



# Work Plan 2019

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European Association of Regional & Local Authorities for Lifelong Learning.  
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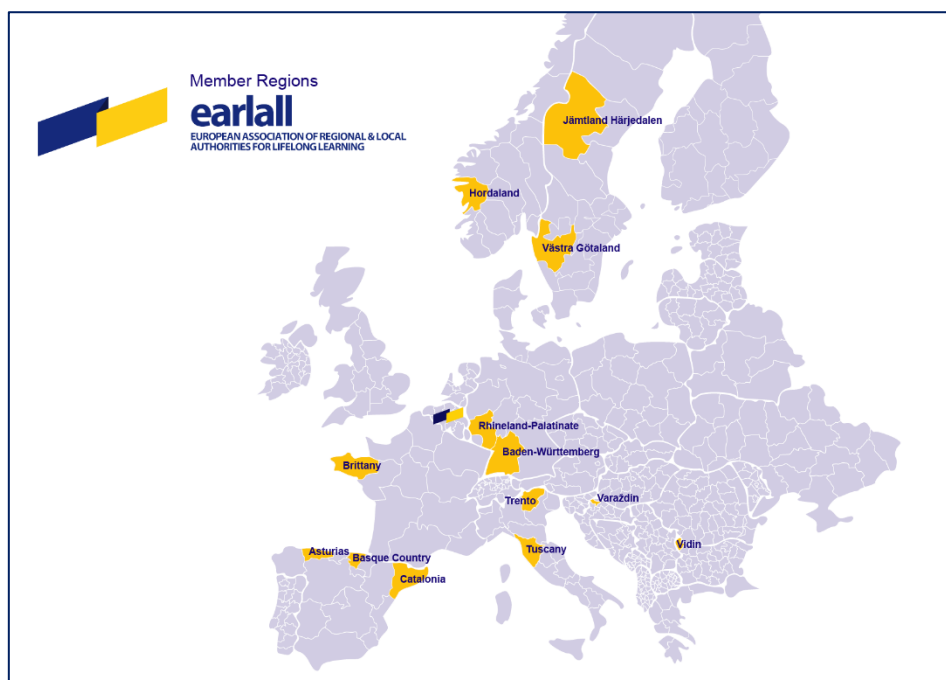
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EARLALL Member Regions in 2018

### *Policy & Advocacy*

Positioning 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, as well as policy shaping and implementation.

### *Antenna of opportunities and platform for exchange*

Providing opportunities for EARLALL members to enhance their strategies, plans and actions, and enabling 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*

Publicizing and showcasing EARLALL's voice and actions via a dynamic and interactive webpage and an effective social media strategy, providing at the same time regular, timely and relevant information to the members.

### *Governance & impact monitoring*

Planning, budgeting and running general assemblies, seminars and other internal meetings, as well as monitoring and assessing the effectiveness and impact of the actions and deliverables of EARLALL.



## CONTEXT 2019

## The future of European programmes, to discussion

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2019 will be a key year for the future of the EU, marked by Brexit implementation (March) and elections to the European Parliament (May). Also, as 2020 is approaching, a new horizon on 2030 is appearing in terms forecasting, planning and budgeting. In 2018, the European Commission presented its proposals for the Multiannual Financial Framework 2021-2027, with a prospective doubling of the Erasmus programme budget and the reconfiguration of social and cohesion funds. During 2019, the proposal will be discussed by the European Parliament and the European Council. Some changes might take place before the final budget is approved as concerns the allocation of funds to different priority areas and total amounts.

From a closer future perspective, EU budget 2019 will reinforce the actions tackling youth unemployment, “paying particular attention to the improvement of entrepreneurial and professional skills and mobility, recognition of qualifications at all levels of education and vocational training.”<sup>1</sup> However, economic growth shall not be the sole priority of education programmes, and inclusiveness and quality are being rediscovered as complementary concepts rather than competing ones. For example, the discussions about the Centres of Vocational Excellence by the European Commission are precisely revolving around them, widening the meaning of “excellence.”

In addition, recommendations from Marianne Thyssen (Commissioner for Employment, Social Affairs, Skills and Labour Mobility) highlighted that this year will feature a “greater than ever focus on employment, education and social issues,” with especial regard to the implementation of the European Pillar of Social Rights. All these priorities bind with the next Council trio presidency ones<sup>2</sup>, following up the Austrian Presidency’s focus on values and citizenship.

