



## **REPORT ON THE ROMANIAN LIFELONG LEARNING WEEK 2003**

### **1. NATIONAL CONTEXT, OBJECTIVES AND TARGET GROUPS**

#### **1.1 Rationale and background for the LLW**

Due to the communist regime, the development of Adult Education in Romania was hindered by the fact that education institutions were prevented from having access to the technology, equipment and knowledge Western Europe was already experiencing in this field. More over, the institutions were obliged to promote by the means of their activities the ideology of that times. In this respect, the programs were mainly focused on folklore and traditional culture. After the 90's, being motivated by the need to recuperate the lost time and synchronize with the European standards of education, the Adult Education institutions, especially from the non-formal system of education have been developing and modernizing their structure, set new objectives, adopt new teaching/learning methods, introduce modernized equipment, offer a diversity of programs developed in accordance with the needs of the community and addressed to a larger public, improving the means of promoting the concept of education at all stages of life and the programs of the education institutions.

Due to the activity of IIZDVV in Romania, institutions like Popular Universities, Cultural Houses had the possibility to develop the concept, strategy and methodology and new institutions like Regional Centres for Adult Education were born starting with 1997, working either within Popular Universities and Cultural Houses or independently, as NGOs. The great investment was at the level of human resources. In this respect, managers and staff from education institutions, as well as educators working with youth and adults had the chance to attend national training seminars with foreign experts and trainers and/or visits and training stages at similar institutions in other European countries, transfer and exchange know-how with adult educators by participating at international conferences and seminars, facilitate and create partnerships in undergoing European projects, promote the education standards and objectives set by UE. Step by step, the knowledge was transferred to the formal system of education, "in a non-formal way", through educators from schools and Universities who took part in professional trainings organized in the non-formal set up.

The education reform was at first more pregnant at the level of the institutions from the non-formal system of education as the governmental structures did not include it in the national strategy of education. Due to the lack of an adult education law, there was little support for the education institutions, financially or logistically.

Due to the situation described above, the education institutions set the following objectives:

- change the communist image of the education and culture institutions
- promote the institution and the new education offer (based on the acquired knowledge and methodology) so that people know about their learning opportunities
- reach as many people as possible in order to answer their needs
- create partnerships and collaborations



- transfer of know how among education institutions in the country in order to maintain the further development of these institutions
- gain the official recognition of the governmental authorities
- become a part of the European movement in promoting LLL

In order to fulfill the objectives and the needs of the education institutions, with the support of IIZDVV Project Romania, in 2000 the Festival was implemented in Romania.

## 1.2 Concrete aims and objectives of the LLWs

### **Main goal:**

Promoting, advocating and implementing the 'lifelong learning' concept, celebrating the learning actors as well as promoting their opportunities for professional and social integration and for personal fulfilment.

### **Objectives:<sup>1</sup>**

#### **Regarding education and lifelong learning**

Institutional level:

- promote the institution and the education offer (opportunities for employability)
- overcome competition and promote cooperation between the formal and non-formal systems of education,
- enlarge the regional network of education institutions in the rural area by implementing new institutions or/and strengthening the old ones
- celebrate the educators who paid an important role in the development of adult education as well as the achievements of the learners
- Educational level:
- promote and implement new teaching/learning methods in adult education
- Promote education as an opportunity for employability and career making by presenting the learning offers, trainings, etc.
- Support the didactical supply for trainers in both formal and formal education by implementing didactical materials, manuals, working tools, etc
- Establish grounds for dialog and experience exchange between theoreticians and practitioners

#### **Regarding the attitudes and values the Adult Education institution promotes**

- raise the awareness for the need of education at all stages of life
- give learners the chance to become active actors of learning and freely express their ideas and opinions
- promote the mutual respect and understanding between different ethnic and religious groups
- promote the social integration of disadvantaged people

#### **Regarding the official stand point of Adult Education**

- involve decision makers in developing programs and activities

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<sup>1</sup> See the Ro LLW Model for a more detailed information regarding the objectives of the Ro festival



- draw the attention of the decision makers by disseminating the present EU education policy as referred to adult education and training systems and the importance of the non-formal system of education involve decision makers in developing programs and activities

#### **Regarding cooperation**

- Encourage cooperation between institutions from different fields of work
- Establish partnerships for future projects
- Know how transfer in the adult education network

#### **Regarding the EU dimension**

- Give information regarding the European integration at all levels (political, economical, social, educational)
- Dissemination of new paradigms in education promoted at the international level
- Transfer of methodology and exchange of experience gained in EU projects
- Apply European standards and methods in organizing Learning Festivals as well as other education activities and programs on the local, regional and national level

#### **a. The ways in which the situation set out under 1.1 has been changed/will be changed**

- The result of a national endeavor of the education institutions, materialized either in direct approaches or indirectly by the means of LFs, was the recognition of the non-formal education institutions. In this respect, in 2003, the Romanian government voted a new adult education law which recognizes Lifelong Learning as the main objective of Popular Universities, Municipal Cultural Houses and Cultural Houses from the rural areas. On the other hand, for the first time the Regional Centres for Adult Education are mentioned along with the other education institutions and considered to be agents for the implementation of the education strategy. It also stipulates that for events (national or local) with a large impact or certain projects, these institutions can build partnerships with the local authorities.
- On the other hand, the change took place within the non-formal system of education. It has been adopted step by step by the institutions from the formal system of education. More over, the understanding and awareness of the fact that education and self-development is not an isolated process of some individuals but is a sine qua non for the development and sustainability of a community at all levels, economic, social, cultural, etc. has penetrated in other fields of interest and activity. As a result, the market of education services has been widened.
- By undergoing the LFs in Ro, we become part of a European learning space and we align to the UE demands and standards of education

