



Gimagine Award

GETVICO

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Pauline Wick, Goethe-Institut London

**GOETHE
INSTITUT**

Sprache. Kultur. Deutschland.

GIMAGINE AWARD

1. Hintergrund & Entstehung
2. Das Programm
3. Einblicke in die Plattform
4. Einsatz des Gimagine Award
5. Fragen & Anregungen



Gimagine AWARD: Hintergrund

Herausforderung im Vereinigten Königreich:

Starker Rückgang an Deutschlernenden und -lehrenden an Sekundarschulen (sowohl auf Äquivalentsebene Realschulabschluss als auch Abitur)



Unterstützung für Deutsch:

Seit 2023 fördert das englische Bildungsministerium das Nationale Konsortium für Fremdsprachenlernen (British Council, UCL, Goethe-Institut UK), mit besonderem Fokus auf DaF durch das Goethe-Institut

Gimagine-Programm:

Neue Initiativen und bestehende Angebote werden unter dem Branding ‚Gimagine‘ zusammengefasst und intensiv beworben



Gimagine AWARD: Entstehung

Wie motiviert und erreicht man junge Menschen, die nur eine bzw. gar keine Sprache lernen möchten?



Herangehensweise:

Blick auf erfolgreiche Engagement-Modelle mit Reichweite, die Lernerlebnisse fördern:



→ **Duke of Edinburgh Award (DofE)**: Award-Programm, an dem jährlich 300.000 Schüler*innen freiwillig in den vier Disziplinen Fähigkeit, Sport, Freiwilligenarbeit und Exkursion teilnehmen

Unser Modell: Award-Format mit abschließendem Zertifikat

- Zugänglichkeit: Zeitgleiche Teilnahme vieler junger Menschen zu geringem Preis, Mobilnutzung
- Ressourcensparend: Keine Tutorierung, automatische Zertifizierung
- Motivation: Teaser-Angebot für Deutsch mit Tik-Tok-Videos, multimedialen Aktivitäten und nutzerfreundlicher Oberfläche
- Reichweite: Gruppen- und Einzelteilnahme möglich, Ziel = Einbindung in den DofE („Fähigkeiten“)

THE GIMAGINE AWARD: SOFT LAUNCH IM APRIL 2024



GIMAGINE AWARD: ÜBERBLICK

Projekt: Niedrigschwelliges, interaktives Online-Selbstlernprogramm (EN/DE, aber erweiterbar) für einzelne Jugendliche und Klassenverbände mit abschließender Auszeichnung und Zusatzangeboten (Wettbewerbe, Community-Events)

Zielgruppe: 13-18 Jahre, ohne Deutschvorkenntnisse (Starter) oder mit Deutschkenntnissen (Booster)

Ziel: Erwerb erster Deutschkenntnisse & internationaler Zukunftskompetenzen durch zugängliches Angebot mit Erfolgserlebnis (Teaser) und Motivation zum weiteren Deutschlernen

- Geplante Einbindung als „Skill“ in den Duke of Edinburgh's Award (DofE)
- Abschließendes GIMAGINE AWARD-Zertifikat mit Bestätigung der erbrachten Leistung

Kosten:

- £30 Einzelschüler*in DofE

Klassenraumlizenzen

- 30 Schüler*innen: £150
- 60 Schülerinnen: £285
- 90 Schüler*innen: £425



Umfang:

- GImagine Award (25 h)
- Andere Formate frei wählbar

EINBLICKE IN DEN GIMAGINE AWARD: HOME PAGE



Welcome to the Gimagine Award! This is your space to immerse yourself into the German language and global themes surrounding contemporary Germany and the world.

An illustration featuring two cartoon characters. One is a yellow character with a hand raised, and the other is a blue character with a key on its head. They are surrounded by various icons: a lightbulb, a speech bubble with an exclamation mark, a camera, a pencil, a globe, a location pin, and a stack of books.

German Language

Whether you're a beginner or looking to advance your German, our Starter and Booster courses are here to help you improve your skills and open doors to new opportunities.

