

Implementation of the European Agenda for Adult Learning 2012-2014 — Ireland

The objectives of the project

The European Agenda for Adult Learning is being implemented in Ireland through the development of interlinked projects which together, serve to increase awareness of adult learning as part of lifelong learning at both national and local levels. The initiatives are an online calendar and information referral project, a learner ambassador project and the “Encourage a Learner” project. While these projects are targeted at all learners, those with less than upper second level education and the unemployed, particularly the long-term unemployed, are a priority group. The projects will also raise awareness of the European Agenda on Lifelong Learning.

The project centres around the principle that we need to encourage and inform adult members of communities throughout Ireland of the learning opportunities available to them and support this with first-hand experience of learners who have successfully engaged in learning.

Project Update

The project so far has seen:-

- The establishment of a Project Steering Committee, involving the main stakeholders in the adult education sector to assist with the implementation of the project.
- The development of a ‘brand identity’ for project activities - One Step Up, which is being used to identify and promote the project.
- The development of the website www.onestepup.ie which brings together contact details of education services in the Education and Training Boards (ETB) for adults, along with links to useful resources and websites in a simple, easy to use format. A Freephone Helpline for the Information Referral Service has also been established.
- Contact and networking with a range of adult education providers and organisations to highlight the online calendar service.
- The design and printing of leaflets and posters for current learners and education providers to use to promote learning within their family, friends, groups, associations or networks they are involved in as part of the Encourage a Learner project pilot phase.
- The recruitment of Learner Ambassadors from all over Ireland who will make presentations at meetings, conferences and other events in their local communities outlining the benefits of learning and encouraging adults to engage in lifelong learning.

The project is moving towards:-

- Promote the projects through advertising and promotional campaigns including a digital marketing campaign.
- Analyse feedback from the Encourage a Learner pilot project being run in Cork ETB before launching the project nationwide.
- Completing, the recruiting of learner ambassadors, an induction day followed by more intensive training that will be provided to the volunteers to prepare them for the Learner Ambassador role.
- The gathering and analysing of data that will provide information on the user profile on the On-line Calendar and Information Referral Service – onestepup.ie
- Review and update information on website i.e Frequently Asked Questions, contact details.