**b. the needs as set out in the national report addressed/will be further addressed by LFEducation providers will further need to improve and develop as the society itself is changing and new needs, new target groups will result out of this continuing transformation. In this situation, the demand of education will be more diverse and answering the needs of people will be a never ending process. In this respect, LF will be an agent in the future to facilitate the link between education institutions and community, education institutions and authorities, civil society, UE organisations and institutions in order to provide opportunities both for their own development and the development of the citizens.**

### **1.3 Innovation and EU dimension**



Since 2000 new partners and collaborations were established and the involvement of the governmental authorities has become more obvious. Participation in the LLW G1 project brought some important innovation in the LLW movement in RO: the number and type of activities increased and a greater variety of new themes were approached; the new concept of LLW coordination and the innovative model of LLW evaluation have been implemented. Due to these a better relationship with mass media (in some cities, the promotion before, during and after the Festival was free of charge) and participation of other educational networks in the LF movement have been achieved.

The project LLW G1 brought a lot of positive changes in the development of the Ro LLW:

- The network of the RO LLW has been consolidated
- The information, knowledge, methods regarding LF have been transferred to the network of the regional and local coordinators
- a common strategy has been developed by the regional and local coordinators
- transfer of the European know how of the partner countries within the Ro national Adult Education network (ANCZEA network, Popular Universities network, Cultural Houses) and other networks (Regional and Local Authorities networks, the local Networks of the Ministry of Culture and the Ministry of Education)
- the project brought theoretical support and a clear methodological framework that would enable a more structured approach of the LLW. By the tools and the methodological support, the LLW experience can be easier implemented in other institutions and they can always be a milestone for the providers of LLW.
- a common identity and image for the national festival was built
- new tools for developing, disseminating and evaluating the festival were used
- Partnerships and cooperation between education institutions and employment agents were created

The EU dimension was strengthen and widened by:

- Promoting the EU education and training objectives to educators and managers from different education institutions (formal and non-formal)
- Implementing the standards of education and training at the level of education providers from the formal and non-formal system of education
- Organising information and guidance activities for different target groups within the LF about the accession of Romania to UE and the quality standards needed in order to match the demands of the UE labor market
- Involving organisations and experts from other countries
- Dissemination of good practices and know how acquired in other European projects
- Free dialog with pedestrians about UE and the importance of the UE contribution for the development of Romania

#### **1.4 Categories of persons who directly participated in your LLWs**

##### **Providers:**

Institutions: Ministry of Education, Ministry of Culture, IIZDVV project Romania, Regional Centers for Adult Education, Cultural Houses, Popular Universities, Training Centers,



Professional Schools, Business Schools, NGOs, School Inspectorates, Universities, High Schools, Schools, Kindergartens, Didactical Body Centers, Education Centers of Health, Local and Regional authorities, Chamber of Commerce, Companies, Youth Centers, Libraries, Book Stores, Museums, Music and Dance Schools, Police, Prisons, Employment Offices, City Halls (cities and rural towns and villages)

**Persons involved:** managers, teachers, professionals from the AE field, inspectors, city council/mayors, representatives/volunteers from NGOs, counselors in Adult Education (within the counseling and guidance Centers), librarians, specialists in the fields of medicine, environment/ecology, social care, tourism, economics, artists, performers (dance and music),

**Participants:**

Public of all generations: learners, would-be-learners, non-learners

Youth/adults: students, graduates, employed/unemployed

Professionals (from formal and non-formal educational system, from other fields)

Disadvantaged groups

## **2. OUTPUTS OF THE PROJECT IMPLEMENTED IN PLANNING AND IMPLEMENTING LLW**

### **2.1. During the LLW 2003 all project outputs have been implemented**

The **LLW Plan**<sup>2</sup> was used to prepare the LLW in 2003 and to disseminate the work planned by the members of the network for the 2003 LLW.

It describes the sequence of the steps undertaken in order to organize the “Festival of Your Opportunities” and the time allocated for each phase:

- I. Preparation of working tools, evaluation tools and information materials,
- II. Training and networking,
- III. Organizing,
- IV. Running the Festival,
- V. Evaluation and dissemination

The plan also includes the common strategy of the network of regional/local coordinators in organizing the Festival: objectives, activities, target groups, partners, promotion and advertising. The general frame of the national plan can be adopted for future editions of the Festival.

It was mainly used within the network of the LLW regional/local coordinators;

### **Network of regional coordinators**

In Romania, before the LLW project, the concept of regional coordinators of the Festival was not yet implemented. Members of the Regional Centers of Adult Education (CZEA) who are part of ANCZEA performed only the tasks of LLW providers, as they were involved in the Festival from the very first edition. In LLW 2003 the concept of LLW G1 network of LLW regional/thematic coordinators has been introduced, opening space for people from other networks and other, non

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<sup>2</sup> For details, please see the Ro LLW Plan



education fields to assume the role of coordinator. The new model of coordination is paving the way for improving/starting to develop partnerships among different stakeholders in implementing learning for all strategy in RO. In 2003 15 regional coordinators were trained on team building, responsibilities/ tasks and communication within the network, preparation of working tools, evaluation tools and information materials, how to use the manual and the questionnaires for providers and participants. During the trainings, the coordinators who organised LLW before had the chance to exchange their experience, new ideas and methods.

