

# Clarity project in content creation

## British Council Peacekeeping

**Overview:** The British Council has run Peacekeeping English Projects (PEP) around the world for many years. Since the late 1990s, Clarity has been active in supplying and supporting ICT materials for PEP self access centres. There was, however, no ICT resource aimed at the uniformed services generally, or peacekeepers in particular. In October 2008 the British Council and Clarity agreed to create materials aimed specifically at this sector. The project partners were: the British Council, the UK Ministry of Defence, the UK Department for International Development, the UK Foreign and Commonwealth Office, Clarity.

## Structure of the project

### Phase 1: Defining the roles

The key to the success of this project was to ensure that each party understood its responsibilities from the outset. Broadly speaking, these were defined as follows.

- 1 The British Council (as subject expert) was responsible for all aspects of content creation.
- 2 Clarity was responsible for provision of the technical infrastructure and for editorial. By far the more important of these was the technical infrastructure. As this was already developed and extensively tested with other products, content could simply be imported removing all the uncertainty of a software development phase from this project.

### Phase 2: Content creation

Within two months the British Council has set up a one-week materials-writing workshop in Almaty, Kazakhstan. Twenty PEP Managers from around the world flew to Almaty and spent a week defining the scope of the project and writing, filming and recording materials for the product, which was named Peacekeeper. A list

of contents was drawn up, and each Manager focused on an area in which they had experience. The exercises, activities and text screens were created in Clarity's Author Plus.

#### Contents of Peacekeeper

- 1 Introduction to Peacekeeping
- 2 Ethics and rights
- 3 Sexual exploitation and abuse
- 4 Demining
- 5 Observers and liaison
- 6 Negotiation
- 7 Emergency situations
- 8 Checkpoints
- 9 Patrolling
- 10 UN civilian police

### Phase 3: Editing and compiling

The week in Almaty resulted in a substantial body of materials (draft 1) – more than enough for the product. These were processed initially by the British Council project leaders who selected a range of activities for each unit and passed them to Clarity's team for copy editing and formatting. Clarity created a draft 2 and passed it back to the British Council for fact checking, accuracy and proof reading.

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## Phase 4: Publishing

Once the British Council team had proof read draft 2, Clarity made the necessary corrections and published Peacekeeper online, for networks and for CD-Rom auto-play. The project was completed and rolled out three months ahead of schedule.

## Numbers

<b>Target duration of the project:</b>	8 months
<b>Actual duration of the project:</b>	5 months
<b>Number of PEP Managers participating:</b>	20
<b>Duration of materials-creation phase:</b>	1 week
<b>Total number of activities in Peacekeeper:</b>	108

## Lessons learned

- 1** Having too many project partners (there were five) can cause problems in the dissemination of the product post-publication. Three of the funding bodies were different government departments, and with personnel changes, a small, specialised project like this is soon lost sight of. It is therefore often impossible to obtain permission to supply the product to interested parties.
- 2** This project demonstrated, however, that providing roles are clear, and specialist input and resources are committed, content creation can be fast and efficient.
- 3** It is essential to have a pre-existing technical infrastructure as software development is the most likely cause of overshoots in time and cost. As far as possible, materials should be created within this infrastructure: authors can then see the activities exactly as the target students will, and are able to make immediate judgments on their effectiveness and suitability. This makes the process more efficient.

