

years of the
**Lifelong
Learning
Week**
in Croatia



Agency for Vocational
Education and Training
and Adult Education

10

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Lifelong
Learning
Week
in Croatia



Agency for Vocational
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and Adult Education



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**Agency for Vocational Education and Training
and Adult Education**

Radnička 37b/VII, 10 000 Zagreb, Croatia

+385 1 62 74 666

ured@asoo.hr

www.asoo.hr

For the Agency for Vocational Education and Training and Adult
Education: Mile Živčić, Director

Edited by: Mile Živčić, Mario Vučić, Nives Vučić, Ognjen Piljek
Žiljak and Ksenija Banović

Associates: Nada Đuzel, Marijana Kalamiza, Nives Novak,
Marina Režek Cvetko

Proofreading: Obrt za usluge Gnosis, Kralja Krešimira 35, Kaštel
Kambelovac

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Zagreb, May 2017

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Foreword of the Director

The Agency for Vocational Education and Training and Adult Education (up until 2010 Agency for Adult Education) has been organising the *Lifelong Learning Week* since 2008, continuing an initiative initiated in 2002, when the Croatian Association for the Education of Adults organized the first *Lifelong Learning Week* in Croatia. In 2008 the Week was organized in only four cities (Zagreb, Vukovar, Gospić and Knin) and with only several activities. But even that first Week organized by the Agency aroused the interest of citizens and media for lifelong learning, especially the first *Lifelong Learning Fair*, which in the following years became a constitutional part of the Week. The concept of direct approach to citizens and information on the learning possibilities immediately proved to be a success so in the following Weeks the *Lifelong Learning Fair* always attracted many of those who wish to join the world of learning and education but don't know how or where. That exact goal – informing citizens on how to become a part of the lifelong learning process and motivating them to take that step – was the framework of all following *Lifelong Learning Weeks*. Every year the Week further developed, the scope of activities and areas of campaign expanded, the number of activities and involved institutions increased, the inclusion of crucial actors on all levels strengthened and, which is particularly important, the number of citizens who participated in various activities was constantly on the rise. In comparison to the initial four cities in 2008, in 2016 the *Lifelong Learning Week* was organized in all Croatian counties, in bigger cities, but also in smaller towns. The modest number of activities within the first Week organized by the Agency was the beginning of campaign which in 2016 comprised 600 events with more than 28 000 participants.

From the very beginning, the media recognized the importance of the campaign so in 2008 nearly 50 different media reported on the *Lifelong Learning Week* and its activities. However, by 2016, the interest of the media for promotion of learning and education and for the *Lifelong Learning Week* has soared so last year there were approximately 5000 reports in the media about our activities. That fact is very important because the presence of the campaign in the media on local and national levels ensures that the Week's main message – motivation of everyone, regardless of age and life circumstances, for learning – reaches even more citizens.

Since 2011, an award called *Maslačak znanja*, for accomplishments in adult learning, has been awarded within the *Lifelong Learning Week*.

That is one of the most important activities within the Week because it puts an individual who decided to expand his/her skills and knowledge, who works on his/her development and who had to overcome many obstacles, at the forefront. As a result of their determination and perseverance, the winners of the *Maslačak znanja* achieved many positive changes in their lives. For that reason, it is clear why the recognition of their efforts and emphasising of their examples (which in the best possible way demonstrate why learning is valuable) are some the Week's activities we are particularly proud of.

Already in 2008 it was proven that successful implementation of this campaign is possible only in cooperation with other institutions and organizations, so the number of partners grew each year, and the cooperation deepened. Regional coordinators have been the Agency's main partners in organization of the *Lifelong Learning Week* since 2011. They are adult education institutions which create and carry out activities together with the Agency, and on local and regional levels motivate institutions to join the promotion of learning and inform the citizens of learning possibilities in their area. Without the cooperation and support from them and other partners who participated in the *Lifelong Learning Week*, the campaign never would have been able to achieve what it achieved since 2008 until today.

What is certainly worth mentioning is the fact that since 2016 the educational campaign *Lifelong Learning Week* is financed from the European Social Fund through a three-year project *Promotion of Lifelong Learning*, in the total amount of 11.508.270,12 kn, with the purpose of raising awareness of the importance of lifelong learning and increasing the participation of adults in lifelong learning processes, to strengthen their competitiveness on national and local levels.

Presentation of results achieved within the *Lifelong Learning Week* was one of the main motives for making this brochure, which now counts six editions. We wanted to present activities carried out within this campaign in recent years, its most important achievements, as well as those who helped with its successful implementation. I hope that the described results will be an incentive for all of us to continue to develop and improve the *Lifelong Learning Week*, as the most important educational campaign which speaks to all citizens of the Republic of Croatia in the years to come. I also hope that in the future we will continue to work on raising awareness of the importance of learning throughout the whole life.



Mile Živčić, director
of the Agency for
Vocational Education
and Training and
Adult Education

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Introduction

Nowadays, the society is strongly influenced by globalization which carries a number of challenges that require new knowledge and skills in order to be able to respond to them adequately. Education and learning are not, nor can they be, exempt from these processes. New processes affect the very dynamics and adjustment of the overall society and, thus, the area of daily activities of all stakeholders in the educational system, of the society and the individual. Education and educational systems are, due to their role, the areas that may be the slowest to adapt to changes and most cautiously respond to the challenges presented before them by the modern society. Therefore, for all these reasons mentioned, the need for long-term planning arises to promptly give quality answers to fulfil their roles and set goals.

As already mentioned, education must not remain a silent observer in global processes. Today, one of the main components of all strategic plans is a marketing- promotion plan, whether being adopted at the European, national, regional or the level of the educational institution itself. All educational institutions, at times of globalization and rapid changes that they are accompanied with, should use the opportunities provided by marketing and marketing tools.

