



EUROPEAN ASSOCIATION FOR
THE EDUCATION OF ADULTS

EAEA Presentation

What is EAEA?

- EAEA is the voice of **non-formal adult education in Europe**
- Purpose: **link and represent European organisations** directly linked to non-formal adult education and advocate for non-formal adult education on the European level
- Association with **123 members**, from **42 countries**, representing **5000 associations** and more than **60 million learners** Europe-wide
- EAEA promotes adult learning and access to and participation in non-formal adult education for all, particularly for groups currently under-represented.



What are EAEA's projects?

- ARALE
- OED



- AE-PRO



- RENEWAL



- Remembering for the Future

Remembering for
THE FUTURE

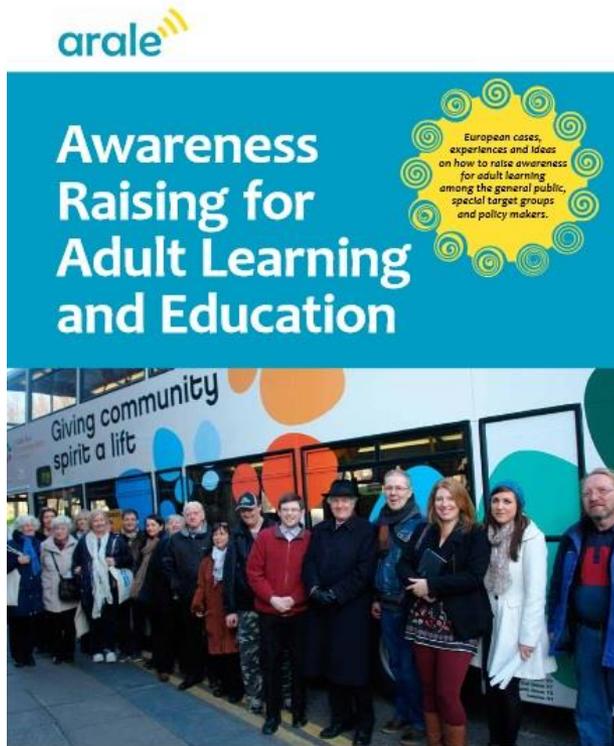




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ARALE

Awareness Raising for Adult Learning
and Education



Objective: Collect awareness raising and advocacy activities for AE in Europe directed:

- at policy-makers
- at the general public or specific target groups

RECOMMENDATIONS

How to reach out to potential learners

- Basics first: Get them out of their house *
- Focus on the benefits for the learners
- Clever communication [adapt it to your target]
- Involve the learner in campaigning *
 - Learners are the best advocates for adult education. Ask them to be mentors/ambassadors
- Find good partners *
 - Work with social institutions
 - Organise your event in the framework of another one

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GETTING THEM OUT OF THEIR HOUSES – ANDAR NA RUA

“Andar na Rua”

- Portuguese example
- Walks are organised through the town in order to get people together
- Idea to get people out of their houses and create social cohesion
- Someone explains a part of the city



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SCOTLAND – FORMULA MENTORING - A MENTORING SOLUTION

Formula Mentoring

- Objective: Outreach to disadvantaged groups through mentoring by former adult learners
- Mentors to talk to the new learner and accompany him/her through questions, to the learning center, etc.
 - Positive role for the mentor -> also positive for him
- Material and trainings developed for the mentor
- Project in CZ, ES, RO, SE, UK

RECOMMENDATIONS

How to best use role models

- Involve the learner
 - Esp. if gained a lot themselves by participating in adult education courses
 - Listening to a role model encourages future learners, as they feel “I am not the only one”
- Have different types of role models
 - From different learning paths or different areas to appeal to different types of adult learners.



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NATIONAL AWARENESS RAISING CAMPAIGN IN IRELAND BY NALA and ANPOST

A campaign by NALA & AnPost

- National campaign
- Free phone to direct learners to basic skills courses
- Objectives are to:
 - Remove the stigma
 - Act as a trigger to do something
 - Let people know there is help available
 - Reassure people that the service is confidential

Why does AnPost support the literacy issue in Ireland?

