

Focus: Best practice. It is above all the innovative ideas in the practice world which further adult education all over Europe. Without the creativity and the imagination of the pedagogues on location, the development of adult education would be inconceivable. In this edition of InfoLetter, we want to introduce a few examples of particularly successful models that could act as guiding beacons. When selecting the examples we did not restrict ourselves to a specific topic. Instead, our correspondents have chosen ideas that have served the title of "best practice".

Cartoon:
Mester ▶



Please register to download the full articles:
www.infonet-ae.eu

If you use the online version click on the red triangle to read the full online version.

European
InfoNet
Grundtvig Project **Adult Education**

CONTENT

A project for the deaf with results

Europe. *The learning partnership "Deaf are not Deaf" is conferred the EAEA Grundtvig Award.*

(Michael Sommer) They move in rhythm, write imaginary symbols in the air, just like a ballet of symbols. The audience is enthusiastic and impressed. The performance by the deaf choir at the Grundtvig prize ceremony of the European Association for Education of Adult (EAEA) in the venerable hall of the Museum of Shipping in Riga quickly made clear what the intention was of this award-winning project - the consideration and integration of the deaf in society. The fifth Grundtvig Award of the European adult education umbrella organisation with its 120 members was awarded this year to the project "Deaf are not Deaf". EAEA President Janos Sz Toth conferred the artistically designed green vase to representatives of the six partners in the Grundtvig learning partnership. After the awards ceremony, coordinator Guntra Cirule from Salo Baltic International, Latvia, described it as the biggest experience in the project of how great the differences in the different European countries are. The most important aspect of the project was visiting each other, exchanging experience and creating shared information material such as brochures, a calendar, CD and book. It quickly became clear that for example in Ireland support for the deaf is far more advanced while other countries are still at the very start in this area. Meetings were held in Lithuania, Ireland, Slovakia, Estonia and Poland, each organised by the local project partner. These encounters were especially impressive as deaf people from the countries also always participated. For many it was the first time that they had ever travelled to another country. The problem with such encounters is often communication as sign language is derived from the native language of the respective country. However, by practising and using international sign language, the participants took this in their stride. And it was not only the direct participants that benefited, emphasised the project manager.

The ideas were also incorporated into the respective national work. Furthermore, the participants have written letters to the governments in their countries asking to improve the situation of the deaf. Many people have only learnt through the project how the deaf can be supported by state aid. In Latvia, these letters – suspects Guntra Cirule – have now resulted in a deaf person being able to study through the provision of an assistant. And that is not the only effect that the project has had. In a follow-up programme, the next project to be tackled is with choirs for the deaf. The learning partnership "Deaf are not Deaf" ran from 1 August 2005 to 31 July 2007. Contact: guntracirule@salobaltic.eu ▶

The "Year of Intercultural Dialogue" gets the green

Europe. *The year of intercultural dialogue, which was launched during a conference held in Ljubljana on the theme of "Intercultural Dialogue as a Fundamental Value within the EU", aims to deepen relationships between nations and religions and to promote mutual understanding, tolerance, solidarity and camaraderie amongst EU citizens of all social classes.*

The European Year was officially launched in Ljubljana on 8th January by José Manuel Barroso, President of the European Commission, Janez Janša, Prime Minister of the Republic of Slovenia, and Hans-Gert Pöttering, President of the European Parliament. A recent Eurobarometer survey revealed that two thirds of Europeans interact with at least one individual of a different religious, ethnic or national background on a daily basis. Instances of intercultural interaction are thus commonplace across the European Union. Over 70 per cent of the respondents find these relationships positive and enriching. ... ▶

Focus: Best practice

"Milieu marketing" – new methods of target group orientation
Page 2

The prison comes into bloom
Page 3

Exchange of experiences: combining tradition and innovation
Page 3

Training of young people from immigrant families: a weapon against riots
Page 4

School violence arouses community spirit
Page 4

Imprint, contact:
InfoNet
Dr. Michael Sommer,
Akademie Klausenhof,
Klausenhofstr. 100,
46499 Hamminkeln
Germany
sommer@akademie-klausenhof.de,
Tel.: +49 2852 / 89-1329,
Fax: +49 2852 / 89-3300,
www.infonet-ae.eu