Bearing in mind the statistical data that the population of the Republic of Croatia is insufficiently included in the process of lifelong learning and education, it is necessary to direct and continuously undertake various promotional activities to raise the awareness of the importance of education and learning to a higher level in every individual.

On the basis of the *Strategy for Adult Education* in the Republic of Croatia (adopted in 2004) and key guidelines of developmental policies of the European Union, and especially the latest European document *Strategies for Improving Participation in and Raising Awareness of Adult Learning* (2012), which speak about the importance of promoting learning and education, and with the support of the Ministry of Science, Education and Sports (MSES), the Agency for Vocational Education and Training and Adult Education (hereinafter referred to as the Agency) has organized and carried out nine (out of totally ten)

campaigns called the *Lifelong Learning Week* (hereinafter the Week), promoting (also in this way) the learning culture in the Republic of Croatia.

Alongside the need to raise awareness of the importance of investing into lifelong learning, acquisition of qualifications necessary for self-realization, increase of the quality of life, improvement in the educational structure of the population, permanent modernization of the content and methods of education at all educational levels, it is also important to raise awareness of the constant care of the carriers of the educational system and all stakeholders of the aforementioned activity.

Therefore, the Week is certainly an excellent way to respond to the challenges of the modern society and to encourage the citizens of the Republic of Croatia to engage and daily acquire the values of the learning culture throughout their lifetime.

The most important achievement of the campaign is based on the fact that the activities are carried out in all parts of the country, which aims at and contributes to the realization of the goal of equal development of all parts of the Republic of Croatia.

It is important to emphasize that the organization of the Week and its results would be almost impossible to achieve without the cooperation with partners from the public, civil and business sectors which are carriers of these activities in all parts of the Republic of Croatia. Institutions for adult education, which are, year after year, becoming the carriers of activities and assume responsibility in their surroundings and environment, have a particularly important role in the development and improvement of the Week.

The Agency has also recognized the importance of marking the International Literacy Day (8 September) which has been marked seven times in the organization of the Agency.

For all mentioned reasons, it is necessary to permanently promote learning and education so that every individual – by acquiring new knowledge and skills – could ensure greater competitiveness on the labour market, long-term employment and a more active participation in everyday social life for him/herself.

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What is lifelong learning?

All learning activity undertaken throughout life, with the aim of improving knowledge, skills and competences within a personal, civic, social and/or employment-related perspective.

(COMMISSION OF THE EUROPEAN COMMUNITIES, 2001.,
Making a European Area of Lifelong Learning a Reality)

The concept of lifelong learning is an idea of systematization of learning in all stages of life (from early childhood to old age) and in all forms in which it is undertaken (formal, non-formal and informal). Learning is a continuous process in which the results and person's motivation for learning in a certain period of life depend on the knowledge, habits and learning experiences acquired at a previous age. The concept of lifelong learning mostly relates to objectives of economic nature, for example improved competitiveness and long-term employability. On the other side, equally important objectives that contribute to the active role of individuals in the society must not be ignored. Those goals are encouragement of social inclusion, development of active citizenship and development of individual potentials.

The term *lifelong learning* is often replaced by the term *lifelong education*, although the two terms are not synonymous. Education only includes organized learning, while learning is a wider concept which includes unintentional, unorganized and spontaneous acquisition of knowledge that can be carried out for a lifetime.

FORMS OF LEARNING:

Lifelong learning includes the learning that takes place within formal and non-formal education and informal learning.

1. Formal education - education carried out in various accredited educational institutions per approved programs for the purpose of improving the knowledge, skills and competences for personal, social and professional needs, which leads to recognized diplomas and qualifications. It is most commonly implemented as structurally, chronologically specific full-time education of young people (as a rule, between 5 and 25 years of age) in primary and secondary schools, universities and specialized programs of regular vocational and higher education. In addition, it also includes formal adult education - formally structured and sequentially organized adult education which leads to an acquisition of a formal certificate.
2. Non-formal education - any form of education that does not lead to an acquisition of new qualifications, new diplomas or a progress in the qualification ranking. It indicates organized learning processes aimed at training adults for work, various social activities and personal development.
3. Informal learning - learning that results from daily activities related to work, family or leisure. It is not organized or structured in terms of learning objectives, time or support. Informal learning is in most cases unintentional from the perspective of the learner.

(Source: The Education and Teacher Training Agency, 2009:
International Organizations on Adult Education)

09·2010·2011·2012·2013·2014·2015·2016·20

Lifelong Learning Week

Lifelong Learning Week is a UNESCO's initiative launched in 1999 which is celebrated every year in numerous countries on all continents in order to sensitize the public to lifelong learning, promote the learning culture and encourage personal motivation.

Apart from the need to raise an individual's awareness of the importance of investing into lifelong learning and acquisi-

tion of qualifications necessary for self-realization, increase of the quality of life, improvement in the educational structure of the population, permanent modernization of the content and methods of education at all educational levels, it is also important to raise awareness of the constant care of the carriers of the educational system and all its stakeholders.

Lifelong Learning Week in Croatia

The Lifelong Learning Week is a national educational campaign which, in a simple way, directly addressing the citizens, encourages the realization of the notion of promoting learning and education, and develops learning culture.

The Agency has, in collaboration with partners, in all parts of the Republic of Croatia, developed a campaign with events which will enable citizens to acquire greater knowledge of the possibilities of education and learning.

When we speak of the Week in the context of marketing planning, hybrid classic marketing planning is applied. This type of planning is based on modern generic theoretical approaches, current and applicable in most modern institutions in the field of education.

Source: Pavičić and others (2010): The Basics of Strategic Marketing and Management in Primary and Secondary Schools; see more in Aker (2005, 2008): Strategic Market Management)

The Agency has developed a campaign organization and implementation model characteristic for Croatia. The model consists of five key points – situation analysis, goal definition, plan development, implementation and control of achieved results.

