



INTEGRAL DE MEDIOS, S.L.

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Presentation

Integral de Medios S.L. was founded in 1996 with the aim of providing institutions, companies and the world of education and training with the added value offered by new technologies across the range of applications.

The main areas of intervention are:

- Services to the business world.
- Education and new technologies.



Services to the business world

Consultancy in e-business and e-commerce

- **Strategic and action plans**
- **Feasibility studies for new business initiatives**
- **Web audits. Identification and analysis of areas of improvement**
- **Logical and functional definition of the Internet**

On-line Marketing

- **Periodic analysis of hits**
- **Definition of marketing and communications plans**
- **Implementing promotional and customer loyalty initiatives**

Creation and Implementation of Internet Solutions

- **Turnkey projects**
- **Integral management**

Generation and management of contents for Internet Solutions

- **Occasional or periodic content**
- **Comprehensive management of channels or websites**

Multimedia

- **Solutions in management, marketing, training and leisure**
- **Format: CD-ROM, DVD or Internet**

Training in new technologies

- **Needs analysis**
- **Definition of training plans**
- **Implementation of training programmes: face-to-face and on-line**



Education and new technologies

Since their introduction, multimedia technologies have become a highly efficient instrument for education and training, particularly at an early age. A new concept has evolved as a result: "Edutainment".

From the start, Integral de Medios has worked with the new opportunity represented by new technologies, applying them effectively in the areas of awareness raising, education (values and skills) and training (concepts, procedures and attitudes).

To this end it has worked with prestigious entities; with the Basque NGO EDEX (www.edex.es) it has implemented a wide range of initiatives for children based on a solid strategic alliance. This collaboration has resulted in a number of projects in the field of health promotion.

See the attached document ([Proyectos_infantil_juvenil_1996-2005.pdf](#))



Recognition

 <p>European Seal of Excellence Award 2003</p> 	
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	 <p>SUSTATU Prize for Innovative Project 2002</p>  <p>Bizkaiko Foru Aldundia Diputación Foral de Bizkaia</p>
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 <p>Best Business Project of the Year 2002</p> 	
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CHILDREN AND ADOLESCENTS

(approach and references for the period 1996-2005)

Since its foundation in 1996, Integral de Medios has seen new technologies (multimedia in CD-ROM and later Internet) as an opportunity to create new forms of communication to reach children, adolescents and young people in an appropriate manner.

Apart from its work in a number of areas of the business world, it has always participated actively in projects aimed at younger people. Sometimes the initiatives are its own, and on other occasions it responds to requests from different public administrations. Its main activity is the preparation of informative and teaching materials, although it also provides consultancy and training services.

We will now highlight some of the most important projects in each area:

1996-2001

During this period the main format used was CD-ROM because it reached the majority of its target public. Although the Internet was already accessible to many people by 2001, it was still relatively inefficient.

These years were characterised by an emphasis on the use of the technologies themselves, as a means and an end to increase the employability of young people.

- CD-ROM **Buenas Pistas**.
- CD-ROM **Búscate la Vida**. Employment and self-employment guide.
- CD-ROM **Internet y empleo**.
- Course "**Emprender en Internet**" e-learning (CD-ROM + Internet)

2001-2004

In this period, the emphasis swung towards the Internet and the range of subjects became more varied.

- CD-ROM **Maneras de vivir**.
- CD-ROM **Klikomotor**. Interactive guide to get a driving licence.
- **Ciberprix**. Clues game on the Internet (three editions)
- **Ginkana Virtual**. Competition in Internet (two editions)
- **Klikomotor.net**. On-line educational resources.

2004-2005

More recently, there has been a reduction in the age of the target public (8-16 years of age) and in the incidence on subjects related to risk prevention and health promotion. The formats vary, depending on the advantages of each one.

