

## BACKGROUND

Non-formal and non-vocational adult education and learning have a specific situation in the lifelong learning spectrum. Due to its non-formal nature, it is often fragmented and its importance is not recognized enough. Awareness-raising campaigns about adult education towards policy makers and the general public are therefore needed – and they also take place regularly.

## WHY?

The ARALE project (Awareness Raising for Adult Learning and Education) aims to collect and analyze awareness-raising activities for adult education in Europe that are directed at the general public and policy makers. Its objective is to identify and disseminate the best practices. These will then be developed further and possibly used to build a European campaign.

## WHAT?

The objective of the ARALE Project is to get better information and knowledge about awareness-raising campaigns, as well as better know-how on how to organize, structure, and execute campaigns from a civil-society perspective.

The project deals with the questions:

- How can we reach out to mainstream media so that adult education becomes more of an issue?
- What have been successful arguments and strategies to draw more adults to learning?
- What have been successful arguments that result in policy makers starting/continuing to support adult education?
- How can a campaign successfully target disadvantaged learners?
- What are the possibilities of and for a European campaign?

## HOW?

### ARALE will have the following deliverables:

- A collection of good practice-examples of awareness-raising activities directed at both the general public and policy makers. The arguments or strategies used, as well as their challenges and successes will be detailed.
- The conference on 2–3 October 2013, where 80 to 120 participants from all over Europe are expected.
- The conference report containing the most important conference results and recommendations.
- The project is a form of European peer learning. Everyone can learn from the expertise and strategies of other countries and organizations. Innovation can be transferred.



**Save the date for the conference on the 2nd and 3rd of October 2013 in Brussels!**

The aim of the conference is awareness raising itself but, more generally, it is meant to be a large peer learning exercise where experiences can be exchanged and innovation transferred. **Read more:** in the Project section of [www.eaea.org](http://www.eaea.org) under "EAEA running projects"



European Association  
for the Education of Adults  
[www.eaea.org](http://www.eaea.org)



Estonian Non-formal  
Adult Education Association  
[www.vabaharidus.ee](http://www.vabaharidus.ee)



Danish Adult  
Education Association  
[www.dfs.dk](http://www.dfs.dk)



Lifelong  
Learning  
Programme



**The Conference  
on the 2nd and 3rd  
of October 2013  
in Brussels**

Interpretation:  
EN/FR/DE

