Molecular Biology, B.Sc. Chemistry, M.Sc. Biotechnology



# Focus on Technical Laboratory Assistants and Lab Technicians



## Program Specifics:

- Targeting Technical Laboratory Assistants (TAs) and Lab Technicians (on-the job training) in Germany
- Flexibility and accessibility without compromising on quality



## Professionals, Lab Technicians, Students, (Junior) Researchers

- Help with professional career development and formal qualification
- Career dead-ends in specialized fields of natural sciences
- Finish with an academic degree (BSc & MSc) or a certificate (ECTS or Certificate of Participation CoP)
- Continuous change and technological innovation in the job market
- Help lab managers to keep their team up to date to engage with interactive content
- Support researchers to acquire personal skills
- The need for tailored learning solutions for scientific professionals

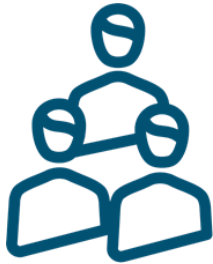
# The Contribution of MOOCs to LLL

## Case Study 2: Video-based SN elearning solution with online courses\*

\* 229 courses (\*\*69 MOOCs)  
 \*\*c. 30 bundles Book+Course

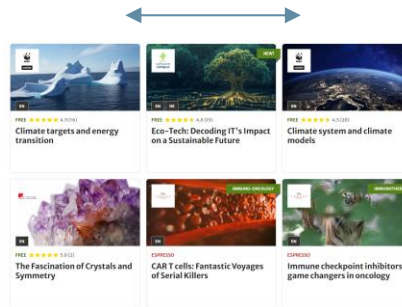
### Course Participants

Researchers . Professionals . Students



### Course Authors

Academia . Professionals



Content Management  
 Quality Assurance  
 Administration & Organization  
 Marketing & Sales

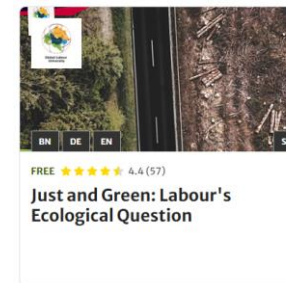
### Book & Course Bundles\*\*\*

### MOOCs\*\* (Plus)



#### Worum geht es im Kurs?

Wissensmanagement ist ein zentraler Bestandteil der Teamentwicklung. Dieser Kurs richtet sich an alle, die sich mit der Teamentwicklung beschäftigen. Er enthält alle Informationen, die Sie benötigen, um Ihr Team erfolgreich zu führen. Der Kurs ist in drei Module unterteilt: 1. Grundlagen der Teamentwicklung, 2. Teamentwicklung in der Praxis, 3. Teamentwicklung in der Zukunft. Der Kurs ist in drei Module unterteilt: 1. Grundlagen der Teamentwicklung, 2. Teamentwicklung in der Praxis, 3. Teamentwicklung in der Zukunft. Der Kurs ist in drei Module unterteilt: 1. Grundlagen der Teamentwicklung, 2. Teamentwicklung in der Praxis, 3. Teamentwicklung in der Zukunft.



<https://iversity.org/de/courses/just-and-green-labour-s-ecological-question>



<https://iversity.org/de/courses/concepts-of-sustainable-bioeconomy>

# Benefits of Springer Campus' Learning Formats

## Advantages

- Flexibility
- Cost-effectiveness
- Tailored to the needs of learners
- Sponsorship by employers indicating industry value

# Collaboration with Universities

## Collaboration Highlights

- Combining academic rigor with scientific content
- Ensuring practical application
- Enhancing **quality** and reach through strong partnerships
- Benchmarking industry standards

# Research Publications in Bioeconomy for Increased Visibility

## Some SN figures

The publication of journal articles and books is increasing massively

- e.g. at Springer Nature:
  - 2500 articles, 550 in 2024; 100 in German
  - 61 Books English, 12 in 2024
  - 18 Books in German

# Research Publications in Bioeconomy for Increased Visibility



Auto-Translation

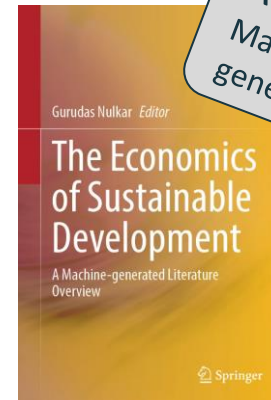
<https://link.springer.com/book/10.1007/978-3-662-53763-3>