### **Project Web Page**

Used during the whole project.

It is an efficient multimedia information, experience and know-how exchange, promotion/dissemination, communication tool. It is a space of interaction between the partners via forum, of learning and sharing within the partners as well as worldwide the experience gathered by each partner country regarding Adult Education, Learning Festivals, offering both the theoretical and practical support for all interested in this topics. It is a platform of knowledge on which each of the partner countries has the opportunity to address to the world. It is the result of a joint contribution in building the structure and content.

It was disseminated by e-mail, presentations at national/regional/local seminars/conferences (before and during the LLW), stalls, promotion materials, media promotion (during the LLW);

### **The E-bulletin**

Used in order to inform on LLW, LLL, AE in the education network in Romania, to achieve the know-how transfer from the project countries to Romania.

It was disseminated before the LLW by E-mail to the education institutions and at the national training seminars. It was also presented during the LLW along with other adult education materials, as for example the ANCZEA newsletter.

### **The National Report**

Used as a platform for undergoing the activities which are necessary in order to improve the actual situation in Romania regarding LLWs. It was used in preparing the LLW at the national training sessions with the LLW coordinators.

### **The Manual**

The manual was elaborated by the Slovenian team, with the contribution of all other partners. The final version was translated to Romanian.

The manual has 2 parts. First part contains the 6 key areas for coordination (how to initiate, organise, develop, evaluate a Lifelong Learning Festival): partnership/cooperation/coordination, plan and coordinate the events, media promotion, financial support, producing promotion materials, monitoring/evaluating/reporting procedures. The second part contains examples of good practice related to the 6 key areas of coordination. This was the most important tool in implementing the LLW in 2003. It represents the quintessence of the experience accumulated by the countries involved in the project. It is an innovative tool and it will serve the further development and expansion of the Festival in Romania. As the basic structure is “multidisciplinary”, it can be adopted to similar events organized in other fields. It does not necessarily have to be a national event, it can be implemented at the level of a network, let it be regional or local.





### **The questionnaires**

The questionnaires for participants and providers comprise of items that collect very detailed information about the two categories which allow a thorough evaluation of different aspects of the festival, related to the organisation, promotion, support, activities, target groups, etc.

The items used for the **Questionnaire for providers**: Institution data and the function in the Festival, function and data of the person in charge, objectives and expectations and the level they were reached, successful activities, number of events and participants, previous participation and further participation in LLWs, improvements for the next editions, personal/institutional/community benefit, new visitors and learners as a result of the impact, media and promotion, cooperation and partnerships and the evaluation of the collaboration, received support, proposals for the future.

Items used for the **Questionnaire for participants**: personal data, field and place of work, how they found out about LLW, previous participation in LLW, evaluation of LLW, proposals for the future, impact regarding the motivation to continue the learning process.

### **LLW Poster**

The poster of the LLW project is used as a tool for dissemination/promotion. It comprises the common image of the project and also the identification graphics and the titles of the LFs from each partner country. It represents the face of the project directed to the world and depicts by its symbolical design one story of different countries united under the common principle of building a European space of learning.

### **Dissemination plan** (the version available in September 2003)

The plan was implemented during the last training of the regional coordinators held in Brasov, September 2003. It is a tool used for informing and promoting the Festival. The plan consists of objectives, target groups, different ways of undergoing the dissemination process (oral, written, formal, informal, etc.), persons in charge, methods used for dissemination (according to the target groups, by direct contact, by e-mail, by post, by publications, etc.).

## **2.2. Categories of persons implementing/will further implement the project outputs**

The national coordinator was responsible to implement the **plan** within the regional coordinators network before the LLW 2003. For the forthcoming editions, the LLW Plan will be further implemented by the coordination team chosen for the 2004 Festival and it will be used as a tool for planning the event. The regional coordinators can use the main structure in order to plan similar activities at the local level.

The network **of coordinators** was implemented during the project and it is a long term investment as the network will further function within and without the borders of the Festival. The new approach of the network by the means of the project was a step further in learning to communicate and work as one organism. From this point on, the network will further develop and extend, welcoming new members not only as education institutions but as LF regional coordinators. The training of the coordinators was the responsibility of the manager and national coordinator before the LLW and for the further consolidation and extension, there will be a team



of trainers from ANCZEA and some of the regional coordinators who were chosen to act as multipliers.

The national coordinator implemented the **web page** within and outside the ANCZEA network and it will further take have this responsibility until the end of the project. The implementation will take place by dissemination packages sent by post , during seminars and workshops held within the education network in Romania.

The manager and the national coordinator have implemented the **E-bulletin** first within the ANCZEA network (by e-mail, at the training sessions). The bulletin will be further implemented throughout the country to different education institutions from urban and rural area by the persons who will be in charge with the future national coordination of the Festival.