To receive the Gimagine Award, you must fully complete one of our two German courses.

[Starter](#) [Booster \(coming 2024\)](#)

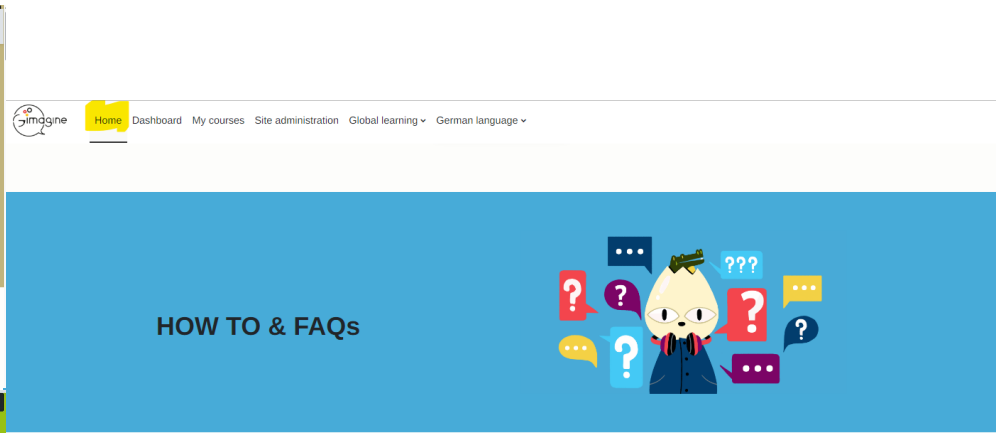
An illustration featuring four cartoon characters: a yellow one with a book, an orange one with a speech bubble, a purple one with a plant, and a red one with headphones. They are surrounded by various icons: a pencil, a smartphone, a location pin, a speech bubble, a book, and a sun.

Global Learning

Our Global Learning modules offer incredible insights into a range of topics about modern Germany and the world. Pick and choose from the topics to complete the modules that interest you most. When completing a module, you receive points.

To receive the Gimagine Award, you must collect **40** points from **Global Learning** modules.

[To Global Learning modules](#)



What is the Gimagine Award Certificate?	▼
How do I earn the Gimagine Award Certificate?	▼
How do I collect points?	▼
How do I complete a German course?	▼
How and when will I receive my Gimagine certificate?	▼
How do I access the modules I want to complete?	▼
How long does it take to complete the Gimagine Award?	▼
I started with the Beta Gimagine Award. What happens to my progress after the Gimagine Award launch?	▼
What is the First Finisher's competition and how do we participate?	▼

EINBLICKE IN DEN GIMAGINE AWARD: DEUTSCHMODULE

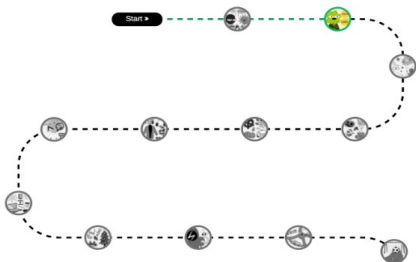
Aufbau:

- Pro Kurs 20 Module (ca. 1 h) → 20 h/Kurs
- Starter-Kurs: Nutzung der Goethe-TikTok-Videos mit Alex
- Booster-Kurs: Grundlage DOIN A1/A2
- Pop-Up-Aktivitäten ermöglichen Mobilnutzung

German Starter

You have completed 1 out of 19 courses. The next course in this learning path is **Na, wie geht's dir? Say hello and good-bye**

[Resume learning path](#)



> Start 100%

- Introduction into the chapter

> August ist mein Lieblingsmonat **Step 1** 100%

- You know the months and seasons in German.
- You can say what your favorite month and favorite season are

> Endlich Sommer **Step 2** 100%

- You can respond to seasons.
- You can say when your birthday is.

> Süßes, sonst gibt's Saures! **Step 3** 100%

- You know special days in the year and the traditions associated with them.

