



EASY TO JOIN EDUCATION: INCLUSION FO ALL!

Progress Report

Public Part

Project information

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Executive Summary

This report reflects the first year of implementation in the project EASY (EASY TO JOIN EDUCATION: INCLUSION FOR ALL!) The report will meet the interest of everyone, who is open or in search for new and innovative ways of learning, focusing on informal and non-formal approaches.

The project is following the aim, to increase the number of persons, who are involved in lifelong learning activities. Therefore the project will develop best practice examples for the implementation and realization of low-threshold learning offers in daily-life situations. In the project we have involved different kind of NGO`s / SME`s (a museum in Bulgaria, a day-care center in Germany, a library in Slovenia, an umbrella organization for fire prevention and safety at home campaigns in Finland and an organization for women issues in Turkey)

In each of these NGO`S / SME`s, 15 different kind of non-formal and informal learning activities will be offered from parts of the regular staff to the frequent clients, customers and visitors of the organization and to a wider audience.

In order to be able for this, parts of the regular staff from the involved NGO`s and SME`s has been trained **as learning supporter for informal and non-formal learning**.

Therefore, one education organizations from each country is involved in the project. They have developed and realized a special training for the learning supporters of the NGO/SME in their country. This training was also open for a wider audience. The participants have been trained, how to find out the real needs of their “clients” and how to offer and evaluate a tailor-made learning setting for them. For the regular staff in the NGO`s/SME`s, this is a kind of job enlargement, because the planning and realization of learning is not part of their regular job.

Beside this new challenge for the staff of the NGO`s / SME`s , the project is aiming to establish a new understanding of the “trainers-role”, which can be described as a shift from teaching to learning. In this new understanding, the needs and the interests of the learners are in the central focus. This will help to attract more persons for lifelong learning activities and to empower them to take care for their own learning biography.

At the end, a handbook with good examples of informal and non-formal learning activities will be published. It will give an overview from the methods and tools, used during the project in the different countries. The handbook will also include background materials and short articles about different aspects of non-formal and informal learning The handbook is ment for professionals in the field of adult education as well as for decision makers in every kind of NGO`s /SME`s which could be interested in “offering” informal and non-formal learning settings beside their current services.

Beside this, a video DVD with short examples of informal and non-formal learning activities, realized in the project, will be produced and published. The idea is, to give a first impression about how informal and non-formal learning could be realized. At the same time it can be seen as a “sourcebook” for persons who are in charge to develop and realize informal and non-formal learning activities in their own organization.

The third main product is a general structure for the “EASY Training” for learning supporters for informal and non-formal learning. In addition, the five detailed training concepts which has been developed and realized in the five countries during the first period of the project, will be delivered together with materials and methods from the trainings.

The handbook and the DVD will be published as hard-copy in english language. The handbook will also be translated in five other languages (DE, BG, SI, TR, FI) and offered as pdf at the project website. The training concept will be available in english and the five partner languages at the website.

Please contact: www.projecteasy.eu

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1. Project Objectives

The main objective of the project is to develop, realize and evaluate uncommon ways of learning, in order to attract more persons for life long learning activities, which is a main purpose to reach the aims of the Lisbon strategy. At the end many people should have realized, that learning can be different from formal education and might have a lot to do with fun.

By offering informal and non-formal learning activities in daily-life environments, the project gives the chance, to reach as well people with underprivileged access to (formal) education (e.g. persons with migrant background, low skilled and older people).

In the project, we have involved NGO's / SME's from the five partner countries. (a museum in Bulgaria, a library in Slovenia, an institution for women issues in Turkey, a daily-care center in Germany and an umbrella organization for fire preventing and safety in Finland). Besides this, educational institutions like universities and training centers from the five partner countries are involved in the project.

The main task of the involved NGO's /SME's is, to develop, realize and evaluate 15 informal and non-formal learning activities on a low threshold level for the regular clients, customers and visitors of their organizations. This will expand the service of the NGO's / SME's by getting a learning environment.

The regular clients, customers and visitors will get the chance to learn "by the way" when following their daily-life activities, without entering a special learning institution.

We believe, that one important factor to attract people for learning is, to meet their real needs. In this project, we are using this factor, by offering learning activities adapted to the real needs of clients, customers and visitors. The idea behind is, to re-define the role of teaching/training in the sense of "learning supporting". Not the teacher/trainer but the learner decides what to learn. The main task of the learning supporter is, to recognize, when a learning situation takes place and to improve the learning process by shaping a suitable learning environment..