A Grundtvig 4-project by:
Katholische Bundesarbeitsgemeinschaft für Erwachsenenbildung KBE, Bonn (Germany)

KBE

**EUROPEAN
AFFAIRS**

“Milieu marketing” – new methods of target group orientation

EU Parliament adopts European Qualifications Framework

The European Parliament has as expected voted in favour of adopting the Recommendation on the establishment of the European Qualifications Framework for lifelong learning (EQF), proposed by the Commission in September 2006.

The aim of EQF is to act as a translation device between Member States' qualifications systems in order to help employers and individuals compare and better understand citizens' qualifications and thus support mobility and lifelong learning. ▶

Barroso: EU will strengthen education and learning

Education and training are to play a greater role in the next phase of the Lisbon strategy says Barroso at a speech in the European Parliament. At his speech before the European Parliament in Strasbourg on 14 November 2007, the President of the European Commission, José Manuel Durão Barroso, emphasised that greater importance will be attached to “education and training for all ages” in the next three year launch phase of the Lisbon strategy. ▶

Trilingual online European review, “euro-topics” gains in popularity

The online platform “eurotopics” provides a daily, up to date press review of all topical issues, including education and up-bringing (www.eurotopics.net). This platform is sponsored by the German “Bundeszentrale für politische Bildung” (Federal Agency for Civic Education - bpb). ▶

Germany. *Every continuing education organisation has its own clientele. Tapping new target groups for their courses is therefore a laborious business. In Germany, new momentum has been introduced into the arena in the form of the “milieu marketing” approach. The idea stems from continuing education research and imitators can be found in all areas where sociologists divide society into social milieus.*

(Peter Brandt) Every continuing education organisation has its own clientele – established structures that are not so easy to break through. Tapping new target groups for their courses is therefore a laborious business. In Germany, new momentum has been introduced into the arena in the form of the “milieu marketing” approach. Organisations are rethinking their price structure and are turning to new advertising media. Adult education centres that normally reach more traditional milieus such as the mainstream middle-class are winning customers from more modern segments of society.

This is for example what the Hamburg adult education centre has experienced. With a course tailored to the needs of the “experimentalist” target group entitled “Ché, Salsa, Rain Forest? Latin America from the Inside”, a Spanish language course and regional studies were innovatively linked together. The course is aimed at people that are preparing themselves for a placement, exchange or social year in Latin America. This product novelty was able to become a success because the Hamburg adult education centre had sufficient detailed knowledge on the continuing education attitudes of the targeted population groups. Where did this knowledge come from?

Better understanding of the target groups

In the background are research projects that have been financed by the Federal Ministry of Education and Research. Continuing education researchers were commissioned with finding out more precisely what attitudes existed in the population with regard to continuing education. From a political point of view, the main interest in the project was to gain a better understanding of the target groups that had been previously distanced from continuing education and to induce them to participate. The new aspect in this approach was that differentiation was not carried out in terms of traditional socio-demographic variables but rather according to population groups that are similar in their lifestyles (“milieus”).

The SINUS milieu model was used as the basis by the research groups working in cooperation with Rudolf Tippelt (Munich) and Heiner Barz (Düsseldorf) within this project. The concept developed by the company SINUS Sociovision divides the population into (currently) ten milieus that are differentiated according to social situation (income, status) and their value orientations. Within a representative population survey and supplementary qualitative interviews, the researchers were able to identify what milieus have which expectations with regard to continuing education and their providers

as well as which strategies would be successful in motivating these milieus to participate.