> Komm, wir gehen aufs Oktoberfest! **Step 4** 100%

- You know the traditional elements.
- You can say where festivals take place.
- You can say what people eat and drink at festivals.

> Spotlight 100%

- Phrases
- Vocabulary
- Grammar

> Das kann ich 100%

> Endlich Sommer **Step 2** 100%

- You can respond to seasons.
- You can say when your birthday is.

> Süßes, sonst gibt's Saures! **Step 3** 100%

- You know special days in the year and the traditions associated with them.

Magst du Halloween? [8 Antworten](#)

Besondere Feiertage [8 Antworten](#)

Du bist dran [8 Antworten](#)

> Komm, wir gehen aufs Oktoberfest! **Step 4** 100%

- You know the traditional elements.
- You can say where festivals take place.
- You can say what people eat and drink at festivals.

Besondere Feiertage

Was sagt man an besonderen Tagen? Ordne zu. Sieh dann das Video zur Kontrolle an. What do people say on special days? Match the correct picture with the text at the top. Then watch the video to check.

Alles Liebe zum Geburtstag!

Check

Schick dir [100%](#) [antworten](#)

@goetheinstitutdeutsch
Was ist dein Lieblingsfeiertag? [100%](#)
#goetheinstitutdeutsch #deutsch #german
📍 Ingolstadt • Goethe-Institut Deutsch •
Goethe-Institut Deutsch

Magst du Halloween?

EINBLICKE IN DEN GIMAGINE AWARD: GLOBALE ZUKUNFTS- KOMPETENZEN

Aufbau:

- 6 Themenbereiche (7: Sport)
- Module werden auf Interessensbasis absolviert (ca. 1 h) und sind frei kombinierbar
- Sprache: Englisch mit Deutsch(land)-Komponente
- 8 Punkte pro Modul
- Aktuell: 20 Module



Global learning



Dive into our global learning modules to explore modern Germany and the world! Pick and choose modules from the different topics below. Feel free to focus on the areas that interest you most and collect a minimum of 80 points for your Beta GImagine Award Certificate.

What are you waiting for? Get set, global learning!



Arts & Music



Future Skills



Sustainability



Society



Translation



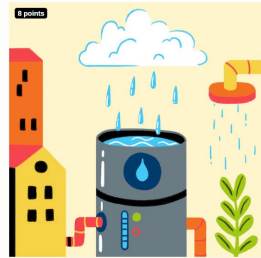
Lifestyle

EINBLICKE IN DEN GIMAGINE AWARD: GLOBALE ZUKUNFTSKOMPETENZEN

Sustainability



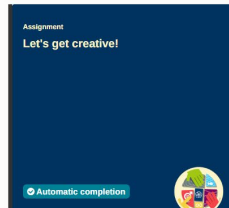
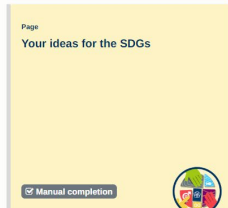
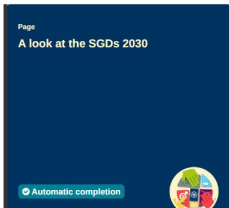
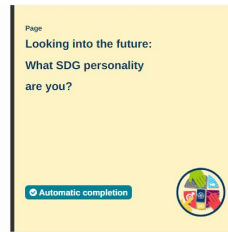
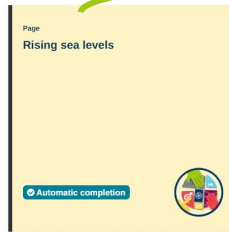
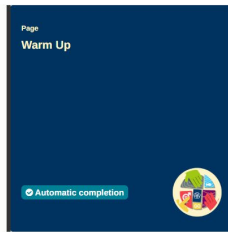
SDGs: An introduction