Contribution and support to the implementation of the Week have been provided by the following institutions: the Government of the Republic of Croatia, the President of the Republic of Croatia, MSES, Council for Adult Education, Croatian Employers' Association, Croatian Chamber of Economy, Croatian Chamber of Trades and Crafts, National Foundation for Civil Society Development, Croatian Education and Teacher Training Agency, Agency for Science and Higher Education, Agency for Mobility and EU Programs, Croatian Employment Service, Croatian Academic Society, Croatian Association for the Education of Adults, Association of Institutions for Adult Education, Union of Independent Syndicates of Croatia, Council for the Development of Civil Society, Office for Cooperation with NGOs, City and County Offices for Education, Faculty of Teacher Education in Zagreb, Croatian Pedagogical Society, Croatian Reading Association, Croatian Association of Secondary School Principals, Croatian Association of Primary School Principals, Association for Lifelong Learning.

·2006·2007·2008·2009·2010·2011·2012·201

T E N T H L I F E L O N G L E A R N I N G W E E K

3·2014·2015·**2016**·2017·2018·2

26 September – 2 October



Exercise your brain!

· 2006 · 2007 · 2008 · 2009 · 2010 · 2011 · 2012 · 2013



The main partner
of the Week 2016
was the Croatian
Employment Service



Predrag Šustar, PhD, Minister of
Science, Education and Sports



Mile Živčić, Director of the Agency
for Vocational Education and Training
and Adult Education



Mario Vučić, Assistant Director of the
Agency for Vocational Education and
Training and Adult Education

Between 26 September and 2 October 2016, the Agency for Vocational Education and Training and Adult Education organized the tenth, jubilee *Lifelong Learning Week*, a national educational campaign. The campaign, whose aim is to **raise awareness of the importance of lifelong learning**, was held under the auspices of the President of the Republic of Croatia, Kolinda Grabar Kitarović, and with support of the Ministry of Science, Education and Sports.

All Croatian counties again participated in the campaign, which in a direct, oftentimes informal way, conveys the message of the importance of education and learning. Institutions organized and carried out their activities in cooperation with

their partners – public authorities, social partners, the Croatian Employment Service, counties, local community, associations, cultural institutions, institutions for adult education, schools etc. 700 different institutions held more than 660 events aimed at promotion of education and learning, such as workshops, lectures, round tables, theatrical performances, exhibitions etc. The fact that the *Lifelong Learning Week 2015* comprised 540 events speaks volumes of the campaign's rising success.

The media had a particularly important role in the implementation of the Week. Without their involvement and support it would not be possible to reach the target audiences. In terms of promotional and media activities, the achieved results

It is necessary to emphasise that promotion and raising awareness of the importance of lifelong learning are highlighted as priorities in all strategic documents relating to development of education in the Republic of Croatia as well as on the European Union level

3·2014·2015·2016·2017·2018·2

26 September – 2 October



The opening ceremony of the 10th Lifelong Learning Week in the National and University Library



Pupils of the Pavao Markovac Music School



International professional-scientific conference on adult education of the Agency for Vocational Education and Training and Adult Education and the Croatian Andragogy Society

are as expected. There were around 5000 reports regarding the *Lifelong Learning Week 2016* in the media.

It is necessary to emphasise that promotion and raising awareness of the importance of lifelong learning are highlighted as priorities in all strategic documents relating to development of education in the Republic of Croatia as well as on the European Union level. The European dimension of the *Lifelong Learning Week 2016* was particularly emphasised because the campaign was carried out under the three-year project **Promotion of Lifelong Learning**, whose total value is 11.508.270,12 kn and which is financed by the **European Social Fund**.

THE OPENING CEREMONY

The campaign activities began with the official opening ceremony on **26 September** in the **National and University Library in Zagreb**.

After the introductory words of regional coordinators (via video message) and Mile Živčić, the Director of the Agency, in which

he referred to lifelong learning as a necessary prerequisite for functioning in the modern world, Predrag Šustar, PhD, the Minister of Science, Education and Sports said a few words to the attendees.

Mario Vučić, Assistant Director of the Agency for Vocational Education and Training and Adult Education and campaign manager briefly described the development of the national campaign in the past ten years. During that time, the inclusion of regional partners and association with numerous local institutions, such as the Croatian Employment Service's regional offices and local centres for information and consulting on career, primary and secondary schools, kindergartens, faculties, nongovernmental organizations, museums and libraries significantly enriched the programs and involved an increasing number of citizens in the world of lifelong learning.

The Choir of the Pavao Markovac Music School was responsible for the musical part of the opening ceremony. The ceremony was followed by an international professional-scientific conference organized by the Agency for Vocational Education

>>

·2006·2007·2008·2009·2010·2011·2012·2013



The “Maslačak znanja” awards were awarded during the official opening ceremony

>> and Training and Adult Education and the Croatian Andragogy Society. The conference theme was *Who needs adult education*.

THE “MASLAČAK ZNANJA” AWARD

One of the most important activities traditionally carried out within the *Lifelong Learning Week* is the presentation of the “Maslačak znanja” award for outstanding accomplishments in adult education.

This year’s winners are Marjeta Trkman Kravar, Neven Oršuš and Mirjana Reštigorac – with their real-life examples they witness that only sky is the limit with learning.

They are individuals who decided to expand their knowledge and skills and work on their personal development. In doing so they had to overcome many obstacles, but the result of their determination and perseverance is that they managed to achieve many positive changes in their lives. This year’s “Maslačak znanja” awards were presented to the winners during the opening ceremony, when each winner received

a voucher in the amount of 3 000 kn which they can use to attend an educational program of their own choice.

It has been proven that personal examples of individuals who opted for education despite unfavourable conditions and an environment which isn’t always encouraging, motivate others to follow their lead.



