



earlall

EUROPEAN ASSOCIATION OF REGIONAL & LOCAL
AUTHORITIES FOR LIFELONG LEARNING

WORK PLAN 2017

**To be approved by the
Board and General Assembly
On 6-7 April 2017**

Policy & Advocacy – *To position EARLALL and its members as a benchmark for lifelong learning expertise in the European arena, by means of bringing the regional perspectives to the European debate, policy shaping and implementation.*

Antenna of opportunities and platform for exchange – *To provide opportunities for EARLALL members to enhance their strategies, plans and actions, and to enable exchanges of good practices, experiences and expertise; with a view to facilitate concrete actions between members and other stakeholders, as well as participation in calls for proposals, tenders and initiatives by the EU.*

Effective communication and dissemination – *To publicize and showcase EARLALL voice and actions via a dynamic and interactive web page and use of social media; and to provide regular, timely and relevant information to the members.*

Governance & Outcome and Impact monitoring – *To plan, budget and run General Assemblies, seminars and other internal meetings, as well as to monitor and assess the effectiveness and impact of the actions and deliverables of EARLALL.*

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(Draft – To be approved by the GA)



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Policy & Advocacy – To position EARLALL and its members as a benchmark for lifelong learning expertise in the European arena, by means of bringing the regional perspectives to the European debate, policy shaping and implementation.

- Position papers and technical notes

EARLALL will present in 2017 a total of 3 position papers and 1 technical note. We will use them as advocacy tools, look for other regions who may join the statements, etc.

Lead region	Initiative
Västra Götaland	How can regional and local authorities contribute to the Action Plan on Integration? (Education & Employment chapters)
Tuscany	Youth Entrepreneurship: regional and local best practices
Catalonia	The position of EARLALL with regard to the future European Innovation Council
Secretariat	Follow up of the 2012 Council Recommendation on Validation of non-formal and informal learning (<i>technical note</i>)

Besides, we will continue the dissemination of the joint position paper presented in December 2016: **FREREF – EARLALL: Regions in Action to Sustain and Develop Learning Mobility in VET.**

- Responses to Public Consultations

Lead region	Topic	Deadline
Secretariat	Open consultation on the mid-term evaluation of Erasmus+ The consultation aims to gather comments and perspectives on the relevance of the Erasmus+ programme's objectives, the effectiveness of the measures taken to achieve them and the efficiency of their implementation. It will also gather views on the coherence of the programme and its added value in relation to the challenges and opportunities in education, training, youth and sport sectors, compared to what could be achieved by Member States only.	31 May
Jämtland	Public consultation on revision of the 2006 Recommendation on Key Competences for Lifelong Learning The objective of the consultation is to gather input for informed changes to the 2006 Key Competences Framework. The consultation aims to gather inputs on the	19 May

EARLALL WORK PLAN 2017

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	<p>strengths and weaknesses in use of the 2006 Key Competences Framework; priority areas where changes to the Framework and the definition of the competences defined in the Framework are necessary to address the needs of current and future education and training; tools and processes to support key competences development for all.</p>	
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- Follow-up, engagement and participation in relevant meetings, conferences, gatherings and events

Organiser	Action	EARLALL's involvement
<p>Education Council – Presidency of the EU</p>	<p>Council meetings: <i>Maltese Presidency:</i> 17 February, 21/22 May <i>Estonian Presidency:</i> 20/21 November</p> <p>Maltese Presidency:</p> <ul style="list-style-type: none"> - <i>VET Conference “High-performing Apprenticeships: Access to skills for jobs and social cohesion” (23-24 March)</i> <p>Estonian Presidency:</p> <ul style="list-style-type: none"> - <i>“New approach to teaching and learning” (19-20 September) (tbc)</i> - <i>“European Lifelong Guidance Policy Conference”, (September), Estonia</i> 	<p>Follow-up</p>
<p>ET2020 Working Groups</p>	<p><u>VET WG</u>: Kick-off for the Second Work Area “Quality and relevance (in terms of VET teachers and trainers’ professional development), Peer Learning Activity on exploring working models and practices in professional development of VET teachers and trainers</p> <p><u>WG Adult Learning</u>: Identification of success factors and enablers, potential obstacles and barriers for workplace learning; exploring the need for upskilling adults to meet the demands of modern working life;</p>	<p>Dissemination of the results and outputs</p>