Exploring Water Usage



Waste recycling



SDGs: An introduction

Rising sea levels

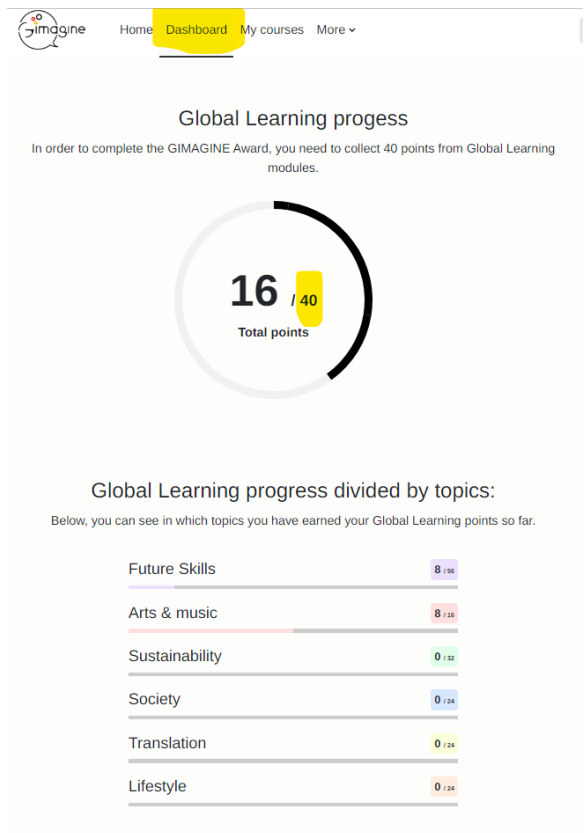
Now answer each question. How does this affect you? Think about your own behaviour.

What is the main reason sea levels will rise?

- The air is too warm and cannot hold enough water.
- Shelf and land ice in Antarctica and Greenland are melting.
- The glaciers are melting and pouring into the sea at the same time.

A look at the SDGs 2030

EINBLICKE IN DEN GIMAGINE AWARD: LERNENDEN-DASHBOARDS



German Starter Progress

In order to receive the Gimagine Award, you have to complete all 20 modules in the German Starter course.

You have completed **1** out of **20** courses. The next course in this learning path is: **Na, wie geht's dir? Say hello and good-bye**

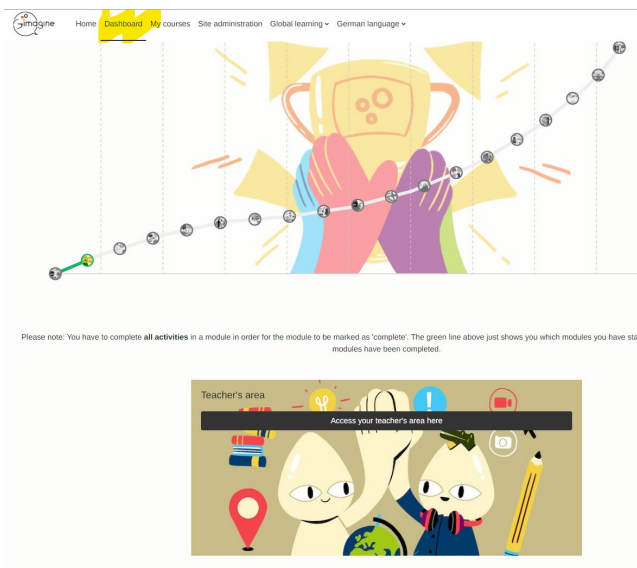
[Resume learning path](#)

The illustration shows a golden trophy with a red ribbon, held by two hands. To the right, a path of 20 numbered circles leads to a 'Finish' button, indicating the progress of the course.

Please note: You have to complete **all activities** in a module in order for the module to be marked as 'complete'. The green line above just shows you which modules you have started, the text specifies how many modules have been completed.