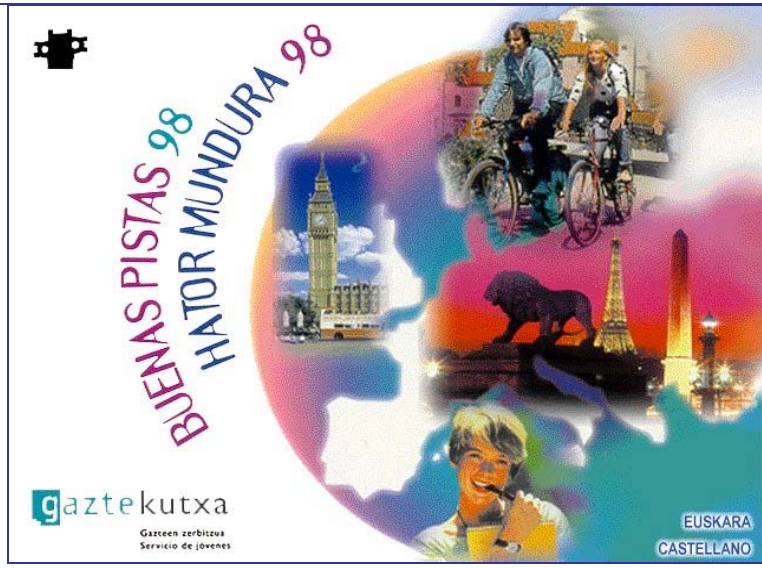
- **Concuidado.NET**. Promotion of the Prevention of Workplace Hazards among children.
- **Ventanas**. Work within the scope of risks associated with the Internet.

Brief description of references, with images as examples.

CD-ROM: "Buenas Pistas"

This emerged as an interactive guide for young people with the aim of providing accessible, illustrated and summarised information that is useful to them for their personal and professional development (studies, voluntary work, travel...).

In collaboration with the Kutxa and the 'Novia Salcedo' Foundation



CD-ROM "Búscate la Vida"

Employment and self-employment guide

This CD-ROM is about people who work as wage earners and about the development of business initiatives to illustrate the way in which a number of young people have found employment. It is full of advice, tools and practical examples in the form of simulations.

Created by the Department of Employment of the Basque Government



CD-ROM "Internet y Empleo"

In early 2001 a new world of opportunities for seeking employment through the Internet opened up, going beyond the mere consultation of job offers. The aim was to inform young people on opportunities and procedures in this new field.

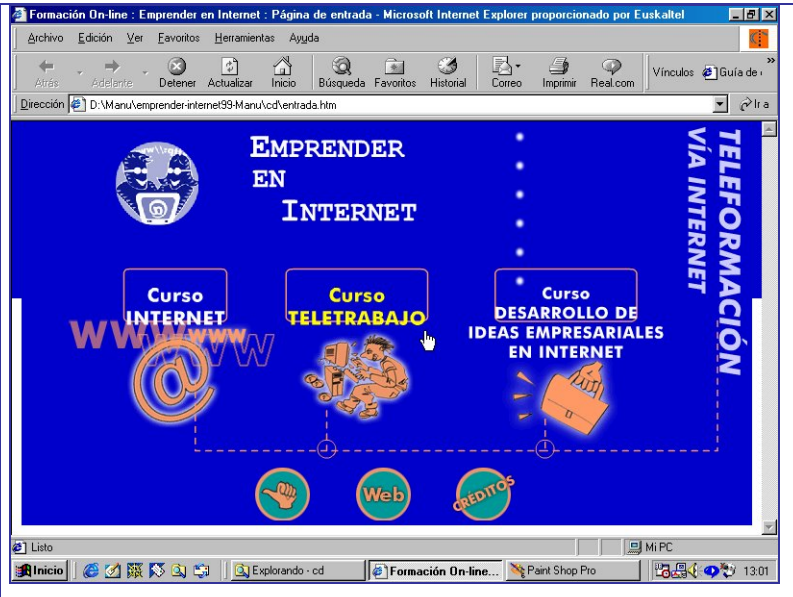
Produced in collaboration with the City Council of Bilbao



Course: "Emprender en Internet"

The Internet offers the possibility of carrying out new businesses that are based on or carried out through the Web. It has three training modules in CD-ROM (Internet, Teleworking and Company Development) and tutorials and on-line exercises. Various editions of this e-learning course have been produced, using the Internet as the medium for developing the skills in question.