<https://link.springer.com/book/10.1007/978-3-662-60390-1>



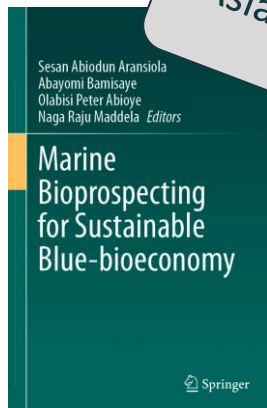
Open Access

<https://link.springer.com/book/10.1007/978-3-319-68152-8>



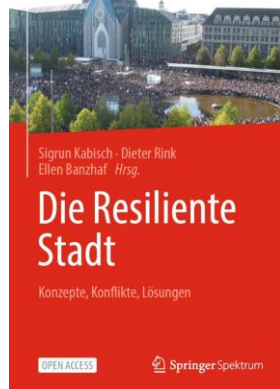
AI - Machine generated

<https://link.springer.com/book/10.1007/978-981-99-7379-8>



Asia

<https://link.springer.com/book/10.1007/978-3-031-68911-6>



<https://link.springer.com/book/10.1007/978-3-662-66916-7>



German

<https://link.springer.com/book/10.1007/978-3-658-42358-2>



<https://link.springer.com/book/10.1007/978-3-658-40198-6>



<https://link.springer.com/book/10.1007/978-3-662-68230-2>



# Research Publications in Bioeconomy for Increased Visibility

## The combination with elearnings

The publication of journal articles and books is increasing massively

- e.g. at Springer Nature:
  - 2500 articles, 550 in 2024; 100 in German
  - 61 Books English, 12 in 2024
  - 18 Books in German
- 1 Book German Book plus Course inside Zirkuläre Bioökonomie
- 1 Series Self-study Certificate Course, German Zertifikatskurs Bioökonomie





# SN Book Author Satisfaction Surveys and a Demand for New Media

## Demand for courses and elearning elements



We have asked our authors

**“We are always considering new ideas to develop the functionality of books. Which of the following extra options would be most useful for your recently published book?”**

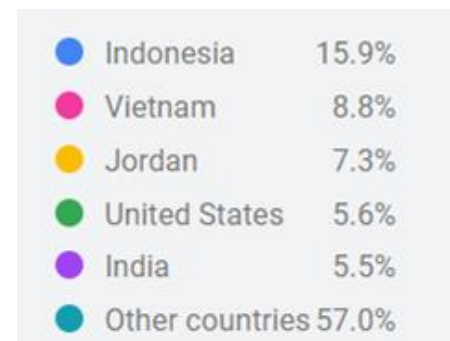
The 3 top items (out of 10)

- Enabling continual online updates
- eLearning courses produced from the book
- Online videos for the eBook

# SEO and SEA Optimization to Reach Prospects

## Keyword Analysis for SEA Marketing Campaigns

| Keywords                      | Avg monthly searches | YoY change |
|-------------------------------|----------------------|------------|
| elearning                     | 2,240,000            | +84%       |
| sustainability                | 673,000              | +22%       |
| circular economy              | 90,500               | +22%       |
| bioeconomy                    | 5,400                | +23%       |
| distance elearning            | 140                  | +200%      |
| circular economy mooc         | 10                   | 0%         |
| bioeconomy mooc               | -                    |            |
| bioeconomy elearning          | -                    |            |
| bioeconomy course             | -                    |            |
| life long learning bioeconomy | -                    |            |
| bioeconomy life long learning | -                    |            |
| bioeconomy training           | -                    |            |



# Transfer of SN Experience to Bioeconomy and Longlife Learning

## Case Studies

- Springer Campus as example of successful LLL implementations
- Impact on professionals' careers and employer benefits!
  - Keyword: Must-have for career development
  - Keyword: Must-have for corporates and their feedback
- Impact by MOOCs Plus
  - Keyword: Not learn alone!
  - MOOC + live session
- Increase of publications in bioeconomy and the opportunity to combine with dynamic media
- Optimization of SEO and keyword analysis for SEA campaigns to reach prospects

## 10 Take-aways

1. If LLL offers solutions for professional development and adapting to industry changes, it will be successful.
2. Learners ask for must-have courses and support with their next steps in their career.
3. Corporates can retain employees and prevent a skills shortage by promoting internal career growth and training.
4. Learning programs should be tailored to individual/team needs, like “MOOC Plus”, for maximum relevance and impact.
5. Employer sponsorship highlights the industry’s recognition of the value of the trainings.
6. Strong partnerships between universities and corporates ensure LLL aligns with quality and industry needs.
7. SEO and keyword analysis are crucial for optimizing SEA campaigns and reaching target learners.
8. Springer Author Satisfaction Surveys show a high demand for dynamic elements, elearnings, videos.
9. Combine LLL (or parts of it) with media of high usage (e.g. books).
10. AI may help to generate content more easily and tailored.

# Future Directions?

## Looking Ahead

- Wording Bioeconomy? Circular Economy? Combination with Sustainability?
- Similarities and differences between bioeconomy and natural sciences?
- Opportunities for corporate partnerships to shape the future of LLL?
- Leveraging established methodologies for new learning experiences?
  - Keywords: Books, live webinars
  - Opportunities for book partnerships as starting points?
- Potential new areas or regions for LLL implementation?
- Time needed: Early start of an emerging field comparable to biotechnology?

**Merlet Behncke-Braunbeck**

*Director Distance Learning  
Springer-Verlag GmbH, Heidelberg*

Merlet.Braunbeck@springer.com

+49-6221-4878061

+49-160-5344610



**SPRINGER NATURE**