To give the best benefit to all target groups, we have decided to work with the regular staff of the NGO's/SME's and to qualify some of them as "learning supporter for informal and non-formal learning" at the beginning. This gives them the easy opportunity, to combine their regular service with learning and to focus on the real needs of their regular clients, customers and visitors.

So there are at least three target groups in this project. The first one are the clients and visitors of the organization, who will get a new chance to get in touch with learning in a low-threshold and easy way.

The second target group are the staff members of NGO's and SME's. They will be inspired, to do something new in their job. As a learning supporter for informal and non-formal learning, they can find a way to improve the existing relationships to their clients, customers and visitors or to get in deeper touch with them for the first time. This will give them more satisfaction and self-confidence in the job.

The third target group are the NGO's and SME's as organization. By offering learning activities beside their usual service, they can improve their external image and try to attract new target groups to visit them.

2. Project Approach

In the project, we are offering informal and non-formal learning activities, close to daily-life activities. The idea is, to get frequently clients, customers and visitors of NGO's and SME's **in touch with learning** instead of inviting them to "official" training courses at learning institutions.

The contents of the learning offerings are based on the "real needs" of the different target groups. The methods are focussed on easy access. The clients, customers and visitors get the chance, to learn "by the way" without entering a learning institution.

The approach is, to combine usual services in NGO's / SME's with informal and non-formal learning activities in certain places of the organization. Therefore we decided to work with the regular staff of the organizations.

At the very beginning of the project, we have asked the involved NGO's and SME's to run through a process of self assessment, by using the SWOT analysis to find out strong and weak aspects in their organization. They were also asked to figure out opportunities for informal and non-formal learning in their organizations. At the same time they have realized a competence check with their staff, to select those, who could be learning supporters.

To prepare the staff of the NGO's / SME's for their new task, we decided to train them as "learning supporters for informal and non-formal learning"

The training has been developed and realized in five countries by the five educational institutions in the project during summer 2009. A basis concept has been developed during the first partner meeting at the beginning of the project. This concept has been adapted to the target group of the training in each of the five partner countries.

In the Training, the "learning supporters" have been trained in methods of observation, ways of shaping informal and non-formal learning settings and simple methods of evaluation.

Observation. To find out something about the real needs and interests in learning from the clients, customers and visitors, it is essential to "study" them and to get in a dialog with them. In the course the learning supporters have learned easy approaches for this

Shaping informal and non-formal learning settings. Normally, informal learning is something, which happens through daily life, often, without getting noticed by anyone. (mother language, social skills, cooking, etc.) In this project, we are trying to simulate this natural way of learning, by shaping learning situation which a likely for learning processes and which have an easy access.

For example, we are getting people in touch together in an open and learning friendly environment, we are using information materials, which are easy to understand, we

are creating games, which are funny while giving a lot of occasions to learn, we are visiting markets or other events with low-threshold learning materials in our package.

In the training the participants have learned how to plan and arrange learning situation, how to shape learning materials, how to shape a learning friendly environment and atmosphere

Simple methods of evaluation. In order to know, if the learning situation was successful and to find out ways for improvements, the participants have learned easy approaches and methods to evaluate their learning situation.

With support of an external evaluator, we will find out, if our learning supporters has been well prepared for their new task. The participants of the trainings have been asked right in front of the training about their expectations and previous experiences and right after the training about their satisfaction with the contents of the training.

After they will have finished the realization of the informal and non-formal learning settings, they will be asked about the impact of the training on their ability to plan, realize and evaluate the learning settings they did.

This will help us to give answer to the question, how a non-professional trainer has to be trained to be a learning supporter for the development and realization of suitable informal and non-formal learning activities.

The trainings in the five countries will be documented by the trainers. Together with the external evaluation this will help us to improve the Training concept.

At the beginning of the project an Advisory board with four experts in the field of informal learning has been set up. The task of the advisory board is to give professional accompaniment to the development of the Training concept.

After the training, the “learning supporters” in the five NGO’s / SME`s involved in the project started to develop their informal and non-formal learning settings. The first task was, to find out something about the needs and interests of their clients, customers and visitors. Then they have planned 10 informal and 5 non-formal learning settings, using a planning tangible, delivered by the project coordinator. The external evaluator has given a direct feedback to each partner. She also gave suggestion about the evaluation of the learning settings.

The filled-in tangibles have been stored at an internal platform, where every partner had the chance to look what the others are planning to do. At the second partner meeting, held in October 2009, all of the 5 organization have given an overview about their planning’s. This has led to an exchange of ideas between the partners.

Now they are starting with the realization of the settings, taking under consideration the new ideas and inspiration from the other partners.