EARLALL WORK PLAN 2017

(Draft – To be approved by the GA)



	<p><u>WG Digital skills and competences</u>: Peer Learning Activities on partnerships between industry and education on digital skills</p> <p>European Qualifications Framework Advisory Group</p>	
European Parliament	 <p>Lifelong Learning Interest Group's meetings:</p> <ul style="list-style-type: none"> - 21 March: “Principles of Inclusiveness for Improved and Modernised Education”, linked to the “Communication in improving and modernising Education” from the European Commission - Other meetings in June and November - <i>tbc</i> 	Participation in the meetings
European Parliament + DG Employment (European Commission) – on the initiative of Lombardia	<p><u>November (tbc)</u>: conference “Human Capital 4.0” Topics: skills, skills forecast, jobs, use of EU fund (ESF, Youth Guarantee) regional best practices,</p>	Co-organisers
European Week of Regions and Cities in October (Open Days)	 <p>REGIONS & CITIES European Week Brussels 9-12 October 2017</p>	Participation in meetings and conferences Organisation of conference (tbc)
Lifelong Learning Platform	<p>LLLPlatform Annual Conference 2017</p> <ul style="list-style-type: none"> - 31 May – 1 June - Tallinn, Estonia - Education in a Digital World - Reducing Inequalities through Lifelong Learning 	Participation in the meetings and

EARLALL WORK PLAN 2017

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	 <p>Lifelong Learning Week: 20-24 November</p> <p>The LLLWeek2017 is organized by the Lifelong Learning Platform in partnership with the European Youth Forum. The LLLWeek aims to raise awareness on lifelong learning's capacity to answer many challenges of modern societies. Along with the traditional debates and events in the Parliament, the LLLWeek will also celebrate the LLLAwards2017, this year on the topic "Education in a Digital World."</p>	conferences
2 nd Vocational Skills Week	 	Participation in meetings and conferences Organisation of conference (tbc)

- Pursue an active dialogue, cooperation and liaison with key partners and stakeholders
 - **30 years of Erasmus+: Celebrating 30 years of enriching lives and opening minds.** 2017 is marked by a year-long campaign to showcase the achievements and impact of Erasmus+. Events will be held at European, national and local level – and there will be competitions to enter throughout the year.
 - **European Alliance for Apprenticeships (European Commission)**
 - 6 March, Brussels: 8th EAfA Stakeholder meeting, Brussels



EARLALL WORK PLAN 2017

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- 30-31 May, Valleta: Maltese Presidency event “4 years EAfA”
- 14-15 September, Basque Country: 9th EAfA Stakeholder meeting: 2016 Petronor EAfA award company
- 22 November, Brussels: 10th EAfA Stakeholder meeting in the context of the 2nd European Vocational Skills Week

- **UNESCO 3rd International Conference on Learning Cities:** specific collaboration in the run up to the conference.



- **European Integration Network:** The first study visit of the network of Members States took place in Västra-Götaland region in February.

- Establishment of **strategic partnerships** to boost further cooperation with:



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EARLALL WORK PLAN 2017

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▪ Ongoing projects¹

CALL	TITLE	TOPIC	DURATION	MEETINGS
Erasmus+ KA2	BRIDGE	Guidance for Low Skilled Adults	2014 - 2017	<ul style="list-style-type: none"> ▪ 2-3 February, Rennes ▪ 2-5 May, Ostersund ▪ 28-30 June, Stuttgart (final event)
Erasmus+ KA2	FinALE	Financing Adult Education	2015 - 2017	<ul style="list-style-type: none"> ▪ 3-5 April, Porto
Erasmus+ KA2	TALENTS	Integration of immigrants and refugees	2016 - 2018	<ul style="list-style-type: none"> ▪ 8-10 March, Stuttgart ▪ 20-22 September, Oslo ▪ 6 December, Brussels (final event)

