



An award-winning program for Qantas, aimed at spreading promoting eco-friendliness.

Spreading environmental awareness through e-learning

Qantas was founded in the Queensland in 1920. Registered originally as the Queensland and Northern Territory Aerial Services Limited (QANTAS), Qantas has built a reputation for excellence in safety, operational reliability, engineering and maintenance, and customer service.

Qantas is widely regarded as the world's leading long distance airline and one of the strongest brands in Australia. Qantas also operates subsidiary businesses including other airlines and businesses in specialist markets such as Qantas Holidays and Qantas Flight Catering.

THE NEED FOR E-LEARNING

'Environmental Awareness' is of key importance to the Qantas Group. Qantas aimed at developing an e-learning program for the entire Qantas Group employees to educate all Qantas staff about the environmental issues that affect the company. The overall aim was to reduce the company's impact on the environment.

TIS proposed to create an interactive and engaging e-learning program to educate all the Qantas staff about the environment issues that affect the company. This program would enable the staff to return to their workplace and identify any issues that required further management/assessment.

The target audience for the proposed e-learning program comprised the entire Qantas Group employees. The composition of the target audience in terms of age, background, and profile was quite heterogeneous. The target audience included all the employees of the Qantas Group across the globe. Therefore, the program was to be structured to appeal to a global audience.



The program won the Melbourne Airport Environment Award 2005 for 'Best Environmental Initiative.'

HOW OUR SOLUTION HELPED

The main objectives of the program were to:

- Identify and understand the background of each specific environmental issue that impacted the Qantas Group.
- List the measures or initiatives adopted by the Qantas Group to address the specific environmental issue.
- List the steps that the employees could take at their workplace to manage the issue at a local level.

The key challenges were:

- Conversion of the 'Environmental Policies and Guidelines' into an effective and engaging learning program
- Designing a highly interactive program with minimal text on screen, and without any audio aid
- Conceptualizing a variety of relevant and innovative interactivities, puzzles, and games to keep learners interested while providing effective learning
- Developing a program to cater for a global and heterogeneous audience

Features of the program:

- The program was a WBT hosted on the Qantas environment; it was deployed on the Oracle iLearning LMS.
- Use of scenarios, games, and activities as part of the instructional approach to keep the learners engaged.
- The Assessment module was based on a 'Nature Trail' game to be completed in 20 minutes. Here, the learner was required to collect articles that were not environment friendly and answer questions, mapped to the learning objectives.
- Logo theme and brand colours carried out throughout the program visually.
- The program used a combination of semi-realistic illustrations and photographs.
- The program followed a sequential navigation path for first time learners and subsequently allowed for random access.

TECHNOLOGY USED

The program was created in Flash MX embedded in HTML/DHTML framework with dynamic references from XML

SAMPLE SCREENS:



Main menu screen



Module menu screen



Practice activity