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

Project: 101051130 — IT EU Agenda — ERASMUS-EDU-2021-AL-AGENDA-IBA

01/01/2022 – 31/12/2023

Dissemination Plan

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February 2022



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1. Introduction

The Dissemination 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 similar to the ones produced in the recent past that has demonstrated to be effective and functional (see projects 2017-2019 and 2020-2021).

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 2022-2023 to enhance the successful dissemination of the project by outlining dissemination planning, tools and strategy. The Dissemination Plan intends to guarantee the spread of the knowledge gained in carrying out the project activities in the broadest and most comprehensive way. The dissemination 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.

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 maximise impact and optimize the budget consumption.

2. About the project

The project proposal was conceived trying to identify what could have been the most concrete contribution that the project activities could have made with respect to the themes, priorities and objectives - extremely broad and complex - raised in the Call. The joint reflections with the national authorities, initiated with a survey of the context conditions (strongly changed in relation to the situation that had determined in 2019 the contents, objectives and actions of the project still in progress for the implementation of the European Agenda for Adult Learning 2020-2021), highlighted the need to put support to national administrations at the heart of the project in the implementation of the main actions of the Skills Agenda. In fact, it is these institutional stakeholders who will be called upon in the short and medium term to respond effectively to **five** different challenges:

- **the first** concerns the ability to ensure that multi-actor and multi-level governance that intervenes in learning in adulthood can finally prove to be a strength and not an obstacle to the



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fluidity of decision-making and the implementation of defined policies. The country is now equipped with a strategy defined in a National Plan for the development of the skills of the adult population, as a strategy with multi-year scope and duration - and in which some priorities for intervention have been identified to be considered for the three-year period 2021-2023. Writing a plan is certainly not enough to counteract the repercussions of a situation that sees the Italian population faced with problems of widespread functional illiteracy, low levels of adult qualifications and an already low participation rate - already low in itself - reduced even as a result of the effects of the pandemic crisis;

- **the second** is the need to concentrate investments, resources and, above all, intelligences and skills to achieve the objectives set out in the European Skills Agenda for 2025 and in the Action Plan on the Pillar of Social Rights by 2030. This means involving all stakeholders coordinating their investments in areas such as motivation, outreach, guidance and validation, path customization and Labour market intelligence;
- **the third** concerns the ability to make the best use of all the new financial support instruments, which require not only careful planning to avoid dispersion or redundancy, but above all, careful monitoring and monitoring to avoid their dispersion or reduce their ability to contribute to problem solving and responding to citizens' needs;
- **the fourth** concerns the assurance that the objectives and messages of the VET Recommendation and those of the Osnabruck Declaration are fully taken into account, concretely declining them in the National Implementation Plan expected in May;
- **the fifth**, no less important, concerns the ability to increase the mastery of Skills for life (in line with Action 8 of the Skills Agenda) by low-skilled adults. Specifically, it will be a matter of developing skills audit systems, personalized educational paths, identification and validation skills systems built ad hoc to enhance the mastery of this type of skills.

In summary, the project action of the national coordinator (respecting his role and taking into account the possible scope for intervention) provides for the intervention of:

- ✓ with respect to the **first four** challenges, WP1 and wp2 decline cooperation activities with the Ministry of Labour in primis, but which also involve the Ministry of Education and Regions, precisely intended to facilitate the dialogue between these Actors and the expansion of the same towards other non-institutional stakeholders. In addition to this action, there is the one that allows, on the one hand, to cooperate in the drafting of the NIP; on the other hand, to monitor - on the basis of field and on-desk surveys - the implementation of the National Plan for the skills of the adult population; and, on the other hand, to keep under control the process of achieving the objectives of the Skills Agenda, as well as the level of implementation of the measures that will be provided for in the NIP;
- ✓ for what concern the **fifth** challenge, WP3's action will focus on the detection of existing training and education practices related to Skills for Life. As a result of this survey, it will be possible both to define intervention models and to initiate awareness-raising actions for the



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implementation of these models.

3. Dissemination tools and channels

3.1 Objectives

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

1. 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;
2. 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;
3. to cover with the communication the entire spectrum of stakeholders, whether institutional or not;
4. to prepare the ground for the implementation of the investigations envisaged by the work plan, with reference to Microcredentials and Skills for life issues;
5. to make sure to be increasingly involved in the implementation of innovative projects and initiatives in the field of adult learning;
6. to work in the utmost harmony and synergy with the colleagues of the EPAL structure;
7. 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:

- the preparation of a dissemination plan;
- 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;
- interventions aimed at disseminating information and project results from a dedicated project website;
- at least 6 Newsletters (3 per year)

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

3.1.1 Project website

Considering that the use of EPAL Platform is more effective than the one of a specific project



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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 on EPALE Platform as a more effective website.

3.1.2 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. The newsletters will inform about the latest and upcoming project activities and the project results.

3.2 Events

3.2.1 National Events

National Coordinator will prepare briefings to be included and presented in local/ regional/ national events related to adult learning issues in which he and its staff will take part.

At national level, it is expected the active participation to no less of 6 national – regional seminars and conferences, paying particular attention to the coverage of diverse stakeholders groups:

- National, regional, local Authorities
- Adult learning centres and CVET Bodies/network
- Social partners
- Civil society
- Scientific-academic community

A one-day conference will be organised towards the end of the project in order to present to stakeholders and wider public the action, its activities and outcomes, It is also aimed at raising awareness on the UP implementation and lay the foundation for increased cooperation and better coordination among stakeholders. The conference will foresee a series of presentation as well as more interactive sessions. It is expected that approximately 80 participants will attend. The final conference will represent an important tool to directly involve stakeholders and/or policy makers addressed by the guidelines and tools so that they can more easily be taken on board. To this aim, the objective of the final conference will not only be to inform them, but also to discuss the potential for improving existing practices, amending legal framework if necessary, improving cooperation. The detailed outline of the conference as well as the invited stakeholders will therefore depend on the concrete outputs of the project.

3.2.2 Transnational Events



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National Coordinator will prepare briefings to be included and presented in local/ regional/ national events related to adult learning issues in which he and its staff will take part.

It is foreseen the participation to at least 2 international events (excluding the transnational PLAs, which is a compulsory activity), organised by national Coordinators and european networks (EBSN, EAEA, Social partners European association, EC and EACEA).



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4. Dissemination Timetable

ACTION	WHEN
Dissemination plan	February 2022
Project Website	In itinere
Newsletter 1	February 2022
Newsletter 2	September 2022
Newsletter 3	December 2022
Newsletter 4	February 2023
Newsletter 5	September 2023
Newsletter 6	December 2023
National events	6-8 per year
Transnational events	2-3 per year
Link to EPALE	In itinere