EINBLICKE IN DEN GIMAGINE AWARD: LEHRENDEN-DASHBOARDS

- Schüler*innen-Übersicht (My students)
- Global Learning Module Progress
- German Starter Module Progress
- German Starter Overview
- Global Learning Overview



The screenshot shows the Gimagine dashboard interface. At the top, there is a navigation bar with links for Home, Dashboard, My courses, Site administration, Global learning, and German language. Below the navigation bar is a large illustration of a trophy being held by two hands, with a progress line graph overlaid on it. The progress line consists of a series of numbered circles (1-20) connected by a line, with a green line indicating completed modules. Below the illustration, there is a note: "Please note: You have to complete all activities in a module in order for the module to be marked as 'complete'. The green line above just shows you which modules you have started. Modules above the green line have been completed." At the bottom of the screenshot, there is a "Teacher's area" section with a button that says "Access your teacher's area here".

Teacher's area

My students

These students are currently registered on your platform as your students. The date in the top left corner indicates the date of last login. If no login date is shown, the student has never logged in.

Full name	Email address	Last login	First access
Stefan Scholz	stefan.scholz@synergy-learning.com	29/04/24	30/08/23
Pauline Student W2	paulinewicktranslation@gmail.com	9/04/24	13/11/23
Testschülerin Testen	teacher-services-london@goethe.de	3/05/24	21/02/24

Monitor your students using the following reports:

Global Learning module progress

This report enables you to filter to see an individual student's progress in the Global Learning section. Here, you can see which Global Learning modules a student is enrolled in, and which activities have been completed/are still missing in a module. This is useful if you would like to remind students to finish a specific module or want to know which Global Learning modules they are most interested in.

[Access report](#)

German Starter module progress

This report enables you to filter to see an individual student's progress in the German Starter section. Here, you can see which German Starter modules a student is enrolled in, and which activities have been completed/are still missing in a module. This is useful if you would like to remind students to finish a specific module.

[Access report](#)

German Starter Overview

This report shows you a list of all your students with an overview of their German Starter progress. The section "Completed German Starter modules" indicates how many modules a student has completed (e.g. '2'). "German Starter Progress (%)" indicates the percentage of modules a student has completed in relation to the overall objective, the completion of 20 German Starter modules. "Time created" indicates when a student last enrolled in a German Starter module, "Latest activity" indicates when a student was last active in a German Starter module.

[Access report](#)

Global Learning Overview

This report shows you a list of all your students with an overview of their Global Learning progress. The section "Global Learning Points" indicates how many points a student has completed (e.g. '8'). "Global Learning Progress (%)" indicates the percentage of points a student has collected in relation to the overall objective of 40 Global Learning points. "Time created" indicates when a student last enrolled in a Global Learning module, "Latest activity" indicates when a student was last active in a Global Learning module.

[Access report](#)

EINBLICKE IN DEN GIMAGINE AWARD: LEHRENDEN-DASHBOARDS

Overview Reports

Teacher report: German Starter Overview (Aggregated)

Search

General Users Courses Grades Plugins **More**

Full name	Completed German Starter modules	German Starter Progress (%)	Proficiency	Time created	Latest activity
Pauline Student W2	2	10%		9 April 2024, 11:17 AM	9 April 2024, 11:38 AM
Annabelle				3 April	3 April

Report builder / Custom reports / View report

Teacher report: Global Learning Overview (Aggregated)

Search

General Users Courses Grades Plugins **More**

Full name	Global Learning Points	Global Learning Progress (%)	Proficiency	Start date	Latest activity
Stefan Scholz	16	40%		13 November 2023, 10:10 AM	-
Pauline Student W2	8	20%		9 April 2024, 11:41 AM	9 April 2024, 11:41 AM

Module Reports

Pauline Student W2 All Status All Sort

Das ist meine Lieblingsserie! Leisure time

- Start
- Liest du auch gerne?
- Was ist dein Lieblingsfilm?
- Und welche Serie kannst du empfehlen?
- So ein Schietwetter!
- Spotlight
- Das kann ich

Was kostet denn die Kerze? Countdown to Christmas

-
-
-
-
-
-
-

Pauline Student W2 All Status All Sort

Combatting food waste

Digital Art

Diversity expedition

Exploring Water Usage

EINBLICKE IN DEN GIMAGINE AWARD: AUTOMATISCHE ZERTIFIKATE

Your current skill points



Certificates

Currently, you can receive three different certificates: The **First Finishers** (available until 9th June 2024), the **Gimagine Award** and the **DofE's Award x Gimagine Award - German as a skill (15h)** certificates.