In 2004, the researchers presented their results in a double volume publication (Barz/Tippelt 2007) which laid out the results for education research and also clearly outlined the knowledge about milieus that was relevant to continuing education for the practice world. The publication was met with great interest in the community; its authors have been invited to numerous presentation events by continuing education providers.

2007 marked the end of the follow-up project which involved the scientific monitoring of eleven continuing education organisations that had agreed to the “milieu marketing” experiment and 26 product innovations. The results were published just a few weeks ago (Tippelt et al. 2008). In this publication, the researchers present success factors for target group specific product innovations and familiarise readers from the practice world with the necessary measures. The milieu segment classification is for example an important prerequisite. Here, the institutions clarify from which milieus they have so far recruited their customers and which milieus should be reached according to the mission statement of the organisation. In product clinics, ideas for innovative courses are further developed and appropriately addressing the target group is practiced in text workshops. The success of the majority of the evaluated product innovations will provide a source of encouragement for many organisations. The book provides many useful materials such as checklists, questionnaires and best practice examples. ▶

Eurydice – Focus on education in Europe

Europe. *Eurydice ensures that information about education in Europe is obtained and diffused. In a comparative study, Eurydice, which otherwise specialises predominantly in the areas of school and university education, also investigated adult education in Europe.*

Patricia Wastiau-Schlüter's task is as difficult as Europe is varied and diverse. She manages “Eurydice”, an institution belonging to the European Union that has its headquarters in Brussels. It produces studies and analyses of various aspects of education as an “Information network on education in Europe”. ▶



Patricia Wastiau-Schlüter ▶

... ▶

The prison comes into bloom

Sweden. *It's a damp, wet winter day, with no snow. The courtyard at Färingsö women's open prison is desolate. The grass is brown and withered plants are drooping in the borders.*

But as Petra casts her eyes over the area the beds take on new life. Here a garden dream is slowly becoming a reality.

(Hetty Rooth) "Over there, there'll be peonies in the summer", says Petra. "Roses and foxgloves. In every shade of pink and mauve. And here, on the other side of the garden path, we're going to grow a fragrant hedge of mock orange".

Petra is 34 and is serving her final months at the open section of the women's prison. She knows what she wants to do with her life when she is released – to work in gardening, horticulture and with plants. –

"It's a burning ambition" she says.

At this women's prison outside Stockholm most of the inmates are serving sentences for drugs offences. The open section is the last stop on the way to a new drug-free life.

The garden is a project the prison is running in collaboration with a study association. The objective is twofold: to create a better outdoor environment and a better inner environment.

And to do it using adult education methods – studying on the same conditions based on the participants' own interests. "Many of the prisoners have never had any leisure interests. Their lives have been dominated by the need to find drugs. When they resolve to come off the drugs, they often feel empty inside". "This means that the risk of relapse is high," says Per Sandell, a prison inspector who is the governor of the establishment.

"At the same time these women are not weak. They have creativity and ability. But they have never had the chance to develop them. A study project like this can hopefully create opportunities for them to give their lives some meaning".

Study circle

The gardening work at the Färingsö institution has been carried out in the form of a study circle which has been meeting once a week for two semesters. During these months the women in the open section worked on the design, planning and layout of a garden in the recess yard. They have turned an old football pitch with gravel and blue clay into a future flower garden.

Where previously there were only open spaces and high fences, there will be bright colours and scents to accompany the prisoners on their walks next summer.

Gardening expert Katharina Ångström Isaksson has acted as consultant to the gardening project, and has met the gardening circle regularly during the year.

"It was a challenge to create an attractive environment in a place which consists of open areas and high fences. Creating an environment which is less monotonous and something which people will want to look at", she says.

"As a gardening specialist it has also been exciting to work with people. Because people can grow just like plants".

"I began my work by interviewing whole groups of prisoners and their relationship with gardens and flowers. They made long lists of what they wanted. Some of them were extremely committed while others hardly bothered to listen. The best sessions were when everyone actually took part and was interested.

"As in all adult education work the project was entirely based on the women themselves, their ideas and their work. We have been guided by their choices in all things".

