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

Project: 101260196 — IT AL Agenda 26-27 — ERASMUS-EDU-2025-AL-
AGENDA-IBA (GAP-101260196)

01/01/2026 – 31/12/2027

Communication Plan

D 4.1

February 2026



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Introduction

The Communication Plan is not only one of the outputs foreseen in the project proposal: it represents a concrete reference point to facilitate the management of dissemination activities which represent one of the core activities of the National Coordinator team.

The structure of the Plan is like the ones produced in the recent past that has demonstrated to be effective and functional.

The present document also 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 2026-2027 to enhance the successful dissemination of the project by outlining dissemination planning, tools and strategy. The Communication Plan intends to guarantee the spread of the knowledge gained in carrying out the project activities in the broadest and most comprehensive way. The 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.

Moreover, this Plan includes support and training actions to be developed in the course of technical and scientific support activities for project initiatives promoted by other entities, mainly but not only of a transnational nature, as well as describes and schedules the planned study visits of the national coordinator's staff of Italy, France and Belgium towards other EU countries.

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



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1. About the project

Despite a significant increase in attention to the importance of skills, it is necessary to highlight the persistent lack of basic skills by a significant percentage of the Italian population, linked to a still too low propensity to participate in the opportunities offered by education and training.

This seems even more crucial when we consider that a lot of progress has been made in recent years on the accessibility and flexibility of upskilling and reskilling pathways, mostly free and available across the country.

In addition, significant resources have been allocated in recent years for adult skills development, and major reforms in the field of AL and LLL are in a phase of full implementation.

It is still necessary, therefore, to invest in the attractiveness of the Adult Learning ecosystem, promote the implementation and constant monitoring of policies and investments in these sectors, update standards and improve the quality and relevance of the training offer so that its usefulness emerges more and more.

The work plan of the Project provides for the integration of awareness-raising and information actions, the implementation of studies and analyses on the dissemination and full use of the potential offered by innovative learning environments, the strengthening of those training interventions capable of implementing and developing, adapting them to the regulatory context and programming in this field, the main EU frameworks that identify standards and references for digital, green, entrepreneurial, linguistic and transversal and basic skills.

In addition to these activities, some results and products obtained in the AL Agenda project carried out in the two-year period 2024-2025 must be capitalized, through the implementation of a cascading in-depth and dissemination process that will allow the involvement of at least 300 other teachers during the implementation of peer training and learning workshops.



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WORK PLAN

Work package	Main activities	Duration (from month to month)
WP 1 Implementation of priorities on increasing adult participation in learning	In the previous project, conducted in collaboration with the Ministry of Education and Merit, about 80 teachers and managers from all the regions in which the CPIAs operate were involved who, during laboratories, workshops and lessons managed by the NC and its staff were able to discuss methodologies, approaches and techniques for the improvement of these processes. The most important result, in addition to the acquisition of new knowledge and skills by teachers, consists in having developed a series of tests that can guide the recognition of credits for each subject taught. This action must be strengthened and enhanced, and the experience of teachers must now be shared with colleagues from their schools of origin and those closest to the territory. From learners they must be transformed into trainers and disseminators, activating what is called a cascade process of learning. After the necessary sharing with the Ministry of Education and the NC staff of an executive action plan and the implementation of a brief training intervention on how to conduct this action of transferring skills to one's colleagues, the implementation of training events will start in each territory. At least 12 training events are expected to be carried out in blended mode (part in presence and part remotely) in which no less than 360 teachers and managers will be involved.	M1 to M24
WP 2 Support to national/ regional skills strategies	The foreseen activities are conducted to achieve the objectives to increase the visibility and understanding of European policies and opportunities in the field of adult learning, working in close cooperation with stakeholders to secure their commitment to adult learning and of the support for national, regional (and sectoral) skills strategies. As regards the former, the creation of a cycle of webinars alternating with PLA appears to be an effective strategy to allow both to increase the wider sharing among the different stakeholders of the contents of EU policies on AL and VET, and to verify how they can be useful integrated into national policies and devices. As regards the support to skills strategies at national, regional and sectoral level, a complex activity of investigation and analysis of existing practices and experiences is envisaged that can lead to the definition of new standards for the acquisition of enabling skills of adult population (regardless of whether employed or unemployed) that can facilitate the return or permanence in the labour market, also in response to the needs of companies that need to improve the quality of their human capital.	M1 to M24
WP 3 Supporting innovative learning environments	Learning innovative environments are more and more adopted and created and - for sure - can play an important role to increase the attractiveness of education and training supply (especially for most marginalized and fragile adults. Pilot experiences, informal and not formal practices, experimentations at school, in company or in other social context are not widely known and it is difficult to valorize existing elements of effectiveness. The risk of duplication is high. For these reasons, the activities in WP3 include mapping actions and analysis of ongoing experiences concerning the	M1 to M24



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	establishment and management of innovative learning environments. In fact, it is considered necessary to describe the state of the art in order to demonstrate and valorize related outcomes and valorise their potential effectiveness from the point of view of learning for adults with fragility or low basic skills, also in order to improve the attractiveness of the educational and training offer available regardless of the context in which it is delivered.	
WP 4 Dissemination Strategy and activities at EU level	Activities in this WP will be aimed to guarantee the active participation at stakeholder meetings, conferences or seminars, especially at regional level, to awareness raising, supporting national debates and dialogue on adult learning policies, and to ensure the largest dissemination and acquisition of knowledge about good practices in adult learning policymaking. The participation in up to 4 meetings (online and/or face to face) per year organized by the Agency, the Commission or another National Coordinator will be ensured. Two cycles of transnational study visits will be organized in cooperation with BE and FR colleagues.	M1 to M24

