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

Project: 101144098 — IT-AL AGENDA 24-25 — ERASMUS-EDU-2023-AL-AGENDA-IBA

01/01/2024 – 31/12/2025

Communication Plan

D 4.1

February 2024



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Introduction

The Communication 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, 2020-2021 and 2022-2023).

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 2024-2025 to enhance the successful dissemination of the project by outlining dissemination planning, tools and strategy. The Communication Plan intends to guarantee the spread of the knowledge gained in carrying out the project activities in the broadest and most comprehensive way. The 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.

Moreover, this Plan includes support and training actions to be developed in the course of technical and scientific support activities for project initiatives promoted by other entities, mainly but not only of a transnational nature, as well as describes and schedules the planned study visits of the national coordinator's staff to France, Belgium and two other EU countries.

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 maximize impact and optimize the budget consumption.



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1. 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.

During several meetings with the Ministry of Labour and the Ministry of Education and Merit, it was concluded that in the next two years it will be necessary to move from the planning phase to that of implementation, that is, it will be necessary to concretely substantiate what is currently foreseen within new legal frameworks and intervention plans.

Finally, many of the actions that are currently starting are characterized by innovation and the operators called to implement them need upskilling and reskilling pathways to do so effectively.

For this reason, the actions included in WP1 are focused on highly operational objectives focused on preparing operators to use processes and tools that accompany new students to enter flexible educational and training pathways. This objective will be mainly achieved by organizing workshops and training courses for CPIA teachers engaged in the validation of skills.

As regards the second Priority, the activities will concern actions to enhance and disseminate the results of the relevant measures contained in the NIP and in the capitalization of the results of the activities of some interventions that have just been.

About Priority 3 (WP3), it is believed that the main activity should consist in highlighting how Skills for life and non-cognitive and transversal skills, are crucial to increase not only employability but also to reduce the risk of social exclusion and lack of participation in active life.

This can take place during events, which will be prepared and focused on ad hoc documents and analyses carried out.

With respect to priority 4 (Dissemination Strategy and activities at EU level) it is necessary to promote a joint action between the different national coordinators, capable of strengthening the results coming from participation in transnational events. The exchange of practices and experiences will therefore also take place during study visits and preparation of joint reports.



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WORK PLAN

Work package	Main activities
WP 1 Implementation of priorities on increasing adult participation in learning and addressing the needs of the green and digital transition	This WP includes actions aimed at increasing the availability of courses of trusted quality, guidance, validation and the flexibility of learning offer, including by micro-credentials. These activities have been planned in close collaboration with the Ministry of Education and Merit and concern the improvement of the effectiveness of the processes of recognition and validation of incoming skills of adult students who enrol in CPIAs.
WP 2 Support relevant actors joining forces for common actions for adult learning, in line with the objectives of the EU initiatives "Pact for Skills" and national skills strategies	The activities concern both project management issues and way of cooperation with stakeholders in order to ensure the coherence and effectiveness of all policies affecting adult skills, increase visibility and understanding of European policies and opportunities in the field, work with stakeholders to secure their commitment to increase adult participation in learning and on actions that are geared towards widening flexibility and access and work with national authorities to ensure that adult learning provision is evidence-based, comprehensive, accessible and effective.
WP 3 Supporting learning at the workplace and innovative learning environments for developing skills	under WP3 should consist in highlighting how Skills for life and, in general, non-cognitive and transversal skills, are crucial to increase not only employability but also to reduce the phenomena of social exclusion and lack of participation in working life. This can take place during events - open to the participation of learning centres, libraries, the wider community and civil society - to promote the development of skills for life which will be prepared and focused on ad hoc documents and analyses carried out (for example, the analyses may concern all the actions carried out in the CPIAs to develop these skills or verify the presence of relevant contents within the collective labour agreements in the most important production sectors).
WP 4 Dissemination Strategy and activities at EU level	Activities in this WP will be aimed to guarantee the active participation at stakeholder meetings, conferences or seminars, especially at regional level, to awareness raising, supporting national debates and dialogue on adult learning policies, and to ensure the largest dissemination and acquisition of knowledge about good practices in adult learning policymaking. The participation in up to 5 meetings (online and/or face to face) per year organized by the Agency, the Commission or another National Coordinator will be ensured. Two cycles of transnational study visits will be organized in cooperation with BE and FR colleagues.