Created in collaboration with the Town Council of Barakaldo



CD-ROM "Maneras de vivir"

A project aimed at adolescents, with the goal of informing them and raising their awareness about the risks associated with new synthetic drugs. It contains specific educational content and was produced in four European languages.

It was produced by EDEX within the framework of an European project.

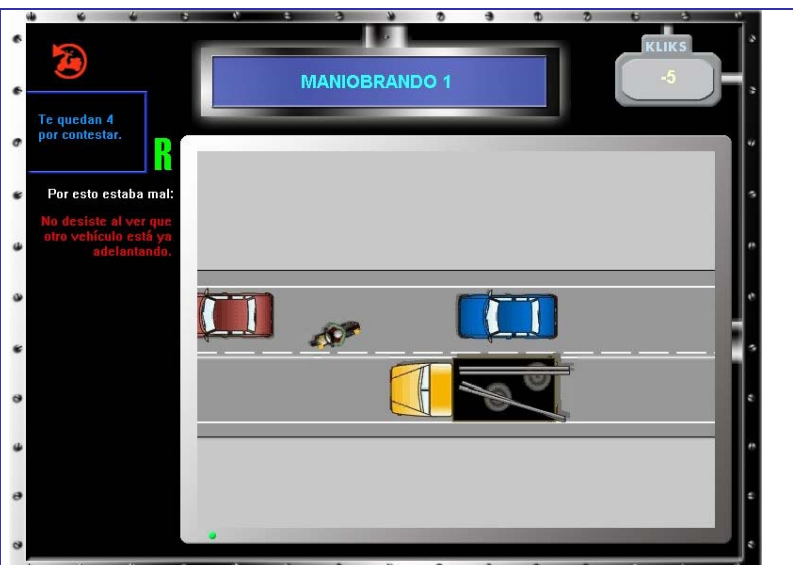


CD-ROM "Klikomotor"

Interactive guide to get a driving licence.

A proposal for the school curriculum aimed at adolescents, it contains animated stories to work on the necessary life skills for safe driving. It also has a multimedia package for the theoretical part of the exam.

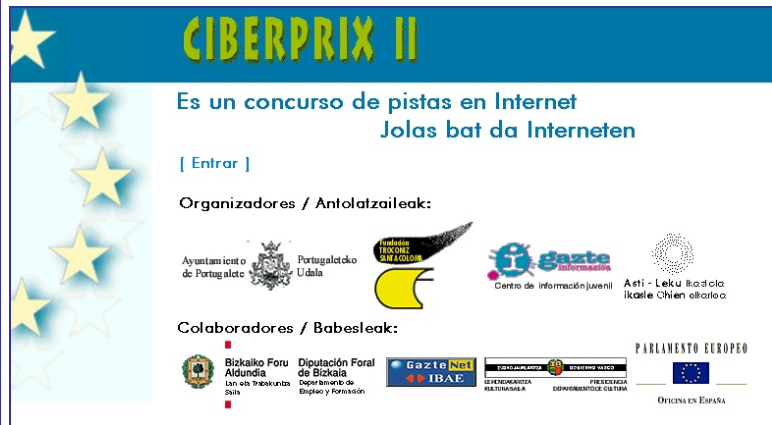
Created for the Traffic Department of the Basque Government.



Ciberprix – Clues games on the Internet

This is a competitive game aimed at getting young people to become aware and acquire the necessary skills for the opportunities offered by the Internet in their daily lives, particularly in relation to studies, culture, health and leisure.