▪ Project applications sent in 2017

CALL	Sent applications	Lead region
Erasmus+ KA3 (14 March)	<ol style="list-style-type: none"> 1. BRIDGE+ - Building up Regional Initiatives to Develop skills-based Guidance, A digital multi-actor approach 2. QUANTUM - QUALity Networks: fine-Tuning Monitoring systems for better performances in VET 3. LLL-Pathways 4. LEASA - Learner-centred Skills Assessments - Practice, Frameworks, Policy 	Baden-Württemberg Umbria LLLPlatform EAEA
Erasmus+ KA2 (29 March)	<ol style="list-style-type: none"> 5. VET's CLIL - Foreign language and acquisition of marketable skills for vocational education and training 6. TAC - Third Age Competences 7. KEYMOB - Key Competences for Mobility 8. Development of sustainable urban centres with active involvement of vocational education and training 	Catalonia Jämtland Catalonia Hordaland City Council
EASI – Progress (DG EMPL) (30 March)	<ol style="list-style-type: none"> 9. FIER – Fast track integration in European Regions – Fast track integration into the labour market for third country nationals targeting exclusively asylum seekers, refugees and their family members. 	Västra-Götaland

¹ The Erasmus+ KA3 project SIRENA (Support for small and medium sized enterprises engaging in apprenticeship) has been cancelled because the project coordination AGEFA PME has gone bankrupt.

EARLALL WORK PLAN 2017

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Upcoming calls

Call for Proposals	Possible applications	Lead region
Erasmus+ KA2 Sector Skills Alliance (2 May)	10. Sector: Port handling operations: cargo handling operations including loading and unloading, stevedoring, stowage, transshipment	Asturias
BLUEPRINT for Sectorial Cooperation on Skills (2 May)	<i>Sectors: automotive, defense, maritime technology, textile-clothing-leather-footwear, space (earth observation) and tourism</i>	
Erasmus+ KA3 (22 May)	<i>Social inclusion through education, training and youth</i>	
Erasmus+ KA3 Launch in October	<i>Call for Proposals on joint qualifications</i>	

Working Groups

<p>Mobility (Lead: Baden-Württemberg)</p>	<ul style="list-style-type: none"> Dissemination of the Joint position paper EARLALL – FREREF Regions in Action to Sustain and Develop Learning Mobility in VET Meeting on VET (mobility + innovation) in framework of the informal network ReSET to present other regions our activities
<p>Lifelong Guidance (Lead: Brittany)</p>	<ul style="list-style-type: none"> Meeting of the WG (tbc)
<p>LLL and ageing population (Lead: Jämtland)</p>	<ul style="list-style-type: none"> Erasmus+ KA2 application: Third Age Competences Response to the public consultation on revision of the 2006 Recommendation on Key Competences for Lifelong Learning
<p>Youth policies (Lead: Tuscany)</p>	<ul style="list-style-type: none"> Policy paper: Best practices on youth entrepreneurship Seminar: <i>Practice into Policy Live! Entrepreneurial Learning</i> – 11 May (Organised in cooperation with ReSET)

EARLALL WORK PLAN 2017

(Draft – To be approved by the GA)



<p>Integration (Lead: Västra-Götaland) NEW</p>	<ul style="list-style-type: none"> ▪ Set up of this new working group (presentation, objectives, plan of activities) ▪ Position paper: How can regional and local authorities contribute to the Action Plan on Integration? (Education & Employment chapter) ▪ Explore participation in DG EMPL’s website “Social and labour market integration of refugees and asylum-seekers”, which gathers promising practices of labour market integration and social inclusion of asylum seekers and refugees across EU Member States.
<p>Skills for employment in VET (Lead: Catalonia) NEW</p>	<ul style="list-style-type: none"> ▪ Proposal for establishing a new working group
<p>Technical coordination (Regional offices in Brussels)</p>	<ul style="list-style-type: none"> ▪ Support in the elaboration of reports, answers to consultations and position papers ▪ Organisation of the 3rd Edition of the Project Development Workshop with ReSET in December