The manager and national coordinator have directly implemented **the manual** during the training sessions in the ANCZEA network and by post and/or e-mail in other networks as ANUP (Popular Universities Association), Cultural Houses and Cultural Homes (rural area), and disseminated it at the level of national bodies as Ministry of Culture, Ministry of Education and CNFPA (the National Council for the Professional Training of Adults). The expertise was implemented by the regional coordinators in their regional/local teams and networks. The manual will be further used and implemented at the level of the new regional coordinators and LF providers in 2004 by the categories of people mentioned above for the future editions of LLW in Romania.

It was also used as a tool for implementing LLW in other institutions.

LLL weeks, e-mail (group mailing lists), newspaper articles, national/regional/local seminars/conferences, stalls with methodological and didactical materials, sent by post to different adult education institutions interested in organizing LLWs from formal and non-formal system of education, other potential LLW providers.

The manager and national coordinator of ANCZEA was responsible for printing and distributing the **poster** in the country to the regional coordinators, before the LLW. It will be further used by ANCZEA, IIZDVV as promotion for the experience accumulated and the project itself. It can be used locally for similar purposes by the regional coordinators.

The **leaflet** will be implemented by the ANCZEA team, IIZDVV, regional and local coordinators before and during the LLW in 2004 for the promotion of the project, expertise gained in the project and the Ro LLW itself as an agent of integration into the European movement for education and LLL.

The **dissemination plan** was one of the issues on the working agenda at the last training session in Brasov and it was implemented by the LLW national coordinator. The coordinators have further transmitted the information to their local teams. The plan was used in practice for the last stage of the Festival, evaluation and dissemination, as mentioned in the Ro LLW Plan. It can be further used and adapted to the next editions of the Festival. The persons in charge will be the national team of coordinators, the regional and local coordinators who will make it available in their regional/local networks. ANCZEA will use the material for consulting and assisting the new regional coordinators or providers that address themselves directly to ANCZEA.





### **3. EVALUATION OF LLW**

The regional coordinators reported that approximately 8000 questionnaires were distributed and 3.120 returned. Most of the participants who attended the Festival were adults (25-54), app. 60%, followed by youth (15-24), app.30%. Third age participants as well as school pupils were less in number, app. 10% all together. The data show a balance of gender as 48% were male participants and 51% female participants. Most of the participants who took part in the activities are graduates of University, 96% and secondary school, 34%. The participants with 8 class or less are pupils from primary school, who were not involved in the evaluation process. (Supplement 1 Evaluation of RO LLW 2003)

### **4. DISSEMINATION**

#### **4.1 Activities that ANZCEA was responsible ANZCEA was responsible for**

- Training of national LLW coordinators
- Producing the plan for the training of regional/local coordinators
- Reporting the training of regional/local coordinators
- Producing the state of the art national report on the LLL and LLW situation in Romania
- Contribution to the elaboration of the manual
- Translating the manual
- Disseminating and implementing the manual
- Translate and implement the questionnaires for providers and participants
- Evaluate the questionnaires using the web application format
- Elaborate the LLW model
- Elaborate the LLW Plan for 2003
- Elaborate the media and promotion plan
- Elaborate the dissemination plan
- Organize national LLW
- Evaluate and report the LLW
- Editorial work and printing of the summery of national LLW reports

For dissemination activities see <http://www.llw5.org>.

#### **4.2 Target groups reached by the LLW G1 project**

Target groups reached by the LLW and outcomes of the project: <sup>3</sup>(the outputs of the project that reached the following target groups are: manual, questionnaires, web, e-bulletins, literature bibliography in LLL and LLWs):

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<sup>3</sup> Most of the national and regional LLW coordinators and providers had more or less the same target groups as the ones mentioned in the present report, according to the community needs, the social and geographical set up. Although there are common needs and target groups, still there is a difference from one area to another, as for example in some parts, agriculture is dominant whereas in other parts tourism, industry, environment, health or education/culture/tradition are the dominants. The participants for each target group were app 30 to 60 per seminar



- 15 Regional and 15 local coordinators (additional to the above mentioned outputs, the regional coordinators benefited from the trainings provided during the project, who applied the knowledge acquired in training their own local coordinators and their team)
- Managers of education institutions and other providers of LLW
- Managers and referents from the rural area
- Teachers (schools, high schools, Universities from cities, towns and villages,
- Personnel from public administration (the workshops were focused on a better knowledge of the adult education law, the objectives set at the EU level regarding training and education, LLWs as a means to promote the UE objectives and standards of education, collaboration between public administration and education institutions)
- Educators from the AE field
- managers from the agro tourism field
- librarians
- educators in kindergartens
- school inspectors
- museologists (how the museum can become a learning non-conventional space for different target groups)
- Target groups reached by the LLW<sup>4</sup>
- minorities (Hungarian, Armenians, Rroma people, Bulgarians, Ukrainians, Serbs, Jewish people): most the activities were based on intercultural exchanges, promotion of identity in a multicultural community, identifying solutions for the problems minorities experience
- Women involved in politics (training of the communication competencies, self development, promotion of the leader image in the community, etc.)
- seniors (share experience and new opportunities for learning, validation of their lifetime achievements)
- unemployed (by job fairs, education fairs for professional development)
- adolescences (family and community integration counseling, further education orientation and guidance)
- graduates (counseling on: looking for a job, how to write a CV, how to behave during an interview with the potential employer, etc.)
- pupils (basic information on different topics: health, hygiene; democracy and citizenship,
- parents (awareness of the role parents play in their children's life regarding the importance of LLL in adjusting and integrating in the labor market, in a society which is subject to change)
- managers of companies (the mutual benefits of cooperation between the education providers and SME)
- NGO representatives (collaboration for projects that have as target groups disadvantaged people)
- Police representatives
- specialists from different artistic fields,
- social partners
- the great public

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and similar seminars/workshops took place in more than 40 cities and towns. If the nature of the activity allowed it, more participants were welcomed to attend the program.