After the realization and the evaluation of the learning settings, the experiences will be documented by the learning supporters, using a tangible. Together with the results of the evaluation, this will lead to the final results in the project (handbook, Video DVD, and Training concept)

For the dissemination of the project, a mixture of different strategies has been chosen.

At the beginning of the project, a project website has been set up www.projecteasy.eu

It contains basic information about the project and the partners. At the front page there is an overview about the current activities in the project. As soon as the products are ready, they will be available at this website under the category "results / downloads"

Beside the website, different kind of dissemination materials have been produced (postcard, Flyer). The flyer is looking forward to the final conference at the a7 of October 2010 in Germany. The conference will be realized as a learning festival, offering examples of informal and non-formal learning from the partners in the project. We hope that this conference will attract a wide audience to the approach of the EASY project.

Another milestone in our dissemination strategy was the advertisement of the "trainings for learning supporter for informal and non-formal learning" in the five countries. This training was offered to a wide audience of staff member in NGO's /SME's. It can be seen as a first step to make the idea of the project better known. The advertisement also contained information about the website. Now, the Paritätische Bildungswerk is offering the training for learning supporters as part of its annual program of vocational training in the field of social services.

In the meantime, the first Valorisation meetings have taken place. The idea of this meetings are, to inform and discuss the project idea to multipliers, using the existing networks of each partner. There will be 10 Valorisation meetings with 5 persons in each of the five countries.

In each of the NGO's / SME`S different kind of activities has been launched, to pay attention to the clients, customers and visitors as well as to a wider audience (stand at a market place, starting event with a balloon at the museum, information at the information desk of the library, etc)

3. Project Outcomes & Results

There are three main products in this project.

The first one is the **Training concept** for learning supporters for informal and non-formal learning.

At the first partner meeting in Helsinki, we have developed a rough concept, which contains a couple of modules, which has been adapted for the trainings in the five countries, taking into account the different target groups. The five concepts has been documented with a tangible. All of the trainings have been realized in the period between May and August 2009. They have lasted 4 or 5 days, also including phases of e-learning and coaching.

The second main product is the **handbook**, which will contain a documentation of successful learning settings. This will be accompanied with and background information about the project and articles about different aspect of informal and non-formal learning.

In the current stage, we have already developed a clear structure of the handbook and agreements on the content.

The first part of the handbook will give information about the background of the project, explaining basic terms, looking on the structure of the partnership, etc.

The second part will contain a couple of articles about different aspects of informal and non-formal learning (e.g.: how to use e-learning on informal and non-formal learning, the role of the learning supporter, self directed learning by using internet, cognitive style of the learning supporter, the 24h learning festival in the Switzerland, the concept of life broad learning) The articles will be delivered by the educational partners and the members of the advisory board.

The third part of the handbook will describe the tools and approaches, which has been developed and used during the realization of the informal and non-formal learning settings. At this moment we have a list of tools (e.g. a cup of coffee, small talk, postern music party event info gallery free gifts, games, postcards use of mobiles, etc.) The partnership will select a couple of tools, which will be described by the partners. The description of all tools will follow a certain structure (Examples, practice, evaluation, outcomes, learning's)

The third main product will be a **Video DVD**, which will contain sequences of informal and non-formal learning. We have already agreed on a structure for the DVD.

It will be divided in three parts.

The first parts will give an introduction to the project and the idea behind. Therefore different kind of interviews will be realized (project coordinator, members of the advisory board, coordinator of the Training concept).

In the second part of the DVD, the partner organization will introduce themselves and their idea of informal and non-formal learning. This will also be realized with interviews.

For the third part of the DVD, selected sequences of the realized learning settings will be showed. They will be accompanied with comments of the learning supporters, describing the settings.

Beside the three main products, we have realized a infrastructure and materials for dissemination.

1. Website

Four months after the beginning of the project, a project website has been set up www.projecteasy.eu

It contains basic information about the project and the partners. At the front page there is an overview about the current activities in the project. As soon as the products are ready, they will be available at this website under the category "results / downloads"

2. Dissemination materials.

At the very beginning we have produced a very simple leaflet, which contains basic information about the project and the contact persons. Then we have produced **postcards** in six languages as hard copy and pdf (available at the project website). The postcard has been used during the initial events of the NGO's and SME's. They also have been used during the advertisement of the trainings in the different countries



You can learn anywhere and any time.
Don't believe it?

Visit us at WWW.projecteasy.eu
and let our innovative educational approach convince you.





