

ESF+ Community of Practice on Employment, Education and Skills

Peer Review on Outreach to Adults in Need of Basic Skills

According to a recent [Cedefop report](#), the number of adults in the EU-28+ with potential for upskilling and reskilling is a shocking 128 million. This estimate includes adults that are either low educated, have low digital or low cognitive skills, or are medium-to-high educated but work in elementary occupations. There are 60 million low-educated adults in the EU (i.e. lower secondary education as their highest educational attainment), although low-educated doesn't mean low-skilled. However, the percentage of those adults aged 25 to 64 that have low literacy or numeracy skills also ranges from 35% of in Greece, Spain and Italy to at least more than 15% in Finland, Norway or Slovakia (according to PIAAC data). Being unemployed, inactive, above 50 years old or having a migrant background increases the likeliness to fall into one of the above groups.

Recognizing the importance of education and training for every European citizen [The European Pillar of Social Rights](#) states that: *'Everyone has the right to quality and inclusive education, training and lifelong learning in order to maintain and acquire skills that enable them to participate fully in society and manage successfully transitions to the labour market'*.

The ESF is one of the main tools to realise these goals and to support individual transitions. A comprehensive range of lifelong guidance and counselling services is an important prerequisite for this. Many new opportunities usually open up for adults once the first step to a counselling centre has been taken. However, the first step is also the biggest and most difficult one. How can we reach out to adults who would not enter a counselling centre of their own accord, even though they have the greatest need for (re-)skilling?

The event addresses this question by introducing into current developments and challenges in the area of basic skills of adults and providing insights into good practices from Ireland, Austria and Finland. We will share lessons from Ireland's adult literacy awareness campaign ("Take the first step!"), get insights into the so-called "Vienna Weeks" for career and continuing education, Austria largest LLL outreach activity, and learn from the City of Helsinki how it reaches out to stay-at-home parents, such as Somali and Arabic speaking migrants, who typically do not get in touch with authorities.

The event encourages managers and experts of managing authorities at the national and regional level, ministries, intermediate bodies and implementing organisations as well as researchers to share their experiences in the area of basic skills of adults and outreach work.

The event will be moderated by Irina Stankevičienė, ESFA & Jörg Markowitsch, 3s Research & Consulting

Key information

Date: 12 June 2023 (Monday)

Time: 12.30 to 15.00 (CEST)

Final agenda

Time (CEST)	Description
12.20-12.30	Technical set-up and virtual welcome coffee Participants log-in through the link at least 15 minutes before the beginning of the event to test the tools and have the informal chat with other participants
12.30-12.40	Opening and welcoming <ul style="list-style-type: none">- Sofie Doskarova, Policy Officer in the Directorate-General for Employment, Social Affairs and Inclusion of the European Commission,- Tomke Trávníček, Chair of the CoP on Employment, Education and Skills, Ministry of Labour and Social Affairs, Czech Republic

12.40-13.00	<p>Introducing the topic: reaching out to adults in need of basics skills</p> <p>A brief overview on the state of the art, challenges and practices in reaching out to adults in need of basic skills, also embedding the three cases.</p> <ul style="list-style-type: none"> - Prof. Dr Maurice De Greef, Professor at the Faculty of Psychology and Educational Sciences of the Vrije Universiteit Brussel and Chairholder at UNESCO Chair on Adult Education
13.00-13.15	<p>"Reaching the further behind." Lessons from Ireland's adult literacy awareness campaigns and outreach activities</p> <p>As part of its Further Education and Training (FET) Strategy, Ireland has funded national campaigns to raise adult awareness of literacy and numeracy over the past decade. The campaigns, managed by the National Adult Literacy Agency (NALA), included radio advertising, video and digital advertising, outdoor advertising, posters, leaflets and public relations activity. A new ten-year adult literacy, numeracy, and digital literacy strategy is now in place.</p> <ul style="list-style-type: none"> - Colleen Dube, Chief Executive Officer at National Adult Literacy Agency (NALA)
13.15-13.30	<p>The Vienna weeks for career and continuing education. Austria's largest outreach activity</p> <p>"The Vienna Weeks" for career and continuing education have been introduced in 2015 targeting adults with low levels of formal qualifications and young adults in transition from school to work or not in education or employment. Year by year, the "Vienna Weeks" organise a broad variety of roughly one hundred outreach activities, ranging from small activities with only a few people attending to large events with hundreds of visitors.</p> <ul style="list-style-type: none"> - Magdalena Neumueller, Vienna Employment Promotion Fund (waff)
13.30-13.45	<p>City of Helsinki education division's KYKY & KOTIVA projects training. Reaching out to migrants in Finland</p> <p>Helsinki Education Division's KYKY projects addressed stay-at-home parents who typically do not get in touch with authorities such as Somali, Kurdish and Arabic speaking migrants. Outreach takes place with the help of municipalities, NGOs, language-learning groups, but also by approaching individuals in food shops that are frequented by immigrants.</p> <ul style="list-style-type: none"> - Maija Mäenpää Melo, Project Manager at City of Helsinki
13.45-14.00	<p>Q&A session</p> <p>Participants are asked to submit question via chat.</p> <ul style="list-style-type: none"> - Jörg Markowitsch, Thematic expert of the CoP in the field of employment
14.00-14.15	<p>Comfort break</p> <p>The break also provides an opportunity to watch additional videos and photos from the selected cases.</p>
14.15-14.45	<p>Getting to know the details: Meet the experts</p> <p>In three break-out sessions the participants are invited to get in direct contact with the presenters and other representatives of the three cases, eventually also beneficiaries of the measures. Participants will be encouraged to share similar experiences from their national or local backgrounds, discuss the transferability of good practices and the role of ESF+ on the following questions:</p> <ul style="list-style-type: none"> - What elements of the practice presented could you use in your country? - How would that add to the existing practices in your country? <p>The discussions will be moderated by thematic experts: Jörg Markowitsch, Ágota Scharle and Márton Csillag.</p>
14.45-14.55	<p>Lessons learned</p> <p>The main take-aways from the break-out discussion will be presented by the CoP on Employment, Education and Skills Steering Group members: Tomke Trávníček (Czech Republic), Tereza Vilén (Sweden) and Anastasia Sachinidou (Greece).</p>
14.55-15.00	<p>Closing remarks and next steps</p> <ul style="list-style-type: none"> - Irina Stankevičienė, Coordinator of the CoP on Employment, Education and Skills, European Competence Centre for Social Innovation