<sup>4</sup> Here are mentioned some of the themes approached during the activities planned for the specific target groups



### 4.3 Implementation/further implement the know how of LLW G1 project

One of the tasks of the organization is to work together with IIZDVV Project Romania, the promoter and main coordinator of the Festival in order to monitor, collect, register and further implement the experience gained at the national and local level.

#### **Monitor**

The national coordinators, both from ANCZEA and IIZDVV centralize information from the coordinators and providers regarding activities, target groups, partners, collaborators, evaluation of questionnaires on different themes, examples of good practice, etc. This aspect is very important in order to measure each time the actual situation of the Festival in Romania and always come to a new starting point which is essential for the further development of the Festival. Monitoring was part of the national coordination strategy in the past years but as of 2003 it has become more efficient and professional due to the improvements the project implied, especially the trainings of the coordinators, manual, questionnaires for providers and participants, ICT tools for monitoring and evaluation on the web.

#### **Collect and register**

- the questionnaires for providers and participants are an innovation for the Romanian Festival as before common evaluation tools using the same evaluation items had not been used before. Previously, the evaluation was rather random and the figures were given with approximation. These tools will be further used for the evaluation of the Festival.
- Questionnaires developed on specific themes or target groups and their evaluation, implemented at the regional/local level (e.g. youth were asked 10 questions about EU, or another example, women, from different social environments were asked about the role they play/should play/could play/are allowed to play in the society).
- examples of good practice
- -addresses of the providers, collaborators, experts (Romanian as well as foreign), coordinators, companies, schools inspectorates, chambers of commerce, etc. in order to create a **data base**
- activities of the Festival, places, institutions, contact persons in order to print a **national brochure** which is distributed to regional coordinators and providers<sup>5</sup>
- pictures, videos, maps, promotion materials, brochures with the programs and places, etc.

#### **Evaluate**

Evaluate the results of the providers' and participants' questionnaires, identify the shortcomings and achievements and hence focus on the improvements and/or support successful activities that can be reevaluated within future Festivals. The focus of the evaluation is on the management, impact on the community/target groups, diversity of activities and programs, on what extend the aims and objectives were fulfilled.

Previously, a thorough evaluation was done rather locally and it was an isolated phenomena. Some of the LF providers, especially the ones willing to take part in further Festivals were interested to undergo the evaluation of the event in order to have better achievements in the future. Still, the information collected nationally was incomplete. Starting this year, the

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<sup>5</sup> The brochure was printed in 2000, 2001, 2002. In 2003 the financial support was mainly directed at the regional/local level and hence brochure was not printed. Still, the information is available in electronic format for the interested ones.



evaluation is done at the regional/local level by the regional coordinators. Based on the first stage of the evaluation and the additional information and materials collected, evaluation is taking place at the national level. In this manner, the chances to take good steps ahead are increased.

### **Implement and develop**

- **Trainings** : National meetings were not strange for the LF providers in Romania. They met before the Festival mainly to exchange ideas, to ask for advice, to find solutions and to get inspired. Starting with 2003, the national meetings became more structural and coherent and they actually turned into training and planning seminars. As an innovation for the future trainings, the regional coordinators who were successful in organising Festivals will be further involved as trainers of the LF coordinators, together with the national coordinator and will moderate the team in the process of planning the national/local Festival and developing the national/regional/local common strategy.
- **Publications** (publish achievements, results, good practice examples, articles in the adult education publications, e.g. Paideia, which is distributed in the whole country in different education networks, or in international publications related to the Festival) Paideia magazine has already published articles and examples of good practice in the past years and the editors have the Festival in their focus also in the next years. On the other hand the Festival was promoted in international publications edited by UNESCO, NIECE or IIZDVV Bonn<sup>6</sup> and it is still one of the objectives set by the national coordinators for the future editions.
- **CD** (The information about the Festival at the national/regional/local level, based on the materials collected from the country, will be available in electronic format. This is an innovative tool and it is going to be used as of 2004.
- Develop a **common strategies** At the beginning, before the LF was first implemented, the first touch with the Festival and the only experience to start with was a visit in Slovenia of managers working in adult education institutions from different parts of the country. Three editions had been organised in the meanwhile (2000,2001, 2002) rather based on “learning by doing” than any practical or theoretical experience. In 2003, there was already the need for a common strategy, as the agents involved in the LLW were ready to work with each other as a whole. In 2003, with the financial support, the expertise of the countries involved in the LLW project, and its own experience, the ANCZEA network of coordinators elaborated a common national strategy, which will be further developed for the next Festivals.
- **Extending the network of coordinators** and implementing the Festival in new cities/towns/villages. In the first three years, there was only the concept of LF providers.<sup>7</sup> The concept of regional/local coordinators and a network of coordinators was implemented due to the LLW project in 2003. The organisation will further concentrate on the consolidation and development of the network as it is a very efficient means to communicate, exchange experience, organise and plan, improve “together”, as a result of a joint effort.