- Enable people to improve their literacy – good for society, business and good for the economy
- Branding – literacy is a good fit for An Post in the community
- Staff connection – postmen read letters to customers
- Have one national sponsorship – not lots of small ones



Do more.



A mother who wants to help her child with homework



An older man who used to have problems reading and writing



A younger guy who turned his life around

Take the first step



3/2



Call 1800 20 20 65

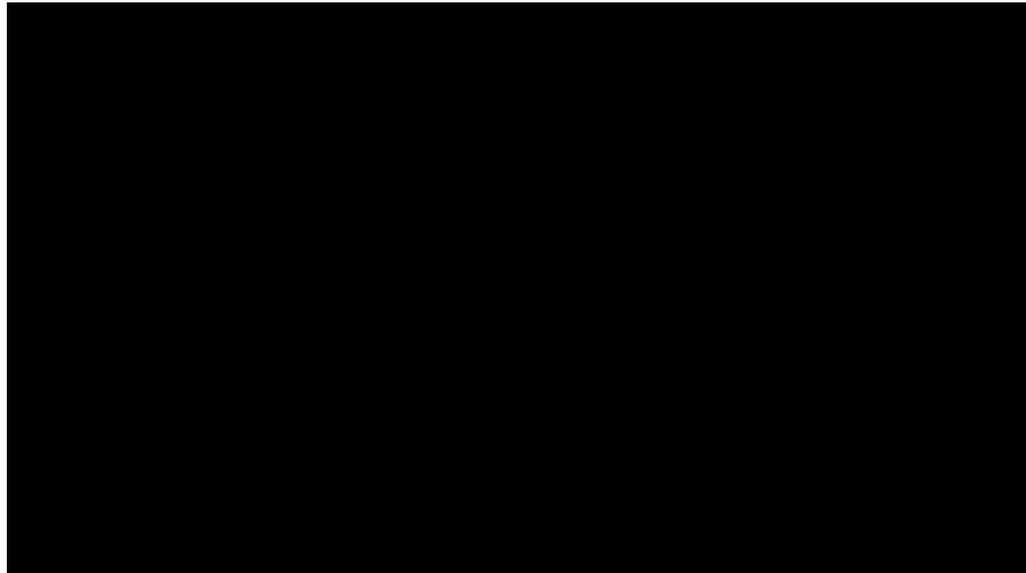
- **3 people**
- **3 stories**
- **3 reasons for improving their literacy**

‘I’m a few months doing one-to-one classes now and my confidence has improved a lot. I can help my kids better with their exercise now.’