MARJETA TRKMAN KRAVAR (58) is a schoolteacher and a tourist guide specialized for working with persons with disability. She participated as a volunteer in the *Cook Look* project of the Association of Teachers in Gastronomy Education, in Zagreb, between July 2015 and March 2016. The project was supported by the Croatian Ministry of Tourism. She is an honorary member of the Slovenian Professional Tourist Guide Club and upon their invitation she participated at the training for beekeeping tourist guide of the Slovenian Beekeepers’

2016

3·2014·2015· ·2017·2018·2

26 September – 2 October



National promoters' messages were well received by the public



Association. She organizes many field exercises in Croatia. She is known for her persistence, flexibility and communication and negotiation abilities. She constantly attends additional education and training, various workshops and courses, to acquire additional knowledge and efficiently perform her job. She is also active as a volunteer in the Maksimir Retirement Home and the Association for Promotion of Equal Opportunities.



NEVEN ORŠUŠ (20) started primary school at the age of ten, but due to life circumstances, he didn't finish it within the regular system. Willing to learn and eager to create a better life for himself, he joined primary adult education at the Koprivnica Open University, with the aim of finishing primary school, which he successfully achieved in 2012. In 2015 through the Croatian Employment Service he was given an opportunity to join a training program for a façade worker, which he was

very interested in. Despite the fact that he was the youngest attendant of the training program, with his attitude and approach to education, he became the "driver" of the whole group and other attendants named him "the group president". Encouraged by his example, all attendants arrived to classes half an hour earlier to repeat the lessons from the previous day, to learn new contents more easily. Two employers noticed him during practical training and soon offered him a job. Shortly after the end of the training program he started working for one them.



MIRJANA REŠIGORAC (48) had no opportunity to continue her education after finishing primary school. For about ten years she worked as an assistant worker in a restaurant kitchen, but after the company she worked for closed doors she was left jobless. In early 2002 she started working as an administrative assistant in a dental office. In 2006 she enrolled >>

·2006·2007·2008·2009·2010·2011·2012·2013



Bicycle Race, Lifelong Learning Week, Split



Photorealistic painting workshop, Vinkovci



Ceramics workshop, Čakovec



Lifelong Learning Fair in Trogir

>> in a six-month nursing course at the Public Open University Zagreb. While learning anatomy, physiology, healthcare and other professional subjects, she realised how much that new knowledge helped her in her daily job activities. This evoked a desire for additional training in that field so in 2014, at the suggestion of and with the support from her family and employer, she enrolled into a retraining program for a dental assistant at the *Ambitio* College – an institution for adult education. During the course of this two-year program, she successfully acquired new knowledge but also expanded her views and opportunities. After her work colleague retired, she was employed in the

position of a dental assistant. The benefits she received from additional education and training did not affect just her self-esteem but they also increased her standard of living.

REGIONAL COORDINATORS

During the campaign, in all parts of Croatia, through all kinds of activities and in many creative ways, the learning culture was promoted with the help of many stakeholders and carriers of the education system. **Regional coordinators** play an important role in these activities, because from year to year they motivate citizens and institutions on local and regional levels.

It has been proven that personal examples of individuals who opted for education despite unfavourable conditions and an environment which isn't always encouraging, motivate others to follow their lead

3·2014·2015· **2016** ·2017·2018·2

26 September – 2 October



Lifelong Learning Fair, Zadar



Straw Ornament Workshop, Požega



Workshop "Help in learning and doing homework for pupils in primary school lower grades", Kuršanec



Lecture on the fantastic and mythical creatures in Podravina folk tradition, Koprivnica

REGIONAL COORDINATORS PER REGION

- 1. National University - Institution for Education and Culture in Rijeka**, Rijeka, Školjić 9, regional coordinator for Primorje-Gorski Kotar County and Istria County.
- 2. Open University Erudio**, Zadar, Ulica postrojbi specijalne policije Zadar 12, regional coordinator for Lika-Senj County, Zadar County and Šibenik-Knin County.
- 3. Koprivnica Open University**, Koprivnica, Starogradska 1, regional coordinator for Koprivnica-Križevci County, Međimurje County, Varaždin County and Krapina-Zagorje County.
- 4. Open University Obris**, Požega, Vanje Radauša 19, regional coordinator for Požega-Slavonia County and Osijek-Baranja County.
- 5. Open University Vinkovci**, Vinkovci, Pavleka Miškine 10, regional coordinator for Vukovar-Srijem County and Brod-Posavina County.



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·2006·2007·2008·2009·2010·2011·2012·2013



Opening ceremony for the Lifelong Learning Fair in Zagreb



- >> **6. Technical Vocational School Split**, Plančičeva 1, regional coordinator for Split-Dalmatia County and Dubrovnik-Neretva County.
- 7. Open University Adeptio**, Bjelovar, Matice hrvatske 1, regional coordinator for Virovitica-Podravina County, Bjelovar-Bilogora County and Sisak-Moslavina County.
- 8. Crafts College – Institution for Adult Education**, Ilica 49/1, Zagreb, regional coordinator for Karlovac County, Krapina-Zagorje County, Zagreb County and the City of Zagreb.

The Croatian Employment Service (which traditionally, with a series of organized activities, makes an important contribution to the campaign by connecting the promotion of learning with an increased employability) and a series of other institutions and organizations have contributed to the successful implementation of the Week by organizing numerous activities.



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26 September – 2 October



Lifelong Learning Fair in Zagreb

NATIONAL PROMOTORS OF LIFELONG LEARNING

Public persons, such as Croatian Olympic athletes Ivica Kostelić and Gordan Kožulj, the European Karate champion Maša Martinović and television host Blaženka Leib, who were also promoters of the 10th *Lifelong Learning Week*, provided help and support in the implementation of the campaign. With their messages, which were well received by the public, and their life examples, they pointed out the importance of lifelong learning and investment in oneself.

LIFELONG LEARNING FAIR

This year's Week was successfully finished with the Lifelong Learning Fair, held on 30 September on Petar Preradović Square in Zagreb. The Fair was opened by Mila Jelavić, Deputy Head of the City Office for Education, Culture and Sports and Mile Živčić, Director of the Agency. By presenting their programs, many adult education institutions showed how to

increase the quality of life, develop skills and competences and become more competitive on the labour market. They also offered interesting vouchers for free education programs.