- **General Assemblies, conferences and other initiatives**

- **GENERAL ASSEMBLIES 2017:**

- 6-7 April, Brussels + **Seminar on Innovation in VET**
- October/November (tbc), Brussels + **Seminar on Integration**

- **BRIDGE regional multiplier events**

- February: Rennes, Brittany
- May: Östersund, Jämtland
- June: Stuttgart, Baden-Württemberg

- Organisation of **peer learning activity on validation/recognition of qualification** (lead: Trento) - tbc

EARLALL WORK PLAN 2017

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Effective communication and dissemination – *To publicize and showcase EARLALL voice and actions via a dynamic and interactive web page and use of social media; and to provide regular, timely and relevant information to the members.*

Implementation of the Communication Plan 2017

Website

The communications strategy of EARLALL has long been based on the website as major platform. It will continue to be such, with traffic from other outputs (newsletters, social media) being redirected to it. However, the website needs adjustments on:

- Sections
- General readability
- Traffic monitoring (Google Analytics)
- Internal part (for members only)

Newsletters

EARLALL's pivotal newsletter consists in three different outputs:

- *EU monitoring*: monthly newsletter for members and observers. It provides member and observer organisations with insightful information on the latest policy development concerning adult education and lifelong learning.
- *EARLALL's activities*: monthly newsletter for members, observers, other regional actors, partners, and website subscribers with the main development of our association.
- *Invitations* to our conferences/events: sent to every contact

Social media

EARLALL has implemented tailored and detailed strategies to tackle the challenges ahead of us. These plans include specific KPIs to help monitor the performances of our social profiles. We seek to:

- Be present and active on both Facebook and Twitter
- Enlarge our network of stakeholders
- Engage with prominent opinion leaders
- Be recognised as a major actor in lifelong learning

Social media will also enjoy a monthly benchmark activity, to help assess our performances.

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Activity report

EARLALL will report and evaluate its activities in 2016 through an Activity Report to be presented in April.

Corporate identity

EARLALL will have a consistent brand identity which shall include:

- Logo placement
- Font, colours, and images
- Recognisable and unique templates (newsletters, ppt presentations, etc.)
- Marketing material
- Corporate material

We want to highlight our position within the European arena, placing our organisation front and central in the eyes of the stakeholders. To do so we shall develop up-to-date marketing materials (flyers, dépliants, a roll-up), based on the aforementioned visual identity.

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Implementation of the Membership Plan 2017

EARLALL members

EARLALL will increase its efforts to empower and support its members by:

- Being a valued source of valued information
- Understanding members' priorities and needs
- Developing and maintaining tools and services of benefit to members
- Developing projects for cooperation between members
- Extending the scale and scope of active participation of members
- Strengthening the brand of EARLALL
- Strengthening the position of EARLALL through partnerships with other European and international organisations

EARLALL observers

EARLALL's Business Manager will contact all the observers and past members of Earlall in order to explore the possibility of becoming full members again.

New members

New members not only bring financial resources, but most of all contribute to widening the network and providing us with organisational support. Until now, EARLALL has relied on members' network to co-opt in new regions and local authorities.

EARLALL wants to proactively publicise its own achievements and future plans, to chase prospect members through our own network by actively participating (panelist, moderator, contributor, etc.) in relevant events and conferences, by involving new regions in project applications and by networking.

Moreover, In order to participate in specific Erasmus+ KA3 Calls or in the ET2020 working groups, associations need to have formal members from at least 12 (Erasmus+) or 15 (ET2020) Members States.

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Thus, the objective for 2017 is to increase the number of members, and most specifically, to gain members from different Member States (currently, Earllall members come from 7 Member States).

EARLALL is currently in contact with the following regions and municipalities:

Bruxelles-Wallonie
Campania
Centre-Val de la Loire
Croatian regions office
East of England
Emilia Romagna
Extremadura
Hordaland County Council
Lombardia
Lower Saxony
Madona District Council
Northern Ireland
Salzburg
Schaerbeek
Umbria
Varmland
Wales
West Norway
Wielkopolska
ISMEK (Istanbul Metropolitan Municipality)
Vaslui (Romania)

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