- In order to receive the **First Finishers Certificate**, you must complete **10 German Starter modules** and receive **40 points from Global Learning modules**.
- In order to receive the **Gimagine Award Certificate**, you must complete **20 German Starter modules** and receive **40 points from Global Learning modules**.
- In order to receive the **DofE's Award x Gimagine Award - German as a skill (15h) confirmation**, you must complete **10 German Starter modules** and receive **40 points from Global Learning modules**. Present this confirmation to the assessor with whom you have previously agreed your participation, and ask them to complete the assessment form for the DofE's Award. If they would like to receive a template form for their assessment of your participation, please write to GIMAGINE@goethe.de

Once you have achieved the requirements for a certificate, you will be able to access the respective certificate below and download it as a PDF:



Gimagine Award Certificate

Congratulations, you have completed the Gimagine Award and acquired important German skills!

Pauline Wick

has successfully completed the Gimagine Award, acquiring the following competencies:

- 20 hours of German language training
- 5 hours of Global learning in the following areas: Future skills, Arts & Music, Sustainability, Society, Translation, Lifestyle, strengthening intercultural awareness and culture-specific knowledge
- Self-organised and independent study and work

London, Friday, 17 May 2024

Goethe-Institut London



GIMAGINE AWARD: ANMELDUNGS-OPTIONEN

Aktuell:

- Manuelle Einschreibung für Einzelpersonen und Gruppen mit Lehrkraft über gimagine@goethe.de oder Formular: Interesse Gimagine Award per Rechnung

In Entwicklung:

- Automatische Einschreibung bei Bezahlung (Stripe)

Vereinfachte Anmeldung bei Gruppen:

1. Lehrkraft wird eingeschrieben
2. Lehrkraft erhält einen ‚Magic Link‘ mit dem gewünschten Kontingent an Lernenden
3. Lernende melden sich direkt über den Link an und erscheinen im Lehrendendashboard



The image shows a registration form for the Gimagine Award. At the top, there is the Gimagine logo, which consists of a speech bubble with a stylized 'i' and 'm' inside. Below the logo, the text reads "Gimagine Award: Gimagine Award Teacher Trial". Underneath, there is a user profile section with a small circular avatar icon and the name "Pauline Wick". The main body of the form contains a welcome message: "Welcome to the Gimagine Award 2024! We hope you enjoy this new space for German language and Global learning." followed by a note: "Please note: insert your email address below in lowercase letters only!". There are five input fields, each with a red dot indicating a required field: "First name", "Last name", "New password", and "Email address". At the bottom left of the form, there are two buttons: "Sign up" and "Cancel". At the bottom right, there is a legend: a red dot followed by the word "Required". The background of the form is white, and it is set against a colorful, abstract pattern of yellow, orange, red, and purple shapes.

GIMAGINE AWARD: EINSATZ DES GIMAGINE AWARD

- Wettbewerbe (z. B. First Finisher's mit Deutscher Botschaft, schulintern, Fokus auf bestimmte Themenbereiche)
- Zusatzangebot für den Deutschunterricht
- Angebot für einen ‚German Club‘ (Jugendzentren)
- Community Events (Einsatz einzelner Module zur Vorbereitung auf Veranstaltungen, Themenblöcke, Treffen...)



Gimagine Award: Fragen und Anregungen?

FAQ

- Sprachliche Anpassung möglich
- Internationale Nutzung möglich (teils Fokus auf UK)
- Neue Module werden fortlaufend hinzugefügt



VIELEN DANK FÜR IHRE ZEIT!



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