Several activities associated with promotion of the EPALE platform were held under the *Lifelong Learning Week*; on 28 September 2016 in Vinkovci and 3 October in Koprivnica.

WEEK 2016 IN NUMBERS

Total events: **660**
 Participants: **700**
 Promotion: **5 000** media reports
 Regional coordinators: **8**
 Counties: **21**
 Number of event visitors: **28 000**

·2005·2006·2007·2008·2009·2010·2011·201

N I N T H L I F E L O N G L E A R N I N G W E E K

2012 · 2013 · 2014 · **2015** · 2016 · 2017 · 2018

28 September – 4 October



It's good to learn!

·2005·2006·2007·2008·2009·2010·2011·2012



*The main partner
of the Week 2015
was the Croatian
Employment Service*



Vojko Obersnel, the mayor of Rijeka



*Mile Živčić, Director of the Agency for Vocational
Education and Training and Adult Education*



*Heni Strčić, coordinator
for Primorje-Gorski Kotar
County and Istria County*

The ninth *Lifelong Learning Week* in the Republic of Croatia was held between 28 September and 4 October 2015. The Week comprised 540 events in which 700 different institutions participated. The events were organized throughout the Republic of Croatia, in all counties, in bigger cities as well as smaller towns. Thusly, the intention to reach all citizens, regardless of where they live, and convey the message of the importance of lifelong learning, was achieved.

The main carriers of the campaign, organizations and institutions that joined the Week by organizing some of the events,

were again numerous adult education institutions, primary and secondary schools, kindergartens, faculties, nongovernmental organization, museums, libraries, companies and many others. Many events were organized by the Croatian Employment Service local offices as well as local Centres for information and consulting on career. It is estimated that around 28 000 citizens participated in some of the activities under Week 2015, with all age groups being represented, from kindergarten children to our most senior citizens. As in previous years, the organizers made an effort to create events which will informally convey the message

It is estimated that around 28 000 citizens participated in some of the activities under Week 2015, with all age groups being represented, from kindergarten children to our most senior citizens

2015

2013·2014·2016·2017·2018

28 September – 4 October



Edita Stilin, Head of the Administrative Department of Education of Primorje-Gorski Kotar County



Tanja Djaković, Assistant Minister of Science, Education and Sports



The opening ceremony of the Lifelong Learning Week in Rijeka

of the importance and benefits of lifelong learning, and show that learning and fun needn't necessarily exclude one another.

Different workshops were organized within the Week – creative recycling, computer literacy and resume writing workshops, among others. Many lectures were also held, dedicated to a wide range of topics, from Croatian history to vegetarian nutrition. The round tables organized within the Week were often oriented to subjects related to learning and education and they tried to gather as many actors associated with that field as possible, from those coming from the economy, to those coming from the scientific community. Many educational institutions organized “open door days” and used the *Lifelong Learning Week* to introduce citizens to their work and the possibilities they offer. Lifelong learning fairs were organized in several cities, where educational institutions also presented their programs.

Exhibitions, theatrical performances, martial arts demonstrations, quizzes, poetry evenings, film projections and may

other events were organized within the Week. It is impossible to list all activities the organizers carried out, but there is no doubt that it was exactly their effort which managed to raise awareness of the importance of lifelong learning among the citizens, and motivate them to have the courage to join the world of lifelong learning.

THE OPENING CEREMONY

The *Lifelong Learning Week 2015* was officially opened on 28 September in Rijeka city hall. More than 120 participants were present at the ceremony which was hosted by journalist Vladimir Rončević. Vojko Obersnel, the mayor of Rijeka, Edita Stilin, the Head of the Administrative Department of Education of Primorje-Gorski Kotar County and Mile Živčić, the Director of the Agency for Vocational Education and Training and Adult Education spoke a few words to the attendees in the first part of the program. In the name of the minister of science, education and sports Vedran Mornar, >>

·2005·2006·2007·2008·2009·2010·2011·2012



“A Touch of Law” – workshop about the rights and privileges of deaf blind persons, Zagreb



Creative workshop, Varaždin



“The Culture of Drinking Wine” – presentation with musical accompaniment. Kutina

>> the Week was opened by his assistant Tanja Djaković. All orators emphasised the importance of promotion of lifelong learning and mentioned the measures and activities implemented for that purpose on all levels; local, regional and national, where the *Lifelong Learning Week* is one of the most important activities in the promotion of learning and education. Regional coordinators said a few words to the attendees via video messages. Each regional coordinator prepared a short video which, among other things, presented the activities which will take place within the Week in the counties they were responsible for. The campaign's focus on the citizens, participants of lifelong learning, was also reflected in the shown videos so the attendees were able to find out more not just about the events held within the Week, but also about how citizens see lifelong learning and why it is important to them.

In the second part of the program the citizens, participants of lifelong learning, were again in the main focus because the

tradition of giving the Maslačak znanja award for accomplishments in adult education in the opening ceremony was continued. Before the awards were presented to the winner, the attendees had the chance to learn more about the winners via a short video in which the winners told their life stories, especially their accomplishments in learning, and pointed out the positive changes the learning has brought to them. Natko Štiglić, a student of the Ivan Matetić Ronjgov Music School from Rijeka and the Choir of Pensioners of the city of Rijeka performed musical acts at the end of the ceremony.

