

## ANNEX C3-WRS1

**Theme : Wildlife Reserve of Singapore (WRS)****Description of Project: Singapore Zoo Trails**

WRS would like industry to propose and develop a LOTM tool and business model to operate and run the zoo trails developed:

**LOTM Toolkit**

The LOTM tool to be developed shall allow the creation of learning trails by users (e.g. teachers & students). The tools will allow the creation of tasks and activities such as games, quizzes for the learning trails. An online digital map of the Zoo will be incorporated in the trails created to provide directions and to allow tracking of students along the trail.

Students will be able to make use of communication and collaborative features on the LOTM tool when they embark on the learning trails. The communication features will facilitate collaboration and communication between different groups of students and teachers.

**Focus Areas**

Possible trails (in accordance to preference) to consider include :

**(A) Interdisciplinary Trails (Three levels – P1&P2, P3&P4, P5&P6)**

Each trail combine learning of three disciplines ie. Science, Maths and English in a holistic manner to demonstrate learning for practical application e.g. components such as weight and cost of animal feed, admission price, discounts, queue time, etc.

**(B) National Education Trail**

Students go through various stations to learn about the Singapore Zoo, as one of the iconic attractions of Singapore, and also our native flora and fauna. The objective is to create awareness of what we have in our backyard and instil a sense of pride in our natural heritage.

**Format of the Trail**

- Participants to propose

**Technologies**

- Participants to propose

**Types of Content**

- WRS will work with schools to jointly develop content for trails.

**Project Objectives**

- To heighten the learning experience at the Singapore Zoo and reinforces it as a Living Classroom, engaging learners through the use of infocomm.

**Integration to Curriculum**

These trails allow for schools to conduct it as an inter-disciplinary-based trail or for NE.

**Intended Outcome(s)**

To create a fun, interactive & engaging learning environment beyond the classroom using digital interactive medias and mobile technologies.

**Intellectual Property Ownership**

The intellectual property (IP) of the project includes technologies, tools and the digital content of the learning trails (LT) which can be accessed by the LOTM tool (part of the applications developed). The LT can be subsequent commercially exploited by Industry through a revenue share model agreed upon with WRS. Industry may wish to contact the WRS contact person listed to propose possible models before putting up the proposal to IDA:

**WRS Contact Person**

Ms May Lok  
Assistant Director  
Education Department, Wildlife Reserves Singapore  
Email: May Lok [Lokmk@zoo.com.sg]

The adopted IP ownership model is listed below:

## **Industry working with Organisation(s) to create LT which will be jointly owned by the Industry and WRS**

Organisation(s) may license their content (“Background IP”) and/or provide ideas to Industry on the development of the LT. MOE (HQ officers, school teachers, etc) and/or WRS may provide professional input (e.g. ideas to trail designs, etc.) to ensure the alignment of the LT to curriculums, syllabuses, etc. Industry will be able to exploit the LT created for commercial gain subsequently through revenue share model to be agreed upon with WRS and signed as a separate business agreement.

Background IP will continue to be owned by the Organisation(s) and any other third (3rd) party owners (“Licensors”), while the Foreground IP will be owned by the Industry (“Licensee”). However, as the Foreground IP is created based on the licensed Background IP, it will not be usable once the licence for the use of the Background IP expired. Industry will need to renew the licence in order to continue the use of the Background IP in their LT.

Industry will need to sign a separate business agreement with WRS for the terms and conditions to license the content and its use to operate the zoo trails at the Singapore Zoo. To recognise MOE and schools’ involvement in the projects, up to 100 students from each of the pilot school will get to use the LT for free with the rest of the students enjoying a discounted price (20% off retail price) for the first (1st) year of trail operation for going on the zoo trails. Teachers and schools that help to develop the trails will be given due acknowledgement. They shall be allowed to use the trails for sharing sessions with fellow educators but not for any commercial purposes.

Industry would comprise of companies and technology providers that work together to form a consortium with a proposal to IDA for WRS in response to the requirements as stated by WRS. WRS would like to explore revenue-sharing business models with the industry for the operation and management of the services proposed.

### **Mid-Term and Long-Term Plans**

If this project is successful, WRS would like to extend the programme to school visitors to Jurong Bird Park as the mid-term plan, in three to four years’ time.

In the long term, WRS would like to extend the programme to tourists in the Night Safari, Singapore Zoo and Jurong Bird Park.