



Action

National Coordinators for the implementation of the EU Agenda for Adult Learning in Italy

Agreement N. -2017 – 2294 - / 001 - 001
Project n. 592059-EPP-1-2017-1-IT-EPPKA3-AL-AGENDA

01/11/2017 – 31/12/2019

Dissemination Plan (WP 2)

December 2017 - rev.0

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1. Introduction

The present document defines the activities to be carried out during the lifetime of the “National Coordinators for the implementation of the EU Agenda for Adult Learning in Italy” project to enhance the successful dissemination of the project by outlining dissemination planning, tools and strategy. The Dissemination Plan intends to guarantee the spread of the knowledge gained in carrying out the project activities in the broadest and most comprehensive way. The dissemination plan includes strategies how the project expects to share its outcomes with other relevant institutions, organizations and individuals, it describes the appropriate dissemination activities and target groups and outlines the main objectives of the dissemination activities as well as the steps to be followed in order to achieve them.

National Coordinator and its Staff will oversee the dissemination work within the project; however, relevant INAPP Departments (Planning and Development and Communication) will be involved to maximise impact and optimize the budget consumption.

2. About the project

The project general aims are three, each one more specified in specific and operational objectives.

The first aim is the one to ensure the coherence and effectiveness of all policies affecting adult learning, including broader social and economic policies, through effective coordination between all relevant ministries, agencies, stakeholders, social partners, businesses, non-governmental organisations and civil society organisations. The governance issues remaining as a critical weak point, it is expected that the project activities will fill the gap existing among diverse behaviour of relevant stakeholders when they cope with similar problems and same target groups (especially low skilled adults).

The second aim is the one to ensure that adult learning provision (including any funded by ESF) is evidence-based, comprehensive, accessible and effective: even if the scale of the project allows for limited impact on this issue, nevertheless activities that are planned can stimulate this approach.

Finally, the third objective concerns the support to national debates and dialogue on adult learning policies and on ways to implement the strategy described in the Recommendation on Upskilling Pathways: New opportunities for Adults.

Functionally linked to the first aim, the project activities are designed to increase opportunities for meetings and exchanges among relevant stakeholders and, by consequence, to increase consciousness on relevance of adult learning policies and on growing importance of new investments on these issues. It is therefore important to secure the commitment of all relevant actors and stakeholders to implementing the European Agenda for Adult Learning at national and regional level and to tackling adult skills deficits

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With respect to the second aim, the specific objective focus on design and realization of quantitative-qualitative surveys on main issues and criticalities in the field of Adult Learning System and policies to deliver recommendation evidence-based to policy makers. Also in this field it is important the direct involvement of all stakeholders in data production and phenomena analysis, also in line with the action-research adopted approach.

Concerning the third aim it is expected to work linking closely the actions directly related to the Agenda implementation to the ones needed to accompany the implementation of Upskilling Pathways Recommendation. As a matter of fact, issues such rights of adults of pertinent and relevant training and education supply, quality and accessibility, valorisation of prior learning, evaluation and monitoring of policies are common.

The action will also contribute to preparing the ground for the effective implementation of the Upskilling Pathways Recommendation in Italy by providing a concrete contribution in the identification of the main elements of an UP strategy.

It will work in close cooperation with relevant actors in the field of adult learning and main bodies in charge of the UP strategy in order to ensure that activities and outputs are tailored to their information needs and their awareness is raised.

3. Dissemination tools and channels

3.1 Objectives

The dissemination and awareness-raising action to be carried out pursues 7 operational objectives:

1. to cover the emerging political issues, or to promote the utmost attention on key messages of Recommendation Upskilling Pathways and the application of the first principle of the European Social Pillar;
2. to promote the attention on the issue of validation and certification of competences, with particular reference to those acquired in informal and non-formal contexts;
3. to cover with the communication the entire spectrum of stakeholders, whether institutional or not;
4. to prepare the ground for the implementation of the investigations envisaged by the work plan, with reference to the training of basic skills in the workplace and the new role of teachers and educators for adults;
5. to make sure to be increasingly involved in the implementation of innovative projects and initiatives in the field of adult learning;
6. to work in the utmost harmony and synergy with the colleagues of the EPAL structure;

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7. to strengthen relations with European colleagues of the network of national coordinators and other relevant community networks.