REGIONAL COORDINATORS PER REGION

- 1. Vukovar-Srijem County and Brod-Posavina County** - regional coordinator **Open University Vinkovci**.
- 2. Požega-Slavonia County and Osijek-Baranja County** - regional coordinator **Open University Obris**
- 3. Virovitica-Podravina County, Bjelovar-Bilogora County and Sisak-Moslavina County** - regional

2015

2013·2014·

·2016·2017·2

28 September – 4 October



French language workshop for all generations, Čepin



Open door day, Umag



Language quiz, Osijek



Demonstration of blood pressure measurement – education fair in Slavonski Brod

coordinator **Open University Adeptio**

4. Koprivnica-Križevci County, Međimurje County, Varaždin County and Krapina-Zagorje County - regional coordinator **Koprivnica Open University**

5. Karlovac County – regional coordinator **Open University Petica**

6. Primorje-Gorski Kotar County and Istria County – regional coordinator **National University - Institution for Education and Culture in Rijeka**

7. Lika-Senj County, Zadar County and Šibenik-Knin County - regional coordinator **Open University Erudio**

8. Split-Dalmatia County and Dubrovnik-Neretva County - regional coordinator **Technical Vocational School Split**

The City of Zagreb and Zagreb County - Agency for Vocational Education and Training and Adult Education



>>

·2005·2006·2007·2008·2009·2010·2011·2012



Opening ceremony of the Lifelong Learning Fair in Zagreb



>> THE “MASLAČAK ZNANJA” AWARD

The Maslačak znanja award for accomplishments in adult education has been awarded within the *Lifelong Learning Week* for several years, so it became one of its most important and most recognizable components. It has been proven that personal examples of individuals who opted for education despite unfavourable conditions and an environment which isn't always encouraging, motivate others to follow their lead. Many stories of such individuals who decided to get additional education at an adult age arrived to the Agency for

Vocational Education and Training and Adult Education in the past year. That is why all candidates deserve praises for their efforts and determination. However, the life stories and accomplishments of three candidates stood out, so they were declared the winners of the Maslačak znanja award for 2015. They are Andreja Sedlar, Ivica Cik and Sandra Pezić – their stories are not the same, every one of them faced different challenges, and their learning paths also differ. However, the thing they all have in common is the fact that learning changed their lives for the better.

It has been proven that personal examples of individuals who opted for education despite unfavourable conditions and an environment which isn't always encouraging, motivate others to follow their lead

2015

2013·2014·2016·2017·2018

28 September – 4 October



*Lifelong
Learning Fair
in Zagreb*



ANDREJA SEDLAR – Varaždin

Andreja Sedlar, born in 1963, finished a grammar school and secondary textile school. She has worked in many industries and has tried many entrepreneurial ideas. In the meantime, she became a mother. In her late thirties, after a period of unemployment, she enrolled in the Faculty of Teacher Education in Čakovec, after which she got a job in a kindergarten. At the age of 45 she enrolled in the graduate study of early education at the Faculty of Teacher Education in Rijeka. Within the Comenius program she participated at a professional training in Malta, after which the organizer named her the representative of that association in Croatia. Within the eTwinning program she participated at a professional training in Rome. In the meantime, she was appointed an educators' mentor.



IVICA CIK – Virje

Ivica Cik, born in 1965, was left jobless after working for 25 years. He didn't let the stories about the employment crisis and prejudices that employers only employ young people discourage him so he started to explore new trends and occupations. He applied for the autonomous energy system from renewable sources installer program through the Croatian Employment Service. After finishing that program, he enrolled in different educations, including the START UP seminars for beginner entrepreneurs. He used the active employment measures and opened his own craft company. He passes his lifelong learning experience on, positively affecting everyone in a similar situation.

·2005·2006·2007·2008·2009·2010·2011·2012



Lifelong Learning Fair, Split



Education Fair, Zadar



Presentation of the EPAL platform, Požega

>>>

**SANDRA PEZIĆ – Kutinska Slatina**

Sandra Pezić, born in 1981, acquired basic education i.e. finished primary and secondary school in the duration of 12 years in Germany. As such a secondary education is not recognized in the Republic of Croatia, Sandra enrolled in and finished several programs; training for the job of performing written and oral communication in German language, secondary education for occupation “salesman”, retraining program for occupation “commercialist”, training program for a teaching assistant. She also acquired a certificate of the knowledge of a foreign language.

In 2014 she worked as a volunteer for teaching German in the duration of two weeks at the students’ home in Kutina. In late 2014, with the help of self-employment support measures she opened her own craft company for teaching and translation. She is a mother of three children aged 8, 11 and 12.

EPAL CROATIA

EPAL, a new multilingual online community of adult education professionals, was presented within the *Lifelong Learning Week*. It’s an electronic platform intended for everyone who works in adult teaching and education, scientists, journalists, decision-makers on all levels. It is envisaged as a place where

When you do what you love, you don't work a single day in your life — you play and create excellence. Education serves as an upgrade, you follow it because you want to, not because someone imposes it on you

2015

2013 · 2014 · 2016 · 2017 · 2018

28 September – 4 October



*Mate Rimac,
national
promotor
of lifelong
learning*

NATIONAL PROMOTOR OF LIFELONG LEARNING

The promotor of lifelong learning for 2015 was entrepreneur Mate Rimac, who emphasised the following in his message on the importance of learning:

“ Learning means daily advancement. We are primarily guided by the desire to know more and the love for this work; making high performance

electric cars. When you do what you love, you don't work a single day in your life – you play and create excellence. Education serves as an upgrade, you follow it because you want to, not because someone imposes it on you.

In our field the technology advances quickly. To be competitive, you have to be at the source, not just keep up, but

always be one step ahead, make new trends. That means being the best at what you do. You can be the best only if you learn every day. That way you create time for the research of new technologies, the things no one else has done before.

That's the sweetest part of the work! ”

users can find materials in adult education and teaching as well as upload their own materials to make them available to colleagues all over Europe. It includes an event calendar, news, partner searching options, which enables easier creation of projects and cooperation on national and European levels. The employees of the Agency for Vocational Education and Training and Adult Education which is in charge of the national support for the Republic of Croatia, presented EPALE within the events of the *Lifelong Learning Week* in Rijeka, Zadar, Split, Požega, Vinkovci and Koprivnica.

