



# **E&T 2020 Working Groups**

**DG EAC**

**Unit A1**

**Bénédicte Robert**



European  
Commission

# E&T 2020 Working Groups milestones

**Education council  
conclusions, 11-  
12 May 2009**

Adoption of the  
**ET2020 strategic  
framework**

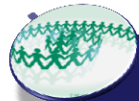
**11 Thematic working  
groups**

**Education council  
conclusions, 15 Feb  
2013**

Focus the OMC  
working groups  
established under the  
"ET2020" framework  
on the key policy  
challenges identified  
through the "**ET  
2020**", **Europe 2020  
and European  
Semester processes**

**January 2014**  
New generation of  
working groups: **6  
ET2020 Working  
groups**

# Six E&T 2020 Working Groups



**Transversal skills**, in particular entrepreneurship, digital skills and languages



**Digital and Online Learning**, in relation to the Opening up Education Initiative



**School policy**: decrease early-school leaving and develop teacher competences



**Adult learning**



**Vocational educational training** to maximise work-based learning, including apprenticeships



**Modernisation of higher education**

416 experts from the 28 member states, EEA, candidate countries, stakeholders and Eur. Social partners



European  
Commission

# E&T 2020 Working Groups...

Have **clear mandates**  
and **standard operating**  
**procedures**  
to deliver specific  
**outputs** by Oct. 2015

Are chaired by the EAC  
**head of unit** and  
composed of **experts**

Hold **peer learning**  
**activities**  
on policy challenges  
related to "ET 2020",  
Europe 2020 and  
European Semester  
> Meetings in Brussels,  
Country-focus workshops  
> Webinars, Yammer

**Report to**  
> DG groups  
> High-level group  
> Education committee  
(and Council)  
for mandates, steering of  
activities and  
**dissemination outputs**

# Types of outputs

- Research evidence/literature reviews
- Key policy messages/ lessons
- Good practices (compendium)
- "Tools" (framework, self-assessment, checklist)
- Communication (Prezi, videos)

# From visibility to dissemination

- Visibility/ information: a publication process (paper/ online)
- Dissemination: ensure that the information is useful and used for/by intended end-users (decision makers, policymakers, trainers, etc.)
- The style, format, content, and process of reporting information influences the ability for the information to be used

# How to?

- Consider the goal
- Consider the context
- Consider the barriers
- Who is the target audience?
- Develop key messages
- Identify spokespeople
- Design dissemination activities

# Outputs and dissemination for the WG on Adult Learning

- 3 outputs
  - **Country policy reports on delivering basic skills for adults**
  - **Study on effective AL policies**
  - **Policy guidance to improve digital skills for adults**
- Pragmatism: frame the outputs so as to prepare the dissemination



# What is the goal of disseminating?

- A single change in a program?
- A change in practice?
- A change in culture?
- Are there both short-term & long-term goals to consider?

# Consider the context and the barriers

- In creating a plan, we will need to consider the context or the environment that it is being completed within
- Potential barriers (Lack of time, usual routines, self confidence, need to do something, etc.)

# Who is the target?

- Who are the people who can use these findings/results?
  - **Primary Audience?**
  - **Secondary Audience?**
- Target audiences should be identified and engaged early in the process to build their interest and give them a sense of ownership in the program

# Develop key messages

- Identify the most important, and locally relevant findings, results, information
- Messages should be tailored to each audience based on what is relevant and of interest to them: how would you tailor your message so that it becomes what the audience wants to hear?

# Identify spokespeople

- Need to identify credible / influential spokespeople to spread messages in order to spread the message and increase uptake:
  - **Champions / messengers should be people or organizations that are credible and influential within each target audience**
  - **Aim to engage them early in the process**

# Activities for dissemination of the key messages to each of the target audiences?

- Multi-professional collaboration
- Interactive small group meetings
- Regular reminders
- Educational outreach visits
- Computerized decision support
- Mass media campaigns

- Educational Materials
- Conferences
- Use of opinion leaders
- Education with different educational strategies
- Feedback on performance
- Continuous quality improvement

*Comments? Questions?*