Petra shows us her garden file in which summer is already ablaze with flowers. Page after page of sketches, pictures of flowers, cultivation tips and future plans.

"I love everything about trees and shrubs and gardening", she says.

She has made up the file as a manual, taking great care to ensure that other inmates will be able to continue to care for the garden when she herself is no longer there.

"It's been really great planning everything from the beginning. We dug and dug and complained and toiled. But for me it was worth all the effort," she says.

"When you have to stay in an institution, it's important to have something to do."

"Having nothing at all to do is the worst thing. You have so much to think about and you're unsettled the whole time. Getting out and working in the garden is like a therapy for the whole body. You feel much better and gain a sort of peace".

"It's easier to sleep at night and it's been fantastic to be able to wake up in the morning and know that, wow, today we're going to plant the cherry tree. To have something to look forward to".

"This has all been a big thing for me", says Petra, shutting her garden file.

"Next summer I won't be here, but I'll come back for a visit to see what the garden looks like".

"Hopefully it will be really great"..

Exchange of experiences: combining tradition and innovation

Italy *Young French and Italian apprentices in the building trade and expert restorers compared notes on a practical and professional level, by restoring the historic floor of a 19th-century church. The project demonstrated that combining diverse educational backgrounds can be surprisingly effective in terms of transferring knowledge and expertise, and can help to consolidate the common ground for learning and intercultural exchange at European level.*

The path of integration and cross-influences can also produce positive results in the field of education. This is true of the experiment conducted by the Salerno School of Building in Campania, Southern Italy.

Turkey: Focus on the illiterate

Adult education in Turkey focuses chiefly on literacy courses. According to a national census held in 2000, Turkey's adult population (15 years and above as confirmed by UNESCO) numbers in excess of 47.5 million, and 13.5 % of these individuals are illiterate. 80 per cent of adult females are illiterate. One in 5 females of school-age is also illiterate. Literacy course are thus focused mainly on women, especially those living in the Eastern and South Eastern regions of the country and on the outskirts of the cities.

Sweden: The digital gap

Bridging the gaps in levels of information in society presents adult education in Sweden with a considerable democratic challenge. Sweden's government has now enlisted the help of the adult education system in a drive to increase digital awareness. Most of the initiatives will be implemented in 2008.

Further news

Adult Education Review – a new Hungarian online journal

French working class education forms a predominantly leftist alliance with the regions

PRACTICE

Training of young people from immigrant families: a weapon against riots

Old meets new in Ireland

Never too old to teach. Older people use their skills and talents to help new migrants in Ireland to improve their English Language skills. The adult Learners' Festival hosted by AON-TAS the Irish national Adult Learning Organization will open on February 4th 2008 with the celebration of the prestigious STAR Awards ceremony. ▶

In education after 22 years on social welfare

She thought she was stupid. The social worker suggested early retirement pension. Instead Elin Svenningsen went to a Danish non-residential folk high school. These schools integrates education and counselling based on values of respect, equality, independence, open attitude and trust. Now Elin is at her second year at the college of nursery teachers. ▶

Functional basic education of adults - some experiences with Roma

The project "Functional Basic Education of Adult Roma" in Serbia tended to improve social integration of Roma via their inclusion into the system of education and increase of their employability. This was done by giving the chance to those who once dropped-out from elementary school, to finish VII and VIII degree and get the diploma of elementary school, and additionally to choose and attend one of the vocational courses, getting so the vocational training certificate. ▶

Reports on best practice in further countries:

- ▶ Malta
- ▶ Romania
- ▶ Hungary
- ▶ Switzerland

France. *In France's suburban ghettos, once again reeling from a spate of riots, the unemployment rate is close to 20% (8.7% in France), a figures which rises to 40% for young people. The Transfert-Equal Project offers a way of tackling the discrimination which young people from immigrant families experience both in vocational educational establishments and companies who are reluctant to take them on.*

