The new European Commission 2019-2024 and advocacy for adult education
Contents

1. Basics of advocacy
   a. Introduction
   b. Advocacy cycle
   c. Tools and methods
2. The European Commission 2019–2024 and Adult Education
   a. Timeline
   b. The 6 priorities of the Commission
   c. The contribution of adult education
3. Education and Training 2020
4. European Agenda for Adult Learning
5. Raising awareness about adult learning
It is an activity by an individual or group which aims to influence decisions within political, economic, and social systems and institutions.

It is a means of seeking change in governance, attitudes, power, social relations and institutional functions.

“the act or process of supporting a cause or proposal: the act or process of advocating something”
(Merriam Webster)
ADVOCACY CYCLE

- Issue identification & agenda setting
- Research & analysis
- Implementation
- Planning
- Monitoring & evaluation
Tools and methods

- Letters & e-mails
- Campaigns
- Communications (press conferences, media releases, social media,...)
- Alliances & partnerships
- Negotiations
- Emotional appeals (films, story-telling,...)
- Best practices, model programmes,...
- Events, workshops, festivals, forums,...
The European Commission 2019-2024 and Adult Education

An update on the 2019-2024 Commission and how it might affect adult education provision in the European Union
from Germany,
Christian Democratic Party

The President is the head of the European Commission.
"OUR" COMMISSIONERS IN THE EUROPEAN COMMISSION

NICOLAS SCHMIT
Commissioner for Jobs and Social Rights
from Luxembourg, Socialist Party

MARIYA GABRIEL
Commissioner for Research, Innovation, Education, Culture and Youth
from Bulgaria, Conservative Party

MARGARITIS SCHINAS
Vice-President for Promoting our European Way of Life
from Greece, Liberal-Conservative Party

1ST DECEMBER 2019
This is the date that the new European Commission took office, after a one month delay (the original date being 1st November)

1ST HALF OF 2020
The negotiations on the future Erasmus+ programme will close under the Croatian EU Presidency. Negotiations on the successor programme of Europe 2020, including Education and Training 2020, will take place.

2020-2024
The European Commission will work on the implementation of its 6 priorities: A European Green Deal, An economy that works for people, A Europe fit for the digital age, Promoting our European way of life, A stronger Europe in the world, A new push for European democracy
A EUROPEAN GREEN DEAL
Striving to be the first climate-neutral continent

AN ECONOMY THAT WORKS FOR PEOPLE
Working for social fairness and prosperity

A EUROPE FIT FOR THE DIGITAL AGE
Empowering people with a new generation of technologies

PROMOTING OUR EUROPEAN WAY OF LIFE
Building a Union of equality in which we all have the same access to opportunities

A STRONGER EUROPE IN THE WORLD
Europe to strive for more by strengthening our unique brand of responsible global leadership

A NEW PUSH FOR EUROPEAN DEMOCRACY
Nurturing, protecting and strengthening our democracy
The contribution of adult education

**INFORMATION**
Providers of adult learning will contribute to informing European citizens about the European Union and its goals and objectives.

**EMPOWERMENT**
Adult education will contribute to the implementation of the 6 priorities by empowering European citizens and promoting skills relevant for all priorities.

**CRITICAL FRIEND**
Civil society in adult education will monitor the implementation of the priorities and new programmes, and will hold policy-makers accountable.
ET2020

What happens in 2021?

As the ET2020 framework is about to come to an end adult education stakeholders should see an opportunity to ask that following initiatives and frameworks:

CREATE MORE AMBITIOUS GOALS FOR ADULT EDUCATION

STRONGER STRUCTURES OF ADULT LEARNING AT THE NATIONAL AND REGIONAL LEVELS

BETTER FINANCING OF ADULT EDUCATION

CREATE MORE VISIBILITY FOR ADULT LEARNING

PROMOTE LIFE SKILLS FOR A BETTER EUROPEAN FUTURE

MAKE LIFELONG LEARNING A HUMAN RIGHT

It is crucial that we push to bring adult learning to the front of the European agenda and now is the perfect time to do this. Adult education civil society can make the next framework truly relevant to ALE provision.
What should the new Agenda contain?

**EAEA recommended themes:**

- Life skills
- Digitalisation and new technologies
- Democracy and European Values
- Health and well-being
- Older learners
- Media literacy
- Social inclusion of disadvantaged groups
- Sustainability

It is essential that there is a comprehensive European adult learning strategy after 2020. In order to help adult education to develop and use its full potential, EAEA proposes a close cooperation between all European strategies that concern adult education.

These include the New Skills Agenda, and especially Upskilling Pathways, the European Agenda for Adult Learning, the European Pillar of Social Rights, and particularly its first principle on the right to lifelong learning, the European Education Area, validation and recognition etc. They need to link closely to the existing European structures (EC Working Group, National Coordinators, EPALE, …) as well as to global frameworks, such as the Sustainable Development Goals, and particularly SDG 4 on education.
EUROPEAN AGENDA FOR ADULT LEARNING

EAEA recommended objectives:

1. Increasing participation of adults in learning
2. Promoting all forms of adult education and learning: general and vocational but also non-formal, non-formal and informal
3. Supporting adult education structures, including civil society that organises and provides adult learning
4. Reinforcing cooperation and partnerships among various stakeholders at the national and regional levels, including, for instance, social partners and academia
5. Extending the knowledge-base, especially of the impact of adult education
6. Improving the funding of adult learning
7. Improving the governance of adult learning
IDEAS FOR RAISING AWARENESS OF ADULT LEARNING

TWITTER/SOCIAL MEDIA CAMPAIGNS
Share our key messages by using our tweet templates for social media campaigns

STATEMENTS AND INFO NOTES
Use our statements and info notes for your advocacy work - feel free to adapt them to the national/regional context

FESTIVALS AND EVENTS
Engage regional/national stakeholders and adult learners in learning festivals, learner forums and other events