A joint project by:

Mobilé e.V. // Suomen Pelastusalan Keskusjärjestö // Opintotoiminnan keskusliitto ry // Kadın Sorunlarını Araştırma Demeği // Gaziantep Üniversitesi / Kadın Sorunları Araştırma Ve Uygulama Merkezi // Natsionalen Politehnicheski Muzei // Nov Belgarski Universitet // Mestna knjižnica Ljubljana // Glotta Nova, center za pravo učenje in poučevanje



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The second material has been a **flyer**, which gives a short information about the project. It also gives reference to the final conference in 2010. It has been delivered in six languages, three of them as hard copy and all of them as pdf file (available at the website). The flyer is a very “young” product. It will be used during the realization of the informal and non-formal learning activities in the NGO’s / SME’s and to inform a wider audience about the project idea..



Contact us

We are looking forward to your questions and feedback! If you want to receive our newsletter, please send us an email!

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Inclusion for all!**

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Easy to join education: Inclusion for all!

Learning in passing – that's the motto of the project Easy to join education: Inclusion for all! Education should be easy to get - anywhere and for everybody. Learning in the project will thus happen in a Bulgarian museum, in a Slovenian library, in a German home for the elderly, with the Finnish fire brigade and a Turkish women's association.

To enable these institutions to offer their clients new and exciting education the project partners will work on a qualification concept for promoting "informal learning on the spot".

The project aims at increasing the participation in continuing education in Europe. To this end, the partners offer informal learning situations that can be attended "in passing" in institutions of everyday life.

EASY incl. is a European project. It is coordinated by the Paritätische Bildungswerk NRW (Germany) and implemented together with partners from Finland, Slovenia, Bulgaria, Germany, Turkey and one associate partner from Switzerland.

Results and events

Results

- Reports
- Newsletter (sign up www.projecteasy.eu)
- Training concept "EASY"
- Handbook and Video CD-Rom "Easy to join education – Inclusion for all!"

Event

- October 7, 2010: International conference in Duesseldorf, Germany

Project partners

EASY incl. is jointly realised with partners from Bulgaria, Finland, Germany, Turkey, Slovenia and one associate partner from Switzerland:

- Mobilé e.V.
- Suomen Pelastusalan Keskusjärjestö
- Opintotoiminnan keskusliitto ry
- Kadın Sorunlarını Araştırma Demeği
- Gaziantep Üniversitesi
- Kadın Sorunları Araştırma Ve Uygulama Merkezi
- Natsionalen Politehnicheski Muzei
- Nov Balgarski Universitet
- Ljubljana City Library
- Glotta Nova, center za pravo učenje in poučevanje
- Schweizerischer Verband für Weiterbildung SVEB

Please contact us if you want to know more about EASY or visit us at www.projecteasy.eu



4. Partnerships

The partnership consists of 11 partners from six countries (for more details refer to section objectives in this paper). One of the partners join the partnership as a silent partner (SVEB). The consortium covers a wide range of geographical and socio-cultural aspects out of Europe. This gives us the opportunity to learn more about cultural performances of informal and non-formal learning. After some discussions on this topic we found out, that it is helpful for us, to distinguish between learning structures and learning processes, if we talk about informal, non-formal and formal learning.

If we look at structural aspects of informal, non-formal and formal learning, the question is, how straight the learning situation has been arranged and to which extend, the goals of learning and teaching are defined before. There is also a clear agreement, which kind of degree or certificate can be reached, when passing the learning situation.

If we look at the informal and non-formal learning as a process, we are focussing on the learners and the way they learn. Even in very formal learning situation, informal learning takes place very often. On the other hand, there is no guarantee, that an informal learning situation leads to informal learning, because this also has a lot to do with the disposition of the certain learner.

There had been very different understanding to establish informal and non-formal learning in the different countries

For example in Turkey, where trainings and lectures at the university are very formal, concerning the dress code of the teacher and the schedule of the lecture, it could be very informal, to break this rules. At the other hand, if we look at the Library in Slovenia, there are still existing a lot of informal offers to the customers, like the free use of computers, little exhibitions, low threshold counselling for unemployed people, etc. From this point of view, informal learning seems to be something very common and not even worth to take care for it. For them it was more interesting, to focus on the process of informal learning and to find out, how situation have to be arranged to make informal learning more likely. Also the role of the trainer as a “learning supporter” was a new aspect.

So until today, the main European added value of this partnership is, to get a more precise understanding of the different aspect of informal and non-formal learning.

Beside this European aspect, the arrangement of the consortium allows us to test informal and non-formal learning settings with very different target groups (visitors of a museum in Bulgaria, visitors of a library in Slovenia, clients and visitors of a day care centre in Germany, target groups of fire prevention and safety at home campaigns in Finland and visitors of a institutions for women issues in Turkey).