2010 advertisement

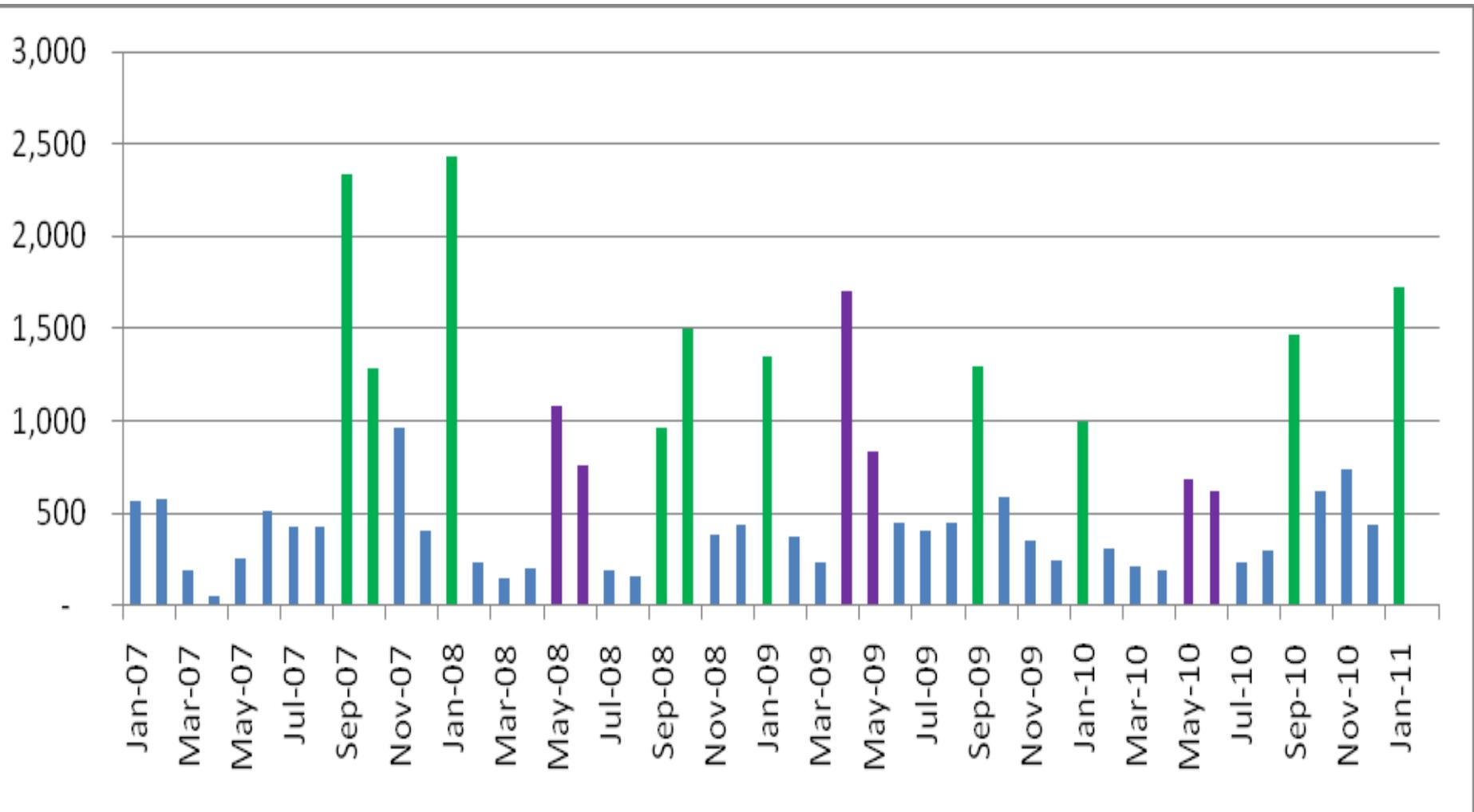
<http://youtu.be/ni2RZ3u8JmU>



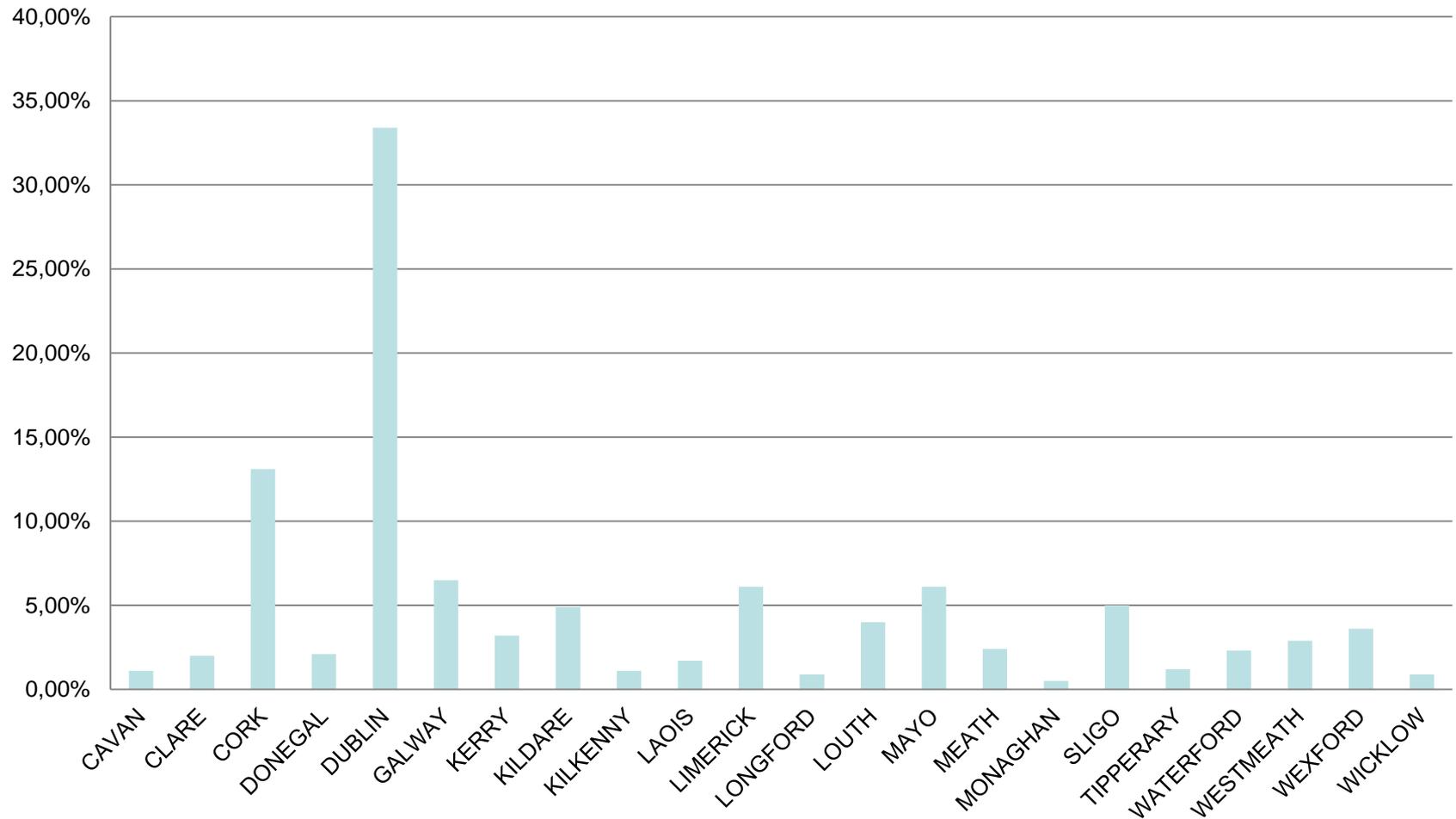
January & September 2007 – 2013

Campaign dates	Total calls recorded
September 2007	3000
January 2008	2390
September 2008	1730
January 2009	1300
September 2009	1148
January 2010	763
September 2010	1384
January 2011	1729
September 2011	939
January 2012	1199
September 2012	850
January 2013	1187
September 2013	512
Total	18,000