WEEK 2015 IN NUMBERS

Total events: **540**

Participants: **700**

Promotion: **4 600** media reports

Regional coordinators: **8**

Counties: **21**

Number of event visitors: **28 000**

·2004·2005·2006·2007·2008·2009·2010·2011

E I G H T H L I F E L O N G L E A R N I N G W E E K

2011·2012·2013·**2014**·2015·2016·2017

29 September – 5 October



It's good to learn!

· 2004 · 2005 · 2006 · 2007 · 2008 · 2009 · 2010 · 2011



The main partner
of the Week 2014
was the Croatian
Employment Service



Official opening ceremony of the Lifelong Learning Week

The eighth *Lifelong Learning Week* in Croatia was held from 29 September to 5 October 2014. Within the Week activities were carried out in all counties of the Republic of Croatia by organizing different events which promote learning and education. During the campaign throughout the Republic of Croatia, 569 events were held with around 700 different institutions participating, and about 4 500 media reports were made.

MAIN PARTNER:
THE CROATIAN EMPLOYMENT SERVICE

The *Lifelong Learning Week 2014* focused on achieving three important goals, i.e. on delivering three basic messages to citizens. The activities of the Week were aimed at pointing to the necessity of learning today and to learning being an essential prerequisite for progress in a number of areas, from personal and social development to increasing employability. Accordingly, the goal of the Week 2014 was also to motivate citizens, regardless of their age, level of education, employment status and any other circumstances, to engage in lifelong learning. In order to facilitate this process, that is to enter the world of education and learning more easily, the Week 2014 focused on the dissemination of information on education opportunities

The activities of the Week were aimed at pointing to the necessity of learning today and to learning being an essential prerequisite for progress in a number of areas, from personal and social development to increasing employability

2014

29 September – 5 October



Berislav Božanović, coordinator for Vukovar-Srijem and Brod-Posavina Counties



Sabina Glasovac, Assistant Minister, Ministry of Science, Education and Sports



Marija Budimir, Deputy Mayor of the City of Vukovar



Ivan Šutalo, Director of the Agency for Vocational Education and Training and Adult Education

and learning and the ways to get involved in the lifelong learning process. These goals cannot be achieved independently, so it is one of the important tasks of this year's Week to link various institutions which can contribute to the promotion of lifelong learning in any way.

THE OPENING CEREMONY

The opening ceremony of the Week took place on September 29 in Hrvatski dom in Vukovar. The opening ceremony was organized by the Agency for Vocational Education and Training and Adult Education in cooperation with the city of Vukovar and Public Open University Vinkovci and is thus the first time this activity took place outside Zagreb. The Week was officially opened by Sabina Glasovac, the Assistant to the Minister of Science, Education, and Sports. During the opening ceremony of the *Lifelong Learning Week* the Maslačak znanja awards were given for accomplishments in adult learning, and a short film was shown about the winners. It was made by the students of

Public Open University of Zagreb within the project MOVE IT-Combining New IT-Skills, Video Production and (Self)Employment.

REGIONAL COORDINATORS

Based on the positive experiences from past years, the engagement of regional coordinators, institutions for adult education which perform coordination and tasks involving the organization of activities and providing information in their regions, continued within the implementation of the Week 2014. A total of eight regional coordinators were engaged, which meant a certain change in comparison to the previous year. Thus, the role of the coordinator for Sisak- Moslavina, Virovitica-Podravina and Bjelovar-Bilogora Counties was carried out by Public Open University Adeptio, the role of the coordinator for the Karlovac County was carried out by Public Open University Petica, the role of the coordinator for Split-Dalmatia and Dubrovnik- Neretva Counties was carried out by Vocational Craft Engineering School in Split and the Agency for Vocational >>

·2004·2005·2006·2007·2008·2009·2010·2011



Education Fair in Zadar



Education in mediation, Zagreb

>> Education and Training and Adult Education this year assumed the role of the coordinator for Zagreb County alongside the City of Zagreb.

REGIONAL COORDINATORS PER REGION

1. **Vukovar-Srijem and Brod-Posavina County**
Regional Coordinator **Public Open University Vinkovci**
2. **Požega-Slavonia and Osijek-Baranja County**
Regional Coordinator **Public Open University Obris Požega**
3. **Sisak-Moslavina, Virovitica-Podravina and Bjelovar-Bilogora County**
Regional Coordinator **Public Open University Adeptio**
4. **Koprivnica-Križevci, Međimurje, Varaždin and Krapina-Zagorje**
Regional Coordinator **Public Open University Koprivnica**
5. **Karlovac County**



2012·2013·**2014**·2015·2016·2017

29 September – 5 October



Workshop “Chocolate Desserts”, Rijeka



A workshop and a lecture, Vinkovci



The Education Week, Oroslovje

Regional Coordinator **Public Open University Petica**

6. Primorje-Gorski Kotar and Istria County

Regional Coordinator **Narodno učilište ustanova za obrazovanje i kulturu u Rijeci (the National Academy of Institutions for Education and Culture in Rijeka)**

7. Zadar, Lika-Senj and Šibenik-Knin County

Regional Coordinator **Public Open University Erudio**

8. Split-Dalmatia and Dubrovnik-Neretva County

Regional Coordinator **Obrtna tehnička škola (the Technical Vocational School) from Split**

The City of Zagreb and Zagreb County - the Agency for Vocational Education and Training and Adult Education

THE “MASLAČAK ZNANJA” AWARD

This year, for the fourth time the “Maslačak znanja” awards were presented for accomplishments in adult learning within the activities of the Week.

The main aim of the award is to inspire and motivate all citizens in the Republic of Croatia to engage in some form of learning and education by emphasizing and promoting real life examples of adult learners involved in different programs and types of learning. The awards were presented at the opening ceremony of the Week on 29 September 2014 to three candidates.

The award consisted of a small sculpture, a certificate and a learning voucher in the amount HRK 3.000,00 for an education program chosen by the award winner.