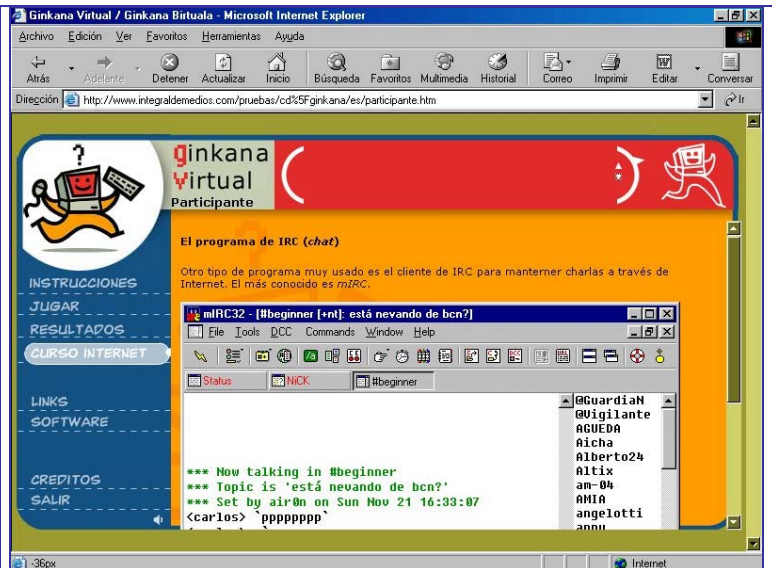
Created for the 'Trocóniz Santacoloma' Foundation.



Virtual Gymkhana

This is a competition for young people in teams. It combines tests involving the search for information on the Internet and others in the realm of the real world. Likewise, a report in web format develops skills and is used as an assessment tool by the jury. It also provides evidence for third parties.

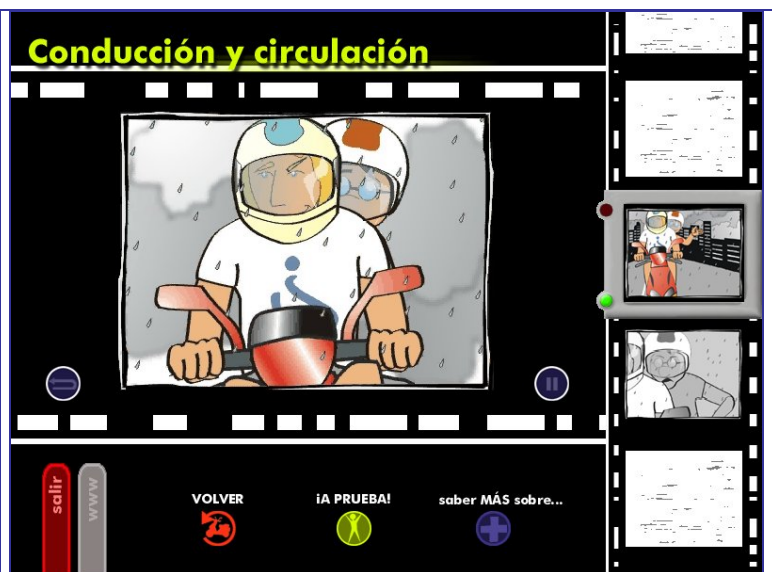
Created in collaboration with 'Novia Salcedo' Foundation.



Klikomotor.NET

A step further in the original Klikomotor project, available in CD-ROM. Internet will bring a new dimension to the project, where schoolchildren can compete with others and teachers can carry out effective monitoring of the time spent by each pupil and their progress.

Created by the Education Department of the Basque Government.



ConCuidado.NET

Experts recommend that Prevention of Workplace Hazards should be included in education from a very early age. This project is a tool for classroom work with schoolchildren from 8 to 12 years of age. Stories, games and activities are presented to the teachers in a detailed guide. There is a CD-ROM version and the on-line part can be used optionally.

Produced in-house.



Ventanas

This project aims to fill the existing gap, both in terms of materials and knowledge, around the risks involved in the use of the Internet by minors. Access to inappropriate content and contact with unknown people are the most common hazards. Not so frequent, but equally serious due to abusive use, are physical disorders, poor personality development and even dependency.

Produced in-house.