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<sup>6</sup> Please see the Romanian LLW Model

<sup>7</sup> See also footnote nr.3 from page 5



- **Facilitate the access** of all interested institutions to the information and data base available at this moment in order to build contacts, partnerships and collaborations. After 4 years of experimenting and learning, it is possible that starting from this year to provide this facility in an organized and efficient manner.

#### **Consulting**

- facilitate communication and knowledge transfer between different actors involved in LFs
- facilitate the experience exchanges (e.g. different types of questionnaires as tools for collecting data in the community; successful activities, etc.)
- support and guide the new regional/local coordinators before, during and after the Festival by providing the tools and methodology acquired both from the experience gained during the 4 editions of the Festival as well as the innovations and experience provided by the LLW project (manual, expertise, LLW models, LLW plans, LLW dissemination and promotion plans, etc.)
- the experience accumulated will be the basis for organizing new activities and improving the existed ones according to the new target groups and the new situation of the society. (As an example, every year the same activity approaches new aspects that were not present in the previous years which are necessary for the present situation of the society. This is the case with the counseling and guidance center. As every year it is confronted with new demands, questions, life situations, it has to adjust the curriculum according to these new demands.)

As the Festival was a new experience for the education institutions involved, consultancy was an inside phenomena taking place among the LF providers who were giving support and assistance to one another. ANCZEA was in this situation more like a moderator as the experience on the national, regional and local level was still “in the make”. As the experience accumulated, both regionally and nationally, the organisation is ready to offer this support in the future. This new situation does not exclude the direct help between coordinators and providers. In this respect, during the 2003 LLW in Romania, the coordinators were interacting with each other and provide experience and logistics for their colleagues, apart of the trainings and support they were provided with by the national coordinators.

## **5. LINKS WITH OTHER NETWORKS**

The networks which participated in the LLW are the regional districts of Ministry of Culture, network of Popular Universities (ANUP), network of Regional Centres of Adult Education, network of Regional Centers for the Conservation and valorization of the traditional creation (these regional centers are responsible with the implementation of adult education according to the law voted in 2003), regional Agencies for Employment, the national network of the Ministry of Education by the local inspectorates, network of Chambers of Commerce, network of volunteers who were represented by the Pro Vobis NGO which has offices in different cities.

The links were established by direct discussions and contacts, telephone, official letters, by collaboration protocols, especially with the national bodies which sent notifications in the country, to the local representatives, in order to provide their support and participation at the LLW.



At the national level the persons responsible with the coordination of LLW were in contact with the national networks and the regional coordinators with the regional and local networks. One benefit of these collaborations is that they do not restrict only to the sphere of LLW but they function in other activities and events which need the support of these networks.

## **6. LLW BEYOND THE PERIOD OF SUPPORT FROM THE GRUNDTVIG**

The “Festival of your Opportunities” has already become a tradition before and independent of the project. Since the seed was sown, the most important aspect was to take care and help the seed develop, so that fruits can be harvested. Due to the project, the Festival has received the proper nourishment in order to grow and achieve in a more professional and efficient way the goals that it stands for. According to the input of the providers who were involved in the 2003 Festival, this event is necessary for the development of Adult Education in Romania and they are willing to play a further role in the next editions. According to the opinion of the participants, the Festival should be organized every year and adjusted to the national, regional and local context and needs. In this respect, it is a must for the Festival to improve every year in order and answer the requests of the individuals.

The most important investment of the project is in human resources and methodology. The people involved and trained during the project will be living examples and multipliers for the next generations involved in LLWs and the methodology elaborated by the project (manual, questionnaires, etc.) will always be a standpoint and a guide for the ones that need a theoretical back up. This basis will secure in a way the continuation of the project. On the other hand, the collaborations and partnerships established have been strengthen during the 2003 edition of LLW as the partners were satisfied with the outcomes of the collaboration and they are willing to give further support in the future. In this respect, the premises are already established for the future editions of the LLW in Romania.

## **7. RECOMMENDATIONS FOR FUTURE LLWS – DERIVING FROM THE COOPERATION IN THE PROJECT**

- Increase the number of regional coordinators (for the 2004 we expect to increase the number from 15 regional coordinators to 25) and local coordinators (each regional coordinator chooses at least 4 local coordinators who are responsible with the LLW in a given area of the region), improve the communication in the network (every change of the structure and work with more regional coordinators who themselves have to train their own local coordinators implies a new approach in communication and requires more discipline, attention, clear delimitation of the tasks ) and a better approach of the responsibilities of each member of the team
- Have more national coordinators, each responsible for an aspect of the Festival. For example one would be responsible with promotion (relation with mass media, creation of the national poster, etc ), another one would be responsible with the training of regional coordinators and collecting the data from the country about providers, activities, and cities, another one would be responsible with the relationship with national bodies)





- Provide two training sessions (September and October) by the national coordinators for the regional coordinators: **first session** to clarify the tasks and responsibilities, exchange the experience of the previous years, including the experience gained in the LLW project (strong points and weak points of the previous year), disseminate and implement the manual and questionnaires for the new coordinators, and **the second session** with a common plan and strategy for the LLW in 2004:
- New objectives, target groups, activities, places, national and local partnerships, involve more partners and networks, experts from the country and abroad, new and more cities involved in LLW, as well as extending the event in the rural area
- Based on the media and promotion models from all the project countries, create a new plan in order to establish national and media partnerships
- Based on the dissemination plans developed during the project, an improved action plan for information and dissemination of the LLW
- Better financial support from the governmental structures as well as independent funds obtained by fund raising on the regional/local level (usually, every year IIZDVV is providing financial support to the regional coordinators of LLW but for the future editions of the LLW, each regional coordinator, together with the team should be able to find more support from the regional/local resources additionally to the support that IIZDVV will provide in the future)
- Identify common themes or one specific day of the Festival dedicated to a target group or a subject which is very actual (e.g. intercultural day, active citizenship day, etc.)
- Use the data base with AE institutions (national, regional, local), media representatives, LLW supporters, created in 2003 and improve it