Calls to the NALA freephone



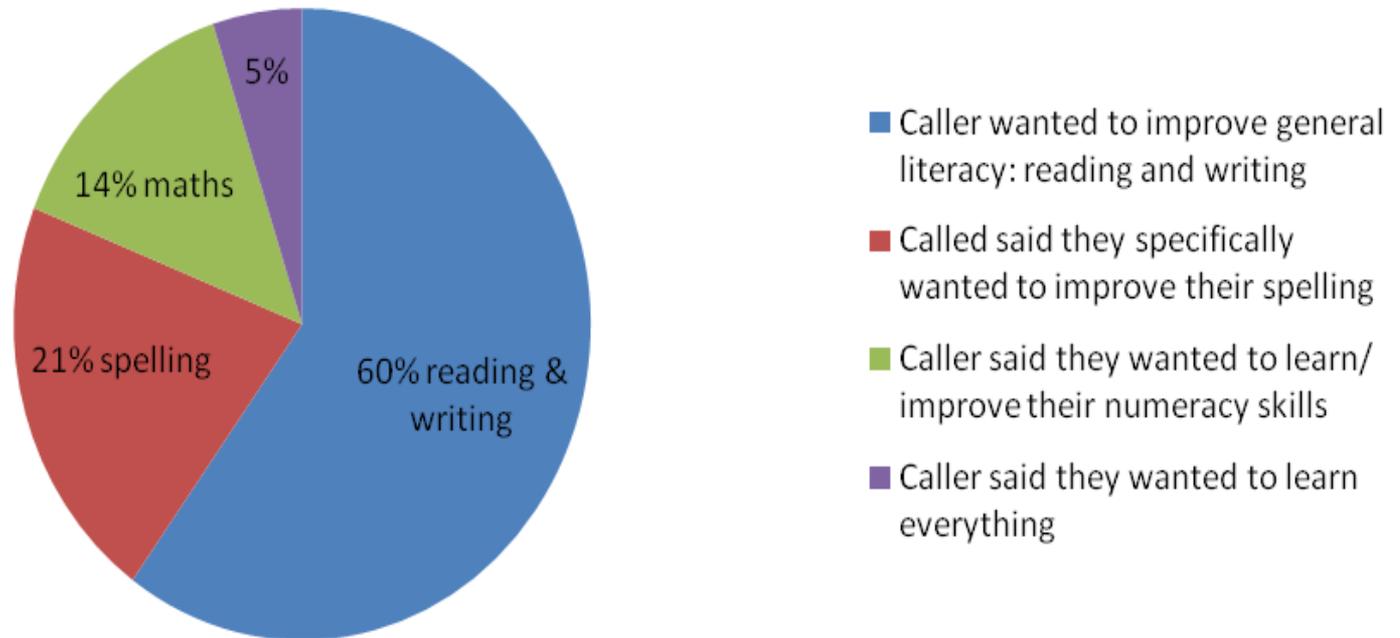
Where did the calls come from?



Graph from Sept/ Oct 2007 campaign

What did they want to learn?

Area of learning most requested by caller





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OED

Outreach Empowerment Diversity

The OED project



- How to reach out to and empower marginalised groups
- Focus on low-skilled migrants and Roma
During the project the focus shifted to disadvantaged groups
- Ensure more diversity in adult education
- Outcomes:
 - Methodological guidelines
 - Policy recommendations for the national level

5 key OED principles



- Learners' Voice and Choice
- Didactical Coherence
- Allowing professionals to exchange roles: teaching using learners' expertise
- **Spatial coherence***
- **Holistic offers***

“German in the Park”

Spatial coherence



- Four VHS schools in Vienna
- Based on realisation that conventional VHS courses fail to engage with many migrants
- Idea that education has to come to the people
- Ideal place to hold the course was identified as the public park - many spend their spare time there – relaxed setting to start a natural conversation
- VHS teachers and students settled down on the public benches in the park with foreign language learning material, to learn German together

“Wurzelgarten” - “Root garden”



Holistic offer

- Idea to create an **intercultural garden**. In 2008, the VHS leased 2,400 m² of land.
- Land divided into parcels; leased out to people from various cultural groups. Cultivate vegetables, fruit, specialities from native countries.
- Indirect promotion of social cohesion
- Exchange of cultural ideas designed to give migrants the feeling of being "at home" (roots) and thus integrated into Germany. Also gives local people the chance to develop a better understanding of foreign cultures.

Policy recommendations

National level



- Reach out to under-represented groups
- Enable progression
- Recognize and promote the personal, social, environmental and economic benefits of adult learning
- Analyse and then remove barriers
- Integrate adult education in existing strategies

Policy recommendations

National level



- Prioritise and invest in adult learning
- Fund and support learning in communities
- Strengthen non-formal adult education structures
- Adult education needs the best trainers and staff
- Establish coherent lifelong learning systems through validation and recognition
- The positive dimensions of diverse societies should clearly be emphasized

More information needed?

Don't hesitate to contact us!

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THANK YOU!



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