In ex ante project design phase, it is recalled that they had been envisaged:

- the preparation of a dissemination plan;
- the implementation of an information campaign articulated in seminars and national meetings;
- the active participation in at least 2 international conferences (also organised by colleagues in the network of national coordinators), whose issues were relevant and relevant to those dealt with in the project;
- interventions aimed at disseminating information and project results from a dedicated project website;
- Project brochure with reference to the upskilling Pathways recommendation;
- at least 6 Newsletters (3 per year)

The action adopts a diversified and multi-agent approach to dissemination and awareness raising by envisaging different activities and developing a range of tools developed within the action.

3.1.1 Project website

Considering that the use of EPALE Platform is more effective than the one of a specific project website a devoted website is perceived as a duplication. Therefore, it has been decided to use the INAPP Website (a clearly identified section) to share the principal outputs, but to invest on EPALE Platform as a more effective website.

3.1.2 Project brochure

INAPP will design a project brochure that gives general information on the aims and objectives of the project and the project results. The brochure will also include contact details of the project partners. It will be available as pdf file – made available on the website - and can also be printed in order to distribute it to relevant stakeholders at meetings, conferences, workshops or seminars. The brochure will be prepared in two languages, Italian and English. The finalisation of this brochure is planned in the end of year 2017.

3.1.3 Project Newsletter

During the lifetime of the project at least one newsletter every four months will be drafted and will be made available on the website and promoted through the INAPP Website. The newsletters will inform about the latest and upcoming project activities and the project results.



3.2 Events

3.2.1 National Events

National Coordinator will prepare briefings to be included and presented in local/ regional/ national events related to adult learning issues in which he and its staff will take part.

At national level, it is expected the active participation to no less of 6 national – regional seminars and conferences, paying particular attention to the coverage of diverse stakeholders groups:

- National, regional, local Authorities
- Adult learning centres and CVET Bodies/network
- Social partners
- Civil society
- Scientific-academic community

A one-day conference will be organised towards the end of the project in order to present to stakeholders and wider public the action, its activities and outcomes, It is also aimed at raising awareness on the UP implementation and lay the foundation for increased cooperation and better coordination among stakeholders. The conference will foresee a series of presentation as well as more interactive sessions. It is expected that approximately 80 participants will attend. The final conference will represent an important tool to directly involve stakeholders and/or policy makers addressed by the guidelines and tools so that they can more easily be taken on board. To this aim, the objective of the final conference will not only be to inform them, but also to discuss the potential for improving existing practices, amending legal framework if necessary, improving cooperation. The detailed outline of the conference as well as the invited stakeholders will therefore depend on the concrete outputs of the project.

3.2.2 Transnational Events

National Coordinator will prepare briefings to be included and presented in local/ regional/ national events related to adult learning issues in which he and its staff will take part.

Participation to this kind of events is crucial to reinforce and increase the quality of relationships among the members of the NC network, also to prepare the ground for cooperation foreseen in survey on the new role of adult educators and for the PLA organisation (WP7).

It is foreseen the participation to at least 2 international events (excluding the transnational PLAs, which is a compulsory activity), organised by national Coordinators and europea networks (EBSN, EAEA, Social partners European association, EC and EACEA).



4. Dissemination Timetable

ACTION	WHEN
Dissemination plan	December 2017
Project Website	In itinere
Project brochure	December 2018
Newsletter 1	November 2017
Newsletter 1	April 2018
Newsletter 1	October 2018
Newsletter 1	January 2019
Newsletter 1	May 2019
Newsletter 1	October 2019
National events	6-8 per year
Transnational events	2-3 per year
Link to EPALE	In itinere
Interviews	December 2018 December 2019

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