## 8. CONCLUSIONS

“I think the organisation of the Festival of Your Opportunities as a project, with training sessions, with a common strategy, identifying the target groups to whom we addressed the Festival allowed us to understand in a very clear manner the mission of the Festival this year and to reach our objectives”

“I notice that each one of us took over the experience of the others and this is something extraordinary – we can learn from each other and together, regarding the themes we approach, the way we produce our promotion materials, the way we relate to suppliers and participants.”

Regional coordinator from TG.Mures

“By the means of the project “Widening and strengthening the European Dimension of the Lifelong Learning Week Movement” we achieved a common strategy of working in the network, new efficient and practical methods were implemented, we could transfer good practices in our network of Regional Centers for Adult Education.

Regional coordinator from Bocs

The general answer of the LLW providers regarding this aspect was that LLW is an efficient mobilizing agent because it approaches themes on education which are found on the agenda of other festivals from European countries.



The most important innovative aspect of the project is the opportunity of sharing and enriching the experience in organising LLWs, as well as identifying the common directions in a diversity of approaches linked to this event. The end result of the joint endeavor is:

- a widened perspective and approach regarding the creation of a professional frame in which LLL, AE can be best promoted,
- achieving a set of objectives at European standards regarding LLL, AE
- implementation of professional methods, techniques and tools at European standards in preparing, organising, running, evaluating, disseminating LLWs
- multiplying the experience (in theory and practice by the means of the products elaborated during the project) by sharing it with other new LLW providers
- multiplying the human resources (the trained regional coordinators and trainers of new regional coordinators)
- better media promotion at the national level (promotion materials and connection with mass media representatives)
- more financial support from the national authorities and a better recognition
- impact on the formal system of education and institutions from other fields of work
- more people involved during the Festival (from experts to common people with achievements) and more people were reached by the activities
- new institutions showed interest in joining the Festival and/or in building partnerships for future projects
- more activities implemented related to the transversal issues (equal opportunities, disadvantaged groups, xenophobia, racism)
- a direct benefit of the organisation: accumulated national and international expertise which is the basis for further development and implementation of the LLW at the national level

Prepared by Ioana Florescu



## Supplement 1

### **EVALUATION of LLW 2003, RO**

#### **Questionnaire for participants<sup>1</sup>**

In the country, as reported by the regional coordinators, app. 8.000 questionnaires were distributed and 3.120 returned to the ANCZEA office.

#### **Evaluation of events**

##### **1. Related to promotion**

The activities undertaken at the national level were promoted via internet, TV, Radio, written media, by post, by the education institutions, by the word of mouth, invitations, posters and flyers. At the national level, almost 47%, of participants found out about the Festival by post and flyers, and app.18%, 19% and 20%, by the education institutions, by written media and TV, followed by Radio with almost 15%, by the word of mouth with almost 6 % and by post with almost 4%<sup>2</sup>. The lowest promotion was achieved by internet. The explanations are multiple, either the web pages used for promotion are not very well known or regularly accessed, either people cannot access (e.g. lack of IT skills) or do not have possibilities to access the internet.

##### **2. Related to LLW as a new experience**

For most of the participants who attended the programs, the 2003 Festival was their first experience, as app.70% of the total number were newcomers and 30% were participants who took part in the Festival in previous years. This situation reflects on the one hand the expanding potential of the Festival in reaching new target groups and participants and on the other hand the usefulness of the Festival for the previous participants who show further interest in the programs the Festival offers. The higher percentage of new participants was scored in programs like Informing and Counseling, Participating events and Accompanying events, where the average percentage of the newcomers was 85% and the rest of 15% were participants who took part in previous Festivals. The Presentations of education programs and projects gathered a balanced number of new and old participants, the newcomers representing 55% of the total.

##### **3. Related to the rate**

Almost half of the participants who evaluated the Festival, app.45% of the total, rated the events with very good, followed by app.35% of the participants who rated the events with satisfactory, app. 18% considered the Festival to be excellent and 2% rated the events with poor.

Out of the 4 types of events, the Presentation of education programs and projects and Participative events got the higher rate: very good by 50% for each of the two and excellent by 30% for the first one and 21% for the second one. On the second place is the Information and Counseling event rated with very good by 49% of the attendants. On the third place is the

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<sup>1</sup> The number of questionnaires reported is not the same with the total number of participants which was not possible to record only partly (e.g. the case of exhibitions, fairs). The evaluation is based on the questionnaires which are in the data base of ANCZEA and LLW web application.

<sup>2</sup> The participants reached by post were the ones invited on the basis of nominal invitations. Generally, this target group comprised officials from the local/regional/national authorities, experts or educators who were involved according to the nature of the activity (elaborating short/long term strategies regarding partnerships, future projects, transfer of know-how, good practice exchange)



Accompany events rated with satisfactory by 61% of the participants. According to this evaluation, the most appreciated activities are the ones that offer new learning opportunities for both learners/non-learners and the institutions which can be involved in future education programs and projects, either as promoters or collaborators.

