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and Promotion of Lifelong Learning

Croatian Strategy for promotion Adult Learning

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Agency for Vocational
Education and Training
and Adult Education



Projekt je sufinancirala Europska unija iz Europskog socijalnog fonda.



Project *Promotion of Lifelong Learning phase II* (2020-2023)



Agencija za
strukovno obrazovanje
i obrazovanje odraslih



- Project ***Promotion of Lifelong Learning phase II*** was financed by the European Social Fund (ESF)
- The project holder is Agency for Vocational Education and Training and Adult Education (AVETAE)
- Implementation period: 2020 – 2023
- Total value: 1.571.544,23 EUR

Purpose and goals of the project:

- motivating citizens to get involved in some form of education and lifelong learning and promoting opportunities for lifelong learning in Croatia
- developing and improving the competencies of educational staff in institutions for adult education



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At the beginning of the project, the target value was set:

- ✓ **550 educational staff who will participate in professional development**

Realized value:

- ✓ **894 educational staff who participated in professional development**

ACHIEVED PROJECT ACTIVITIES

- Redesign of the project's visual-communication solution was made
- Working Group was formed to monitor the implementation of the Strategic Framework for Promotion of LLL in the Republic of Croatia 2017-2021, and a **Publication on the results of monitoring the implementation of the Strategic Framework for the Promotion of Lifelong Learning in the Republic of Croatia 2017-2021 and the improvement of the promotion of lifelong learning** was created, translated into English and printed.
- Two study visits were held in France and Slovakia to review best practices in EU in the field of lifelong learning

Cooperation with stakeholders in the Adult Education system

- **Three professional-scientific conferences were held with a total of about 200 participants:**
 - I. conference - organized by **Croatian Chamber of Commerce** on the topic *Implementation of the Voucher System for Adult Education*
 - II. conference - organized by **Community of Institutions for Adult Education in the Republic of Croatia** on the topic *Andragogical school - Implementation of the new Act on Adult Education and application of vouchers*
 - III. conference - organized by **Croatian Andragogical Society** on the topic *Post-crisis Adult Education*

**Also, three Publications were created and printed
after the held professional-scientific conferences**



About Lifelong Learning Week

Lifelong Learning Week is a national educational campaign aimed at raising awareness of the importance of learning and education.

- **UNESCO** initiative that was launched in 1999, and is celebrated every year in numerous countries on all continents in order to **promote a culture of learning and encourage personal motivation.**
- Learning should not be understood exclusively as formal schooling - learning can also be done through various informal forms, courses, workshops, lectures, as well as independently (e.g. reading), and learning through experience (work, life, etc.) is a valuable form of learning.
- Learning is not limited to any age, but is important and useful in **all periods of life - from preschool age to old age.**



- Three national educational campaigns were carried out (15th, 16th and 17th **Lifelong Learning Week**) with the message: *Exercise your brain!*
- A total of **1500 free events in Croatia**
- Three **Lifelong Learning Fairs** were held: institutions have the opportunity to present their work, the education programs they offer to citizens and some also offer vouchers for free education programs.



- Several thousand citizens participated in the mentioned events as part of the campaigns.
- Informing citizens about how they can become part of the process of lifelong learning and motivating them to take that step is the backbone of every **Lifelong Learning Week**.



- Each campaign was heavily covered by the media. In addition to all campaign activities, numerous promotional materials were created - flyers, posters and brochures about the results of the campaign.
- **Communication materials** were also created for three media campaigns to promote lifelong learning - videos about award winners, TV commercials, reports, ads for print media, radio, web portals and digital advertising spaces throughout Croatia.



As part of each campaign, a total of **9 *Dandelion of Knowledge* awards for achievements in Adult Learning** were awarded and

9 Awards for Contribution to the Development of Adult Education in the Republic of Croatia



- Every year, we engaged eight **Regional coordinators** in the preparation, organization and implementation of the Lifelong Learning Promotion campaign, and for the purpose of decentralizing activities related to learning and education, in fact with the aim of **including all regions and counties** of Croatia in the project activities
- We engaged 41 Adult Education institutions for the purpose of promoting lifelong learning at the regional level





Professional development of Adult Education Teachers and Trainers

- Three workshops were held for the employees of **AVETAE and Ministry of Science and Education** - organized for the purpose of promoting various opportunities for Lifelong Learning in Croatia, with the aim of further improving the planning, development, implementation and monitoring of the Adult Education system
- 24 one-day events with andragogical topics were held with the aim of **improving the competences of educational staff in Adult Education institutions**
 - throughout Croatia, and 570 participants took part

➤ **Three International andragogical symposium were held:**

- three-day conferences where we have domestic and foreign lecturers and on the third day interactive workshops for participants.

- ✓ IX. International Andragogical Symposium, October 2021 in Sveti Martin na Muri
- ✓ X. International Andragogical Symposium, May 2022 in Terme Tuhelj
- ✓ XI. International Andragogical Symposium, February 2023 at the Hotel Le Meridien Lav in Split

Total: 470 participants

Prepared and printed three Summaries on the held International andragogical symposium



- **Four cycles of andragogical workshops** were held, which were completed by: **100 participants - Adult Education Teachers and Trainers** (25 Adult Education Teachers and Trainers per cycle)
- four cycles organized throughout Croatia from March 2021 to January 2023
- free education intended for Adult Education Teachers and Trainers was carried out through the ***Curriculum globALE*** program
- the training consisted of **5 thematic modules lasting 18 working days (336 hours)**, and the following topics are covered: Access to Adult Education, Planning, organization and evaluation in Adult Education, Learning and teaching adults, Communication and group dynamics in Adult Education and Methods of Adult Education

- **42 final workshops of participants** of andragogical workshops were held, which included additional participants from Adult education institutions and secondary vocational schools, so excellent dissemination was made, which certainly added value to the Adult Education system - more than **600 Adult Education Teachers and Trainers** participated in the final workshops

- Three certification ceremonies were held for participants of andragogical workshops



Thank you for your attention!

The project has ended, but we continue to develop and promote lifelong learning in future activities and projects!


A new project is planned in the new project period (2024-2029):

Further development of the quality assurance system in adult education and raising awareness of the importance of lifelong learning

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