2. Dissemination tools and channels

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

- 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;
- 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;
- to cover with the communication the entire spectrum of stakeholders, whether institutional or



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not;

- to make sure to be increasingly involved in the implementation of innovative projects and initiatives in the field of adult learning;
- to prepare the ground for the implementation of the surveys envisaged by the work plan;
- to work in the utmost harmony and synergy with the colleagues of the EPALE structure;
- 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 Communication plan;
- engineering, implementation and continuous maintenance of a dedicated project website;
- drafting of at least 6 Newsletters (3 per year)
- organization/attendance to national and regional seminars, events, conferences
- 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;
- organization and participation of study visits in at least 4 EU Countries;

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

2.1 Project website

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

The Inapp website section dedicated will be accessible from February 2024 at:



[https://www.inapp.gov.it/progetti/progetti-in-corso/adult-learning-agenda-2024-2025.](https://www.inapp.gov.it/progetti/progetti-in-corso/adult-learning-agenda-2024-2025)



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The Inapp website section structure is articulated as follows:

- an area “Home”, dedicated to the project presentation, with links to project summary and project presentation. The text will be available in Italian and English;
- an area “documentation”, collecting and making downloadable deliverables, non-foreseen outputs, resources, articles and texts of speeches presented by NC and its Staff during conference and seminars;
- an area “organisation”, presenting the staff members and related contacts;
- an area newsletter, clearly identified to make easier the download of the project Magazine

2.2 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 (see Par. 3 for calendar).

The newsletters will inform about the latest and upcoming project activities (with special emphasis on organized or attended seminars/conferences and workshops) and the project results.

2.3 Events

2.3.1 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 national conference will be organized in the framework of the European Year for Skills (March 2024). Focus will be on Soft skills, transversal skills and skills for life.

A one-day conference will be organised towards the end of the project in order to present to



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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.

2.3.2 Transnational Events

At EU level dissemination activities will be carried out as follow:

- exchange of good practices and peer learning within the network of National Coordinators for Adult Learning and the Adult Learning Working Group of the European Education Area Strategic Framework;
- identification and effective dissemination of good and inspiring practices, including those gained through European cooperation, e.g. peer learning activities and study visits (See 2.4).
- participation in up to 5 meetings (online and/or in presence) per year organised by the EACEA, the European Commission or another National Coordinator, which will include thematic meetings and/or peer learning activities that may take place in Brussels or in another Country

2.4 Study Visits

Following the study visit carried out in Italy in the framework of the 2022 – 2023 project, the national coordinators of the two visiting countries (FR and BEFR) and the organising country (IT) decided on this basis, to develop a concrete collaboration with the objective of analysing together policies and implementation tools, considered relevant with regard to the aims, priorities and general objectives of the call, to see how everyone has treated them and what is transposable, even partially, or inspiring. This collaboration therefore aims to share up-to-date information between the NCs of FR, IT and BEFR, with a focus on the issues of validation and valorization of skills, the use of Individual Training Accounts and micro-credentials as devices to facilitate access to training and increase its attractiveness through an increase in the personalization of lifelong learning paths.

In concrete terms, the NCs of the 3 countries concerned will carry out two series of study visits that



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will be organized in two cycles:

- the first cycle will take place in Belgium and France (the study visit to Italy having been carried out under the previous project) over the period from the 4th to the 14th month of the project: delegates (in case of Italy, 3) from two countries visit together the third, which will have the task of identifying testimonies and projects relevant to the targeted themes. The deliverable associated with this first cycle of visits is a narrative and analytical report that also includes recommendations and reflections on sustainability and transferability (D4.4).
- The second cycle takes place in the form of study visits by delegations from the three countries (maximum 3 people per country) who travel together to 3 other European countries (to be determined). The associated deliverable (M24) is a narrative and analytical report that also includes recommendations and reflections on sustainability and transferability (D4.5).



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3. Dissemination Timetable

ACTION	WHEN
Communication plan	February 2024
Project Website	On line: February 2024 Maintenance: till 31 st December 2025 In itinere
Newsletter 1	April 2024
Newsletter 2	September 2024
Newsletter 3	December 2024
Newsletter 4	April 2025
Newsletter 5	September 2025
Newsletter 6	December 2025
National/regional events	3 per year
National conference on AI and EYS	March 2024
Transnational events	5 per year
Link to EPALE	In itinere
Study visit Belgium	May 2024
Study visit France	November 2024
Study visit (destination tbd)	May 2025
Study visit (destination tbd)	October 2025