#### **4. Related to the involvement into a form of learning**

One of the main objectives of the Festival was to raise awareness regarding the need for learning at all stages and one of the concrete results was to attract and involve more future learners in education programs. This objective has been successfully implemented as for most of the participants who filled the questionnaires, app.70% confirmed their willingness to involve in a form of learning, according to their needs. The Presentation of education programs and projects had the grater impact on the participants who attended this type of events, as 94% were showing interest in choosing a form of learning. The Participative events also attracted app.79% of the participants for further learning programs and the information and counseling activities involved app.65% of the youth and adults who attended the counseling and guiding sessions. The accompanying events had a lower impact on the participants, as 58% didn't show any interest in continuing with their further education. This situation is justified, as accompanying events are more entertainment orientated and less formal than other education activities.

#### **5. Comments**

The comments made by the participants were topic related and express their opinion about the experience they had while participating in the Festival activities. Generally, they were linked to likes and dislikes, as referred to their emotional and intellectual level of fulfillment on the one hand and on the other hand as related to the educational and professional level of fulfillment. Other aspects mentioned were related to organisation, participants, novelty and efficiency of information, promotion.

#### **6. Topics recommended and proposals**

The topics proposed were (1) either derived from the main topics approached during the Festival, meant to provide a deeper understanding and a better pragmatic efficiency and to adapt more to the specific needs of the participants, or (2) new ideas that were not connected to the debated topics.

The main interest was connected to EU projects (e.g. consulting and counseling centers for project promoters, youth exchanges from Romania and other European countries, dissemination of EU projects accompanied with workshops study cases with ups and downs while working in a EU project, etc.), to entrepreneurship (e.g. legislation and possibilities for youth to start a business, criteria of choosing the right business partners, etc.) cooperation of the GO and NGO sectors, education, education in the rural area, etc.

### **Evaluation of participants**

#### **1. Age<sup>3</sup>**

- Most of the participants who attended the Festival were adults (25-54), app. 60%, followed by youth (15-24), app.30%. Third age participants as well as school pupils were less in number, app. 10% all together.

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<sup>3</sup> The checked items regarding age were not recorded by the web application. In this respect, the evaluation is based on the hand written questionnaires from the ANCZEA database.



## **2. Gender**

- Compared to the former LLWs in Romania, where most of the participants were female, for the 2003 LLW, the evidence showed a balance of gender, as 48% were male participants and 51% female participants.

The activities that gather more than half of the male participation are Presentations of education programs and projects, with 56%, Accompanying events, with 55%, Participative events, with 51%. The information and counseling activities were more in the focus of female participants, as they represent 61% from the total number of participants. The female participation percentage in the other three categories of activities are in average 45%.

## **3. Years of schooling**

Most of the participants who took part in the activities are graduates of University, 96% and secondary school, 34%. The participants with 8 class or less are pupils from primary school, who were not involved in the evaluation process.

The most interested participants in education opportunities were adults with 13 classes or more, who are “used to learn”, as they justified their willingness to continue their learning process. The adult participants who graduated from secondary school and University hold the monopoly in all categories of activities. The lowest participation percentage reached was 51% in participative events and the highest reached was 83% in accompanying events. The lowest participation of the adults with 9-12 years of schooling was in accompanying events, with 17% and the highest participation of 49% in the case of participative events.

## **4. Field of work**

The least participation was from the field of politics. This situation is justified, as the political officials mainly were invited to opening ceremonies and/or different workshops that approached specific topics. The politicians are one of the target groups of the Festival but it is not the main focus during the Festival itself, as other target groups are. There were no political participants registered in Information and Counseling activities and Participative events. Politicians attended accompanying activities<sup>4</sup>, in the places where the regional coordinators were also hosts for the Festival, and Presentations of education programs and projects.

According to the evaluation on the web, most of the participation was from other fields (environment, health, social assistance, etc.) followed by education, industry, culture and unemployment.

regarding unemployed participants, they attended in great number the activities which were addressing their needs, as for example, the job fairs. It is very hard to estimate how many passed by the exhibiting area of the employment companies, in all the cities where such activities were organised, as only a small number filled in the questionnaires. In this respect, the percentage registered on the web is not reflecting the actual situation. The activities mostly frequented by unemployed were the Information and Counseling activities, Presentations of education programs and projects, and less Participative events and accompanying events, although the percentage regarding the last type of events shows the higher participation of unemployed people. Still, at the national level, the figures are different.

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<sup>4</sup> Although they are not registered on the web, we have received the confirmation from the regional coordinators about the presence of the local authority, representatives of different parties, etc. in accompanying events.



### **5. Place of living**

The participants recorded on the web are living in the city, and represent 90% of the total number. According to the actual situation, at the national level, app. 75% of the participants are living in a city, 15% in towns and 10% in villages.

**As per recorded questionnaires, most of the participants are working and living in cities. The average participation at the 4 types of events, in the city, is 90%, in towns 8% and villages 2%.**

### **Questionnaires for providers**

There were 150 questionnaires distributed and 65 returned to the ANCZEA office.

Prepared by Iona Florescu, ANZEA, ARAD