This unstable – yet encouraging – future makes cooperation more needed than ever: exchanges of best practices rise as an effective approach, as finding adequate examples has proven to be a key tool for development. Having this into account, EARLALL focus areas – materialised in active working groups and innovative projects – will keep their relevance and continue their work to foster regional exchange and excellence in close cooperation with the European institutions. Education is back on top of the agenda, and lifelong learning policies require a multilevel engagement for a European and regional success. EARLALL will leverage this momentum to foster the European regions’ role in lifelong learning policies and help them develop successful practices. The moment is now, let’s seize it!

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<sup>1</sup> European Commission (March 9, 2018), Report on general guidelines for the preparation of the 2019 budget, Section III – Commission (2017/2286(BUD)).

<sup>2</sup> For more information, read EARLALL’s “Policy Update 2018.”

## CONTEXT 2019

EARLALL Highlights for 2019

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## EARLALL Members: key players in the education arena

EARLALL's global objective for 2019 will be to increase its Member Regions' visibility at European level to promote their best practices and help them find solutions for their current challenges through dialogue and exchange. As it was mentioned before, 2019 will be a key year for European regional cooperation, and EARLALL will act as an open window for its regions before the EU institutions, international/interregional organisations and lifelong learning practitioners, and other European regions. This will be achieved by:

- A renewed communication plan (featuring a partner search newsletter).
- Showcasing EARLALL's member regions projects via EARLALL's website and newsletters.
- A stronger cooperation with the European institutions, whose implementation already began in 2018 (cooperation with European Commission's JRC, social media strategy, website, etc.)<sup>3</sup>.

## Fresh initiatives – new projects and areas for discussion

New initiatives are under development within EARLALL member regions. One of the main topics that will be brought forward in the following months is entrepreneurship education (taking into account not only a labour market perspective, but also implications in attitude, social affairs, life perspectives, etc.); project proposals are under development in Trento (COSME), Tuscany (youth entrepreneurship in rural areas project under Erasmus+), Baden-Württemberg (open badges, in cooperation with partners from the Netherlands) and Asturias (after having won the Entrepreneurial Region Award in 2018, given by the European Committee of the Regions). Digital skills and citizenship education also arise as key topics for the upcoming years, as well as the relationship between culture and education (as it was put forward by the EC contribution to the Gothenburg Summit in the autumn 2017 to the European Pillar of Social Rights "Strengthening European Identity through Education and Culture").

## Capitalising on EARLALL achievements: a new impetus

Looking ahead to the future, EARLALL will continue running projects and initiatives in 2019, building on the path carefully set in the previous years. A new impetus will be given to our working groups, following-up the Youth Policies YES conference and highlighting the importance of adult education (with an eye kept on validation) and integration of third-country nationals.

The post-2020 EU funding programmes' negotiations will be closely followed, with a focus on Erasmus, ESF+, Horizon Europe, and Digital Europe, in order to guarantee a European lifelong learning approach that allows taking EARLALL initiatives forward. In this context, a training workshop for EARLALL members will be organised once the

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<sup>3</sup> For more information, please check EARLALL Activity Report 2018.

programmes are better defined to delve further into the funding of skills and upscaling possibilities for EARLALL projects.

### Vocational excellence

The Centres of Vocational Excellence call by the European Commission (included in the MFF 2021-2027 proposal<sup>4</sup>) has arrived at the right moment for EARLALL Members. In 2018, the Skills & Labour Market working group, under the leadership of Catalonia, has been shaping an initiative for an EARLALL network of VET providers to foster exchange and facilitate communication among them. A survey has been launched in October 2018 among EARLALL Members, and its results will inform a project proposal for the CoVE call within Erasmus+ (KA2 under the Sector Skills Alliances) or, more likely, a KA3 on Networks of VET Providers in 2019.

### Stride for stride: outperforming the labour market

EARLALL Annual Conference 2018 will be the starting point for a study visits programme within EARLALL Members for skills adaptation/anticipation, as a follow-up activity for a survey distributed in spring 2018. The program is set to be launched in 2019 and possibly financed under Erasmus+ KA2.

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<sup>4</sup> For more information, see page 10 and EARLALL Policy Update 2018.

## Policy & advocacy

### Position papers and technical notes

EARLALL will present in 2019 a few position papers and technical notes, to be used as advocacy tools towards the EU institutions and as a means to identify other regions who might join the statements. Topics susceptible to be addressed are the

- EU negotiations about the 2021-2027 MFF, with especial regard to Erasmus and ESF+.
- The Digital Europe proposal and, on a wider scope, digital skills.
- The Centres of Vocational Excellence initiative.
- Skills validation, relying on the 3<sup>rd</sup> VPL Biennale Berlin.

Besides, we will continue the dissemination of the papers and opinions issued in 2018 (see Annual Report 2018).

Joint statements will also be prepared within the Lifelong Learning Platform, with especial regard to the 2021-2027 Erasmus and ESF+ proposals.





### Follow up, engagement and participation in relevant meetings, conferences, gatherings and events

Organiser	Action	EARLALL's involvement
<b>EYCS Council – Presidency of the EU</b>	Council meetings (calendar to be published) <i>Romanian Presidency</i> (January to June 2019) <i>Finish Presidency</i> (July to December 2019) Conferences will be organised and supported by the EC, DG EAC and DG EMPL	Follow-up Attendance to conferences
<b>European Commission European Parliament European Council (MFF 2021-2025)</b>	MFF 2021-2025 negotiations of the Commission proposals released in 2018 at the European Parliament (MEPs are advocating for an Erasmus x3) and Council	Follow-up Attendance to conferences and meetings Participation in consultation processes Support the LLLP and EAEA campaigns "Erasmusx10" and "Where is the +?"
<b>European Parliament</b>	Lifelong Learning Interest Group's meetings	Participation in meetings







<b>European Commission</b>	Second European Education Summit in Brussels in autumn 2019	Participation in meetings
<b>European Commission</b> <b>Committee of the Regions</b> <b>(EURegionsWeek 2019)</b>	Topic and dates to be confirmed.  The EURegionsWeek Secretariat is eager to hear ideas, remarks and suggestions including new theme(s) for the European Week of Regions and Cities 2019.	Participation in meetings and conferences  Organisation of a conference / workshop (tbc)
<b>Lifelong Learning Platform (LLL)</b>	LLL Annual Conference and General Assembly 2019 (Spring 2019 in Bucharest)  Lifelong Learning Week: Autumn 2019  Interest Groups meetings (TBC)	Participation in meetings and conferences
<b>European Commission</b> <b>DG EMPL</b> <b>(4th Vocational Skills Week -Autumn 2019)</b>	Dates and topic to be confirmed	Participation in meetings and conferences  Organisation of a conference / workshop (tbc)
<b>European Commission</b>	Other important conferences taking place in 2019: - 3 <sup>rd</sup> VPL Biennale Berlin - European Youth Week 2019	Attendance to meetings and conferences  Participation at panels and events

## Pursue an active dialogue, cooperation and liaison with key partners and stakeholders

### Established Partnerships













-  Lifelong Learning Platform
  - Erasmus+ Coalition
  - Policy and Advocacy Task Force
  - Validation Task Force
-  Digital Skills and Jobs Coalition (European Commission)
-  Lifelong Learning Interest Group (European Parliament)
-  European Alliance for Apprenticeships (European Commission)
-  ESF Transnational Platform (European Commission)
-  ReSET Network


## Dialogue with the EU Institutions and Prospective Partnerships

-  Regular meetings with EC officials, members of the European Parliament and other region representatives at the Committee of Regions.
-  Follow-up of the work and events to be organised by UNESCO, Council of Europe and OECD
-  Synergies and special collaboration with FREREF
-  Collaboration on specific issues with regional organizations like ERRIN, AER, CPRM, EURADA, etc.
-  Creation of alliances with stakeholders from the Higher Education Sector (UniLion, EUA, LERU, CRUE, UNICA, etc.).
-  Establishment of strategic partnerships to boost further cooperation with other regions and municipalities.

## Antenna of opportunities and platform for exchange

### Ongoing projects

CALL	TITLE	TOPIC	DURATION	MEETINGS
Erasmus+ KA2	<b>TALENTS</b>	Integration of migrants and refugees	2016 - 2019	 Graz, 5 <sup>th</sup> partner meeting (October 23-26, 2018)  Brussels, final conference (spring 2019)
Erasmus+ KA2	<b>VET in URBAN CENTRES</b>	Development of sustainable urban centres with active involvement of vocational education and training	2018- 2020	 Barcelona, 3 <sup>rd</sup> partner meeting (October 25-26, 2018)  Umbria, 4 <sup>th</sup> partner meeting (spring 2019)  Bergen, 5 <sup>th</sup> partner meeting (late summer 2019)  Brussels, final meeting and multiplier event (autumn 2019)
EaSI PROGRESS	<b>FIER</b>	Fast-track integration in European regions	2018-2019	 Stuttgart, 2 <sup>nd</sup> partner meeting (November 8-9, 2018)  Istanbul, 3 <sup>rd</sup> partner meeting (spring 2019)  Brussels, final meeting and multiplier event (autumn 2019)
Erasmus+ KA3	<b>BRIDGE+</b>	Building up regional initiatives to develop skills-based guidance: a digital multi-actor approach	2018-2020	 Östersund, 3 <sup>rd</sup> partner meeting (spring 2019)  Graz, 4 <sup>th</sup> partner meeting (autumn 2019)
Erasmus+ KA2	<b>BOOST to it! VET's CLIL</b>	Foreign language and acquisition of marketable skills for VET	2019-2021	 Brussels, kick-off meeting (November 26-28, 2018)

Erasmus+ KA2	<b>KEYMOB</b>	Key competences for mobility	2018-2020 (2 years)	 Kick-off meeting (tbc)
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## Open Calls

Call for Proposals	Possible applications	Lead region
AMIF-2018-AG-INTE-1 (January 2019)	Integration WG	Västra Götaland / Baden-Württemberg
DT-TRANSFORMATIONS-07-2019 (March 2019)		
SwafS-01-2018-2019 (April 2019)	Youth Policies WG: youth entrepreneurship in rural areas	Trento
COSME		
Erasmus+ KA2		

## Upcoming Calls

In 2019 (data from [EU Budget 2019 I](#)), the increase of the whole budget for Erasmus+ will be up to 10.4 % (EUR 2,55 billion) as compared with the 2018 adopted budget (EUR 2,34 billion). Education & Training will grow a 12.2%, with the most significant increases in Mobility actions, Strategic Partnerships and Knowledge & Sector Skills alliances. The budget of Youth will decrease of about 8.2% as compared with the 2018 adopted budget considering the redeployment from Youth to the European Solidarity Corps.

The first call for European Centres of Vocational Excellence (CoVE) within Erasmus+ KA2 (Sector Skills Alliances) and KA3 (networks of VET providers) will be launched in October 2018 and it will be possible to submit project proposals until February 2019. The objective of this initiative is fostering “upwards convergence,” combining a sectorial approach with thematic social challenges in vocational education.

Call for Proposals	Possible applications	Lead partner
Erasmus+	Young entrepreneurs in Education 2.0 – Entrepreneur 2.0	Varazdin County
Call for tenders DG EAC– Key competences	KeyCoNet+ (Resubmission)	University of Jyväskylä (Finland)

## Working Groups

<b>Mobility in VET</b>	<ul style="list-style-type: none"> <li>Follow-up of the European Centres of Vocational Excellence initiative by the European Commission (DG EMPL).</li> <li>Development of an EARLALL initiative for a network of VET centres to boost international cooperation and exchange in vocational education, based on the survey distributed among EARLALL members in 2018.</li> <li>Activities related to the implementation of the KEYMOB and BOOST to it! VET's CLIL projects.</li> <li>Sharing of partner searches for mobility projects within EARLALL member regions' organisations.</li> </ul>
<b>Lifelong Guidance</b> (Leading region: Baden-Württemberg)	<ul style="list-style-type: none"> <li>Involvement in the development and implementation of the activities to be carried out in the context of the BRIDGE+ project.</li> <li>Participation at the LLLWeek 2018 (to take place at the European Parliament in December 2018) with a presentation about regional initiatives for career guidance.</li> <li>Follow-up of EU policies and future EU funding programmes.</li> </ul>
<b>Ageing Population and Lifelong Learning</b> (Leading region: Jämtland)	<ul style="list-style-type: none"> <li>Follow-up of the future EU funding programmes, especially Erasmus and ESF+, and their implications towards the adult education sector.</li> <li>Monitoring of EU policy initiatives regarding validation, assessment, upskilling pathways, etc.</li> <li>Close work with EAEA and LLLP.</li> <li>Support and promote initiatives that link education and culture.</li> <li>Collection of ideas for new EU-funded projects.</li> <li>Participation at the 3<sup>rd</sup> VPL Biennale Berlin.</li> </ul>
<b>Youth Policies</b> (Leading region: Tuscany)	<ul style="list-style-type: none"> <li>Continuation of the YES (Youth Entrepreneurial Spirit) initiative: future conferences, project proposal, etc.</li> <li>Preparation and submission of a possible project proposal about youth entrepreneurship in rural areas.</li> <li>New initiative: assurance of web-based learning quality, with especial regard to apprenticeships.</li> <li>Follow-up of EU policies and future programmes: Discover Europe, European Solidarity Corps, etc.</li> <li>Preparation and organisation of a workshop about the new ESF+ and its focus on youth policies.</li> </ul>
<b>Integration</b> (Leading region: Västra-Götaland)	<ul style="list-style-type: none"> <li>Activities related to the implementation of the FIER and TALENTS projects (see "Ongoing Projects" section).</li> <li>Preparation and submission of a project proposal under AMIF-2018-AG-INTE (deadline on January 31, 2019).</li> </ul>

	<ul style="list-style-type: none"> <li>Monitoring of EU policies in the fields of migration and integration (participation in conferences, follow up of future EU programme proposals, etc.).</li> </ul>
<b>Skills and Labour Market</b> (Leading region: Catalonia)	<ul style="list-style-type: none"> <li>Implementation of a study visit programme for skills adaptation/anticipation to the labour market on the basis of EARLALL Annual Conference 2018.</li> <li>Preparation of a project proposal to finance the study visits programme.</li> <li>Survey and follow up to the survey about the Centres of Vocational Excellence initiative.</li> <li>Possible preparation of project proposals under the Centres of Vocational Excellence pilot call to be published in autumn 2018.</li> <li>Monitoring of EU policy initiatives and future programmes.</li> </ul>

## General Assemblies, conferences and other initiatives

- Annual Conference 2019: Board Meeting, General Assembly and EARLALL Conference.
- EARLALL Brussels representatives meetings (3 times per year).
- Training workshop about the **funding of skills in the next EU programmes post-2020**: a review of Erasmus, ESF+, Horizon 2020 and Digital Europe.
- Project Development Workshop 2019.
- See above section about engagement and participation in relevant conferences for further information.

## Effective communication and dissemination

The communication and dissemination strategies for 2019 will focus on three main areas:

- Dissemination of regional actions at European level to increase our member regions' international profile.
- Promotion of the role of EARLALL within its member regions and prospective member regions to increase the impact of its joint actions.
- Continuation of the targeted strategy towards cooperation with high level European representatives.

These objectives will be achieved by means of digital, printed and face-to-face networking communication strategies, as they all have proven to complement each other rather than being interchangeable due to the characteristics of EARLALL's audience. This is made up mainly of education policy-makers and practitioners at local, regional and national level, political representatives at local, regional and European level and international stakeholder networks.

## 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 in the following areas:

- ▀ Internal part (for members only).
- ▀ Privacy policy and disclaimer update (GDPR).
- ▀ Newsletter subscription tools.
- ▀ Responsiveness.
- ▀ Review and assessment of the services currently offered by EARLALL's IT provider. Comparison with other providers and decision about continuation or changing.

In order to implement the first main 2019 objective, EARLALL regions will be given a higher role in the website, which will feature a "region of the month" (idea still under development). This initiative will include a banner on the website's homepage, as well as an article highlighting the last developments of the region in the field of lifelong learning, together with relevant cooperation achievements and project results. As a result, the initiative is also expected to contribute to objective two as well, as updates will be shared through social media and other means by the concerned regions, increasing the visits rate of the website, with a potential boost of the engagement rates.

This boost will attract a more diverse audience, especially in terms of devices used (currently 90.1% of our visitors access our website with their computers; 7.7% by mobile phone, and 2.1% by tablet); therefore, the website will need a boost in terms of responsiveness and accessibility, in compliance with the GDPR that came into force in 2018.

## Newsletters

EARLALL's pivotal newsletter strategy 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 lifelong learning.
- ▀ *EARLALL Insights*: monthly newsletter for members, observers, other regional actors, partners, and website subscribers with the main development of our association. The "region of the month" initiative will also be included in this newsletter to increase visibility.
- ▀ *Partner Search Bulletin* (NEW!): to be sent in late autumn 2018, once the Erasmus+ call 2019 is launched.
- ▀ *Newsflash and invitations* to our conferences/events.

## Social Media

The social media objectives for 2019 are the following:

- 🚩 Continue to be present and active on Twitter, reaching a global target of 1000 followers.
- 🚩 Build a stronger profile on Facebook and LinkedIn.
- 🚩 Enlarge our network of stakeholders.
- 🚩 Engage with prominent opinion leaders (in 2018, we were followed by MEPs, European Commission representatives, international organisations such as ILO or OECD, etc.).
- 🚩 Be recognised as a major actor in lifelong learning.

This will be achieved by means of specific actions:

- 🚩 Increase interactions with member regions' social media accounts and EU high-level representatives.
- 🚩 Expand EARLALL's digital presence in international events and projects: hashtags, tags, direct links, etc.
- 🚩 Gain followers through non-digital actions: participation in events, networking, printed materials, etc.

## Printed Materials

EARLALL Secretariat will keep on producing printed materials based on the renewed visual identity established in 2018. Visit cards and leaflets will be handed at events, conferences and meetings.

A new roll-up poster will be produced to be displayed at events and conferences.

## Events

- 🚩 European Skills Week 2018 (November 2018), organised by the European Commission's DG EMPL in Vienna.
- 🚩 Lifelong Learning Week (December 2018), organised by LLLP. EARLALL will take part at an event about guidance, led by eucen.
- 🚩 Follow-up event for YES (Youth Entrepreneurial Spirit) conference, at the initiative of Tuscany Region.
- 🚩 Participation at other institutional events, taking part in panels and conferences, organised by the EU institutions (European Commission's DG EAC and DG EMPL, Joint Research Centre, Cedefop).
- 🚩 Attendance to high-level conferences.

## Activity Report

EARLALL will report and evaluate its activities in 2019 through an Activity Report to be presented in November 2019, updated in the spring of 2020.

## Governance & impact monitoring

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### EARLALL Members

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

- Being a valued source of relevant 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.
- Revising its current working groups' structure, which could lead to the creation of new groups and/or the ending of existing ones.
- Revising and updating the list of EARLALL member contacts. Changes might have occurred in the course of the last two years.

### EARLALL statutes and internal regulation

As it was already discussed in 2014, EARLALL statutes need to be revised and adapted to the new context where the organisation operates. EARLALL's objectives and mission, as described on the legal documents, are still very relevant, but the terminology seems to be a bit outdated.

EARLALL will set up a Task Force that, under the leadership of the Board and the support of the Secretariat, will have a year's mandate to propose an adequate legal operating framework. The proposed revised statutes will be presented to and approved by the General Assembly in the autumn of 2019.

### EARLALL Observers / Associate Members

The strategy to involve and increase the number of observers will be revised in 2019. A new category of Associate Members could be proposed and the statutes revised accordingly (see above).

### 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' networks 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 (as panellists, moderators, contributors, etc.) in relevant events and conferences, by involving new regions in project applications, and by networking. Contacts with regional

representatives will be increased by closely following up the work and activities carried out at the European Committee of the Regions, where regional policy makers participate.

Thus, the objective for 2019 is to increase the number of members, and most specifically, to gain members from different Member States (currently, EARLALL members come from 8 Member States). Contacts with many regions in Europe through their representations in Brussels take place on a regular basis and provide a valuable open door for cooperation with the practitioners operating at local and regional level.



[www.earlall.eu](http://www.earlall.eu)