2. Dissemination tools and channels

The dissemination and awareness-raising action to be carried out pursues, also in the case of the new project, 7 operational objectives:

- 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;
- 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;
- to cover with the communication the entire spectrum of stakeholders, whether institutional or not;
- to make sure to be increasingly involved in the implementation of innovative projects and initiatives in the field of adult learning;
- to prepare the ground for the implementation of the surveys envisaged by the work plan;
- to work in the utmost harmony and synergy with the colleagues of the EPAL structure;
- 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:



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- the preparation of a Communication plan;
- engineering, implementation and continuous maintenance of a dedicated project website;
- drafting of at least 6 Newsletters (3 per year)
- organization/attendance to national and regional seminars, events, conferences
- the active participation in 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;
- organization and participation of study visits in at least 4 EU Countries;

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

2.1 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 in EPALE Platform as a more effective website.

The Inapp website section dedicated will be accessible from February 2026.

The Inapp website section structure is articulated as follows:

- an area “Home”, dedicated to the project presentation, with links to project summary and project presentation. The text will be available in Italian and English;
- an area “documentation”, collecting and making downloadable deliverables, non-foreseen outputs, resources, articles and texts of speeches presented by NC and its Staff during conference and seminars;
- an area “organisation”, presenting the staff members and related contacts;

2.2 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 (see Par. 3 for calendar).

The newsletters will inform about the latest and upcoming project activities (with special emphasis on organized or attended seminars/conferences and workshops) and the project results.

The related Deliverable (D4.3) will be uploaded on Funding & Tender portal on December 2027, while each issue will be promptly available on the project website



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2.3 Events

2.3.1 National Events

As far as national events are concerned, the project involves the implementation of:

- a national conference, to be held entirely online (Task 1.4 – Deliverable D1.4), aimed at disseminating the results obtained in all the actions envisaged in WP1 of the work plan;
- a national dissemination Conference to be held in Rome in Hybrid format (in presence 80 participants/at distance 120 participants) – in IT (Task T2.3 - D2.4) to valorize and promote the T2.2 outcomes
- a national dissemination Conference (Task D3.2) to be held in Rome and in hybrid format (in presence 80 participants/at distance 120 participants) – in IT, to valorize and promote deliverables and results arising from T3.1 (Definition of the state of art on implementation of Supporting innovative learning environments: action – research for mapping and analysing practices and experiences at adult schools in Italy (CPIA)).

2.3.2 Webinar and PLA at national level

Two PLAs are planned, in the form of webinars, to increase the visibility and understanding of European policies and opportunities in the field of adult learning. 2 initiatives of this type are planned (one per year) for which proceedings are configured as deliverables D2.1 and D2.2

2.3.3 Transnational Events

At EU level dissemination activities will be carried out as follows:

- exchange of good practices and peer learning within the network of National Coordinators for Adult Learning;
- participation in at least 6 events per year at EU level (4 organized by EACEA or EC and 2 by other NC or international organisations), which will include thematic meetings and/or peer learning activities that may take place in Brussels or in another Country. This includes regular meetings of the network



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of national coordinators, both formal and informal.

2.4 Study Visits

Of all the activities that can be classified as related to mutual learning objectives, thematic study visits seem to be those that can offer real and concrete added value. These visits provide a structured learning experience where a small group of experts, policymakers, or practitioners travel to a host country to gain first-hand insights into a specific policy, programme, or system. Typically, these visits involve meetings with key stakeholders, site visits, and discussions with local experts to explore best practices, challenges, and contextual factors shaping the system in place. The experience gained in the last three years of close cooperation with the French NC and the BE-FR NC in the organization of these actions clearly shows the potential impact also on the contents related to other deliverables and project action lines. After a discussion with FR and BE colleagues, it was decided to confirm this collaboration, organizing two new cycles of study visits (two per year) to be carried out in 4 EU countries other than those already involved so far (IT, BE, FR, DE and IRL). Concerning the topics some hypotheses have been formulated, but it will be necessary to discuss with the NCs operating in the various potentially host countries. In principle, however, it is assumed that the first visit, to Spain, will be made in 2026. The topics addressed during the study visits will be agreed on a case-by-case basis and according to the specificity of the country that will be visited: they will certainly be those included in the Priorities of the 2026-2027 Call and a first hypothesis provides for the observation of innovative learning environment, the main reforms in the field of AL and LLL – with particular reference to those already being implemented and to orientation and outreach. The associated deliverable (D4.5-M24) is a narrative and analytical report that also includes recommendations and reflections on sustainability and transferability (D4.5).

3. Dissemination Timetable

ACTION	WHEN
Communication plan	February 2024
Project Website	On line: February 2024 Maintenance: till 31 st December 2025 In itinere
Newsletter 1	April 2024
Newsletter 2	September 2024
Newsletter 3	December 2024
Newsletter 4	April 2025
Newsletter 5	September 2025
Newsletter 6	December 2025



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National conferences (dissemination or valorization of results of project activities)	3 in 2027
Transnational events	6 per year
Study visit 1 (destination tbd)	Tbd (2026)
Study visit 2 (destination tbd)	Tbd (2026)
Study visit 3 (destination tbd)	Tbd (2027)
Study visit 4 (destination tbd)	Tbd (2027)