(Renée David Aeschlimann) The unemployment rate in France's under-privileged suburbs is around 20%, verging on 40% for young people, mainly those of foreign extraction. These record figures, which point to a serious level of social exclusion, are a major key to our understanding of the reasons for the riots which so recently flared up again in these suburbs, in November 2007. Two years after a spectacular wave of riots in some twenty French cities. With this situation in mind, the Fédération Leo Lagrange, a French association for popular education (1), has got involved in the TRANSFERT Project (Transfer of practices for non-discriminatory access to work experience and vocational training). Objective: to root out the considerable discrimination faced by vocational training students from immigrant backgrounds seeking work experience placements.

This Equal programme has enlisted the support of a number of partners – the UNSA (National Union of independent trades unions), the CJDES ("Centre des jeunes dirigeants de l'économie sociale"), the National Union of Lycée Students and Agapes, a restaurant chain. "We have chosen our partners for their expertise in the management of human resources (CJDES), their knowledge of migration issues (UNSA) and their familiarity with educational environments (UNL)", explains Christophe Berardi, Director of the Transfert Project for France at the Fédération Léo Lagrange. A survey of 4,000 students of vocational lycées and training centres has already been conducted by the research institute ORSEU. This survey shows that while 23% of children of parents born in France have experienced problems in accessing training courses, the percentage climbs to 33% when one of the two parents was born abroad. These problems are doubled (39%) when the parents were born in the Maghreb or sub-Saharan Africa.. The problem is even more pronounced for boys, with 45% of youths originating from Maghreb and 53% of those of African origin having difficulty. A range of tools in both school and business environments. In a bid to tackle the discrimination experienced in the access to training places head on, the Transfert programme sends young volunteers trained by the Léo Lagrange association under its "Democracy and courage" programme into the educational establishments. "Six hundred young volunteers have gone in to present theatrical animation sequences and role play scenarios. The aim is to overcome prejudices, to make people realise how this process of discrimination works. We have already extended these training programmes to

more than 250,000 young people and their teaching staff. In 2008 we estimate that this programme will have reached a million young people in the three countries in which it has been developed (Germany, France and Belgium)", Christophe Berardi is delighted to report. Transfert also offers campaigns and tools aimed at businesses. Through the recruitment site, L4M.fr, located in Northern France, it has been possible to design anonymous CV's, which simply leave out any information which may give rise to discrimination, such as nationality, names and forenames, the address or even the identity photo. "LM4.fr has an extensive user base covering the entire region, the services on offer can therefore be seen by a wide audience" Christophe Berardi goes on with satisfaction, "this facility means that the candidate can be sure of the transparency of the selection process, career profile, experience programmes and training". The CJDES has provided the project with a self-evaluation tool for the analysis of diversity within companies and organisations.

Management of human resources

"This tool" explains Catherine Bodet, a specialist in corporate social responsibility whose brainchild it is, "applies both to the degree of discrimination in the management of human resources, such as recruitment or promotion and to products and services and association staff acting in relation to certain areas of the public". Following a successful pilot in July 2007 in volunteer businesses, this tool will be offered to small and medium-sized businesses. When you realise that in France, 80% of jobs are provided by these businesses you can see what's at stake. One encouraging sign; the CGPME, the principal SME employer organisation, has given the go-ahead to promoting the distribution of these tools. ▶

School violence arouses community spirit

Finland *The terrible shooting incident at the Jokela Regional School in early November shocked Finns. They demanded a strengthening of community spirit in schools and in society as a whole.*

The shooting incident, which occurred in a school in the Southern Finnish municipality of Tuusula, ended with the deaths of six students, the principal, and a nurse. Among the victims was also the 18-year old shooter, himself, a graduate of the school.

The tragedy started a great deal of discussion in the media, in educational seminars, and in teaching institutions. The reasons for the event are being sought in the PISA studies of the strict curricula of a successful country, weak resources for school health care, and a high-school system that is too loose. ... ▶