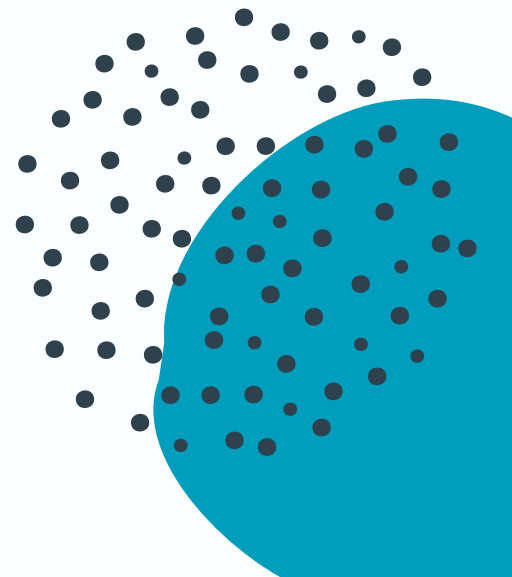


INFORMATION PACKAGE FOR MEMBERS

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

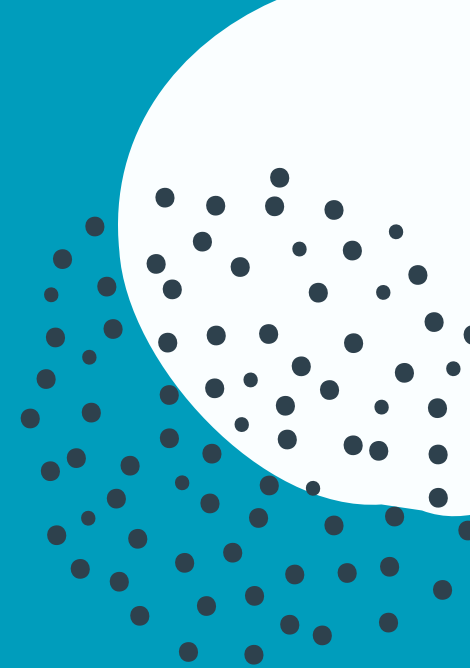


EUROPEAN ASSOCIATION FOR
THE EDUCATION OF ADULTS



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.

Basics of Advocacy

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

ADVOCACY CYCLE



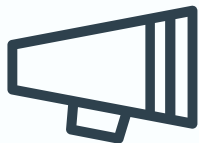
Tools and methods



Letters &
e-mails



Negotiations



Campaigns



Emotional appeals
(films, story-telling,...)



Communications (press
conferences, media
releases, social media,...)



Best practices, model
programmes,...



Alliances &
partnerships



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.

Ursula von der Leyen

**PRESIDENT 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)

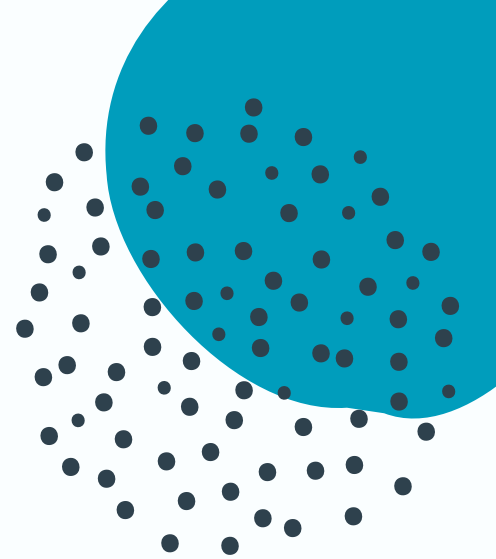
1ST HALF OF 2020

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

TIMELINE





A EUROPEAN GREEN DEAL

Striving to be the first
climate-neutral continent



PROMOTING OUR EUROPEAN WAY OF LIFE

Building a Union of
equality in which we all
have the same access to
opportunities



AN ECONOMY THAT WORKS FOR PEOPLE

Working for social fairness
and prosperity



A STRONGER EUROPE IN THE WORLD

Europe to strive for more
by strengthening our
unique brand of
responsible global
leadership



A EUROPE FIT FOR THE DIGITAL AGE

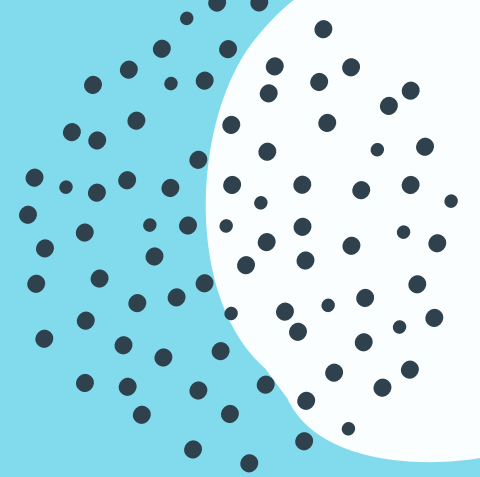
Empowering people with a
new generation of
technologies



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



EUROPEAN AGENDA FOR ADULT LEARNING


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.

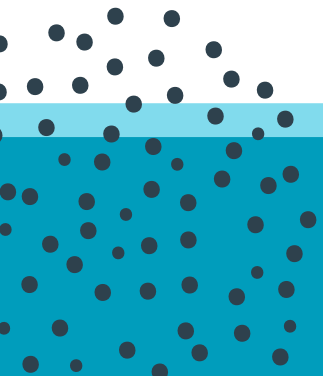
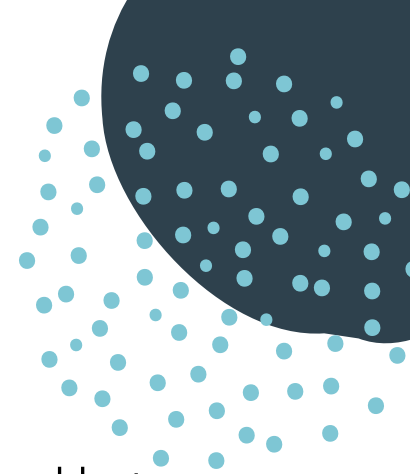
These include the New Skills Agenda, and especially Upskilling Pathways, the European Agenda for Adult Learning, the European Pillar of Social Rights, and particularly its first principle on the right to lifelong learning, the European Education Area, validation and recognition etc. They need to link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



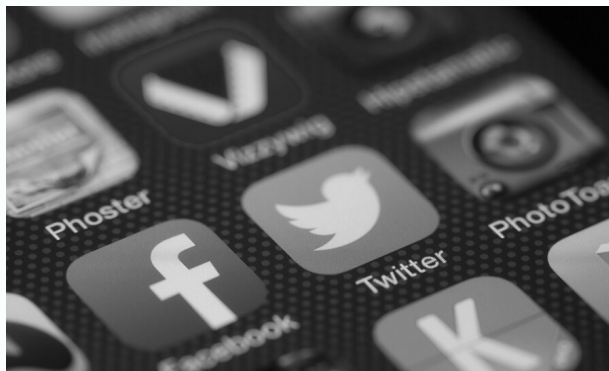
EUROPEAN AGENDA FOR ADULT LEARNING

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