·2004·2005·2006·2007·2008·2009·2010·2011



Workshop „Building a hotel for insects“ Lipik

Presenting the extracurricular activities workshops, Osijek

Lifelong Learning Fair in Zagreb



>> THE WINNERS OF THE 2014 “MASLAČAK ZNANJA” AWARD



KRUNO TOPOLSKI – Novska

(Nominated by – the Association “Igra”)

Kruno as a boy of six ended up in the Lipik Orphanage. There he spent ten years of his life, in other words, his entire childhood. He was an excellent pupil already in primary school, and in his eighth grade of primary school he participated in the County history competition, where he, together with his colleagues, presented a paper on “Children’s Home Lipik”. He attended secondary school in Pakrac - a program for a physiotherapy technician. During the

last year of secondary school Kruno was very happy to join a group of young people who wrote articles for the internet page www.skokuzivot.hr. After secondary school he enrolled in the Faculty of Medicine University of Rijeka, Department of Physiotherapy (2012/2013), where he finished his first year with 56.5 ECTS credits and the grade point average of 4.0.

Kruno was involved in the project “Okvirko” organized by the Association “Igra”, SOS Children’s Village Croatia) and Children’s Home Maestral from Split. The aim of the project was made and achieved, and that was “The Framework to Develop Resilience of Young People Who Are in the Process of Leaving Care” based on active participation of young people and providing a coordinated and sustained support to young people in the last year of life in care and during the first year after leaving

The award consisted of a small sculpture, a certificate and a learning voucher in the amount of HRK 3.000,00 for an education program chosen by the award winner

2014

29 September – 5 October



Each of the institutions that took part in the Lifelong Learning Fair enabled one of the fair visitors to attend an adult education program for free

the care. Kruno participated in the filming of educational film “Okus skrbi” (“The Taste of Care”), which was organized by the Association “Igra”. In April 2013, he participated in the educational training in Albania on “Improving Life Skills” organized by the SOS Children’s Village Croatia. As a member of the Organizing Committee he participated in the organization of the Student Congress of Neuroscience “NeuRi 2013” and “Neuro 2014” held at the Faculty of Medicine in Rijeka, when he presented his work on “Dance Therapy in Parkinson’s Disease.” He volunteered and assisted at the Special Olympics for children and adults with the highest degree of psychological and physical problems, in other words, the third MATP (Motor Activity Training Program) state meetings. Kruno also worked as a volunteer in Association Oaza in Rijeka. The association deals with the homeless and socially disadvantaged persons. In the Association he volunteered as a mentor, a teaching assistant and an organizer of free time for the homeless, socially vulnerable and socially excluded persons, minorities, in particular the Roma, in

the emergency housing of the city of Rijeka. In April 2014 Kruno received the Rector’s Award of the University of Rijeka for the “Student-Volunteer of the Year”. He participated in the Student Congress “ERFUSS” organized at the Faculty of Education and Rehabilitation in Zagreb, where he presented his work on the “Strengths of young adults”. This year Kruno is involved in yet another project CARE-A-NET. The main goal of this project is to promote employment, social inclusion and improve the quality of life of young people leaving alternative care - homes for children and youth, educational homes and foster families.



VERICA ELVEDI – Zadar

(Nominated by - POU Znanje, Zadar)

Verica Elvedi was born in 1959 in Osijek, where she completed her primary and secondary education and obtained a degree in general nursing. Immediately upon graduation she found employment at Osijek general

>>

·2004·2005·2006·2007·2008·2009·2010·2011



Support to the campaign was given by people from the public life: Ivica Kostelić, Goran Bogdan, Danijela Trbović, Blaženka Leib, Davor Pavuna, Martina Tomčić and Slaven Knezović



>> Hospital, at the Department of Pulmonology. Her professional and working qualities were recognized very quickly and she was allowed to enrol in the Nursing College at the Faculty of Medicine in Osijek (1986), which she successfully completed in due time and gained the professional title of a chief nursing officer. Due to family reasons she moved to Zadar in 1989. She started working at Zemunik Psychiatric Hospital as the ward sister of the acute medical department. She spent the war years in Zadar General Hospital at the Department of Surgery, where she demonstrated exceptional expertise in the care of the wounded and the organization, so in 1996 she became the head nurse of the Department of Surgery, Zadar General Hospital. In her work she, as a responsible person, encourages systematic education of her employees, and her own too. Due to her expertise and the

way she transfers knowledge, she began working as a professional teacher in Medical School A. Kuzmanić Zadar in 2003.

- In 2001 the winner of the "White Heart" award for her contributions to nursing
- In 2003 she attended and finished Supplementary Pedagogical-Psychological Education at the University of Zadar. Her need for learning and acquiring new knowledge does not end here and she continues with the acquisition of new knowledge
- In 2007 she attended and finished ECDEL education- in the organization of the MSES of the Republic of Croatia
- In 2011 she attended and finished training for the jobs of aromatherapists in POU Aromavita, Zagreb
- In 2012 she advanced to the professional title of a mentor

Vid came to classes by bicycle from a six-mile- distant Roma settlement Žlebice and during the school years he achieved good cooperation with teachers and fellow students

I · 2012 · 2013 · **2014** · 2015 · 2016 · 2

29 September – 5 October

- In 2013 she ended training for the jobs of a beekeeper at the POU, Zadar, and then in the same year, enrolled in and successfully finished A1 and A2 levels of English at POU Znanje, Zadar and continued to educate herself in the field of the English language.

The nominator of the candidate stated: “When we decided to nominate Ms Verica Elvedi for the “Maslačak znanja” award we had no idea that behind her modesty and the data she had provided hides much more - and that’s great love towards learning - and sharing her knowledge generously with her students. It is from her students and colleagues at the Medical school A. Kuzmanic Zadar that we have learned that she is the driving force and an active participant and coordinator of numerous projects, such as international project