

Newsletter 1

Project No: 2022-1-DE02-KA220-ADU-000089906

www.attach-project.eu

ATTACH Kick-Off Meeting

Welcome to the ATTACH Kick-Off Newsletter!

We are thrilled to announce the successful launch of the ATTACH aimed at promoting active civic engagement through adult education. The meeting took place on November 22, 2022, in Munich, Germany, marking the beginning of an exciting journey towards empowering adult and community educators. The meeting was attended by representatives of partners from Germany (uDevelop), Greece (Fifty-Fifty), Cyprus (Arista Deka) and Croatia (Pučko otvoreno učilište Čakovec).

ATTACH Mission

The ATTACH project aims to foster active civic engagement through the development of competences in adult educators and community educators. Our initiative aligns with the European Skills Agenda, focusing on:

- Pact for Skills
- Skills to support the twin transitions
- Skills for life

By implementing these actions, we strive to ensure social fairness and uphold the European Pillar of Social Rights, particularly emphasizing access to education, training, and lifelong learning for everyone across the EU.

ATTACH Objectives

1. Research Political Dimensions in Adult Education:

- Assess the political dimensions of the work of adult and community educators in partner countries.

2. Capacity Building:

- Enhance the capacity of partner organizations in managing active citizenship initiatives.
- Develop competences of adult and senior voluntary coordinators and volunteers.

3. Innovative Methods for Civic Engagement:

- Utilize methods such as Photovoice, Educational Animation (Video), Storytelling, and Kahoot! Quizzes to engage adult and senior learners with fewer opportunities.
- Focus on contemporary issues such as:
 - Human Rights and Climate Change
 - Data Protection and Online Privacy
 - Immigration and Tolerance
 - Euroscepticism

4. Social Media for Social Change:

- Equip adult and community educators with tools and procedures to teach adult and senior learners to run successful online campaigns.



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Work Packages Overview

WP1: Project Management & Coordination

- WP1 is dedicated to managing and coordinating the project to ensure all deliverables are completed on time and within budget. This involves handling legal, contractual, financial, and administrative aspects, and supporting technical coordination to meet quality standards. Quality assurance is a key focus, with regular monitoring and reporting on progress, and implementing a Quality Plan with criteria, measurements, and corrective actions. Communication procedures are established for internal and external stakeholders, including the European Commission. Project meetings are organized, and the quality of all documents and technologies is maintained through peer reviews and evaluations. Additionally, WP1 incorporates an Inclusion and Diversity Strategy in line with Erasmus+ principles, aiming to promote equal opportunities and support individuals with fewer opportunities. This strategy ensures a positive approach to diversity, reduces participation barriers, and recognizes the competences developed by participants. Inclusion and diversity considerations are integrated throughout the project lifecycle, enhancing the visibility and quality of project implementation.

WP2: Analysis of Adult Educators' Work Considering the Political Dimension at EU and National Level

WP2 aims to integrate the political dimension into adult and community educators' work. The objectives are to customize other project outputs based on research findings, enhance the quality of adult education, test the European Training Strategy Competence Model, and support educators in developing competencies for adult learners. This will contribute to the professional development of educators and enable them to incorporate political aspects into their teaching practices. Key activities include researching the influences on educators, exploring ethics and attitudes, and creating a guide of good practices and tools for managing European Citizens' Initiatives. ARISTA DEKA will lead the research, coordinating partners to draft country reports and a comprehensive Research Study. This research will inform better educational material, ensuring the project meets its goals of inclusion, diversity, and professional growth.

WP3: Educational Tools Strengthening Civic Engagement Potential of Adult & Community Educators

- WP3 aims to enrich adult education with innovative methods that surpass traditional approaches. It focuses on using animations, storytelling, Photovoice, and Kahoot! quizzes to help learners, especially those with fewer opportunities, understand complex concepts and retain information better. The "Training Toolkit to Enhance Citizenship of Adult and Senior Learners" will be developed, drawing on WP2's research findings. The toolkit will promote civic engagement and address key issues identified by learners, such as human rights, climate change, data protection, immigration, and Euroscepticism. These creative educational tools aim to attract and empower learners, fostering social and civic competence and critical thinking in a flexible, inclusive manner.



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WP4: Adult Learners Leveraging Social Networks and Social Media for the Promotion of Social Change

- WP4 aims to equip adult educators and learners with the skills to effectively use social media for promoting social change. Objectives include understanding social media, running successful online campaigns, and disseminating project results. The toolkit will cover areas such as social media strategies for NGOs, digital storytelling, online petitions, and measuring campaign impact. Key focus areas:
- Teaching adult educators and learners to use social media for impactful campaigns.
- Simplifying project dissemination, especially for initiatives like Erasmus+.
- Training on leveraging social media to mobilize learners and promote social messages.
- Providing practical tools and tips for engaging online communities and spreading activities.

The toolkit will empower learners and educators to harness social media, enhancing their ability to influence and create social change.

WP5: Impact and Dissemination

- WP5 aims to maximize the project's impact by sharing results with a broader community of stakeholders across the Consortium countries. The objectives are to develop a public web portal and social media campaigns to promote the project, disseminate findings through articles and conference participation, and enhance European research cooperation by sharing insights and good practices.
- This work package focuses on the effective dissemination and exploitation of project results, ensuring that the project's values, services, and outcomes are widely recognized. It will evaluate the implementation of dissemination actions, stakeholder engagement, and the tools used. Participants are expected to gain digital media skills, increased competence, and new citizen competencies, thereby promoting equity, social cohesion, active citizenship, and resilience to global challenges. The project will have significant local and regional impact, improving digital competencies and labor market compatibility for key target groups. Αρχή φόρμας

We are excited to work with our partners and participants to achieve the objectives of the ATTACH project. Stay tuned for more updates on our progress and upcoming activities!



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