From the first meeting in Helsinki it was obvious, that all the partners in the partnership are very interested in the main topic of the project. At the same time, they are very concerned about their contribution to the project.

So in our case the work in an international partnership is a very fruitful experience. There is a lot to learn about the different situations in the countries, mainly through the meetings. At the same time, the issue of the project gets a wider perspective.

As mentioned at the beginning of this chapter, the consortiums has been joined by a silent partner from Switzerland (SVEB) some months after the beginning. They have a lot of experience with the organization and realization of informal and non-formal learning events, particular with the “learning festivals”. Because the way of learning during the learning festivals is very similar to the way of learning in the EASY project, there are a lot of chances for cooperation.

We agreed with SVEB to cooperate in different ways

- One person from the SVEB is a member of the advisory board
- The EASY training from Germany will be offered in Switzerland for persons who are involved in the Learning festival as a offerer
- The next learning festival will be evaluated, focussing on impacts of the EASY training
- One member of the SVEB will join the second and the third partner meeting to bring in the existing experiences
- The final conference will be organized with support from the SVEB as a kind of learning festival.
- The SVEB will write one articles for the handbook, describing the approach of the learning festival

5. Plans for the Future

The second year of the project is mainly focused on 4 remaining tasks to achieve the aim of the project

1. The implementation of the informal and non-formal learning settings in the five partner countries
2. The preparation of the 3 main products (Training concept for learning supporters, the handbook and the Video DVD)
3. The realization of the valorisation meetings in the five countries in order to obtain multipliers for the concept and to get ideas for improvements
4. The planning and realization of the final conference as a learning festival at the 7th of October

There are already concrete plans for the implementation of 10 informal and 5 non-formal learning settings in each partner country. They will be realized in Winter 2009/2010. All the settings will be documented, also including a simple evaluation. Also captures for the Video DVD will be made through the learning settings.

After the implementation of the learning settings the learning supporters will be questioned by the external Evaluator about the impact of the EASY Training to handle with the planning and realization of the informal and non-formal learning settings. The results will help us to improve the EASY Trainings and to develop a final concept which will be published in six languages. At the moment we expect to have one basic concept with the main modules and 5 detailed concepts which have been developed by the 5 education partners.

The experience and the documentation of the learning settings will be used to prepare the handbook and the Video DVD (for more details about the content and the structure of the handbook and the Video DVD, please refer to chapter “results& outcomes” in this paper)

In every country, 10 valorisation meetings with about 5 participants will be organized. The idea is to get in contact with multipliers or decision makers and inform them about the idea and the products of the project as well as getting ideas for improvements or future developments.

At the end of the project, a final conference will be organized. With support of our silent partner SVEB from Switzerland, this will be arranged as a kind of “learning festival”, offering different informal and non-formal learning activities from the partners in the project. This should help to bring the project idea to a wider audience.

The conference will take place at the 7th of October in Germany

6. Contribution to EU policies

With the development and realization of an innovative and low threshold approach of learning, situated in places of daily life activities, the project EASY gives a contribution to the European strategy, to **improve access to adult education and lifelong learning**, particular for disadvantaged people.

Because most of the NGO's / SME's in the project are frequently visited by a wide range of people concerning age, social background and nationality, there is real chance to reach disadvantaged people. From this background, the project is also following the aim of the **Action plan for adult education 2007** "it is never too late to learn!" which offers especially education to disadvantaged groups to reduce the problem of poverty and social exclusion and establish equal opportunities for all citizens. Adult education improves the competences and qualifications of the people and helps them to become more active citizens and to gain personal autonomy for more mobility and entrepreneurial spirit.

In the first part of the project, the staff of NGO's and SME's has been trained as learning supporter for informal learning. They can use the close and trustful contact to their clients and visitors to get them in touch with learning.

In order to reach as many potential learners as possible, the NGO's / SME's have or will become learning environments. The costumers and visitors of the NGO's / SME's will be surrounded by possibilities and offers of education in "passing by". They don't have to make decisions, apply themselves or have to be proactive.

Step by step they will be approached by education informally and only later this will lead to the participation in non-formal (later even formal) education offers.

This gives contribution to the **Lisbon-strategy of the European Council (2000)**, to turn Europe into one of the most competitive, dynamic and knowledge based society of the world by 2010 by enhancing employability and social integration with investments into the knowledge of the European citizens by improving the **Rate of participation in general education according to age and level of education**.

One main idea behind the concept of the "learning supporter" is to focus learning on the needs and interests of the learners instead of defining aims of learning from a external point of view. This new approach of learning, which can be described as a shift from teaching to learning gives great opportunities to create tailor-made **learning offers for persons with special needs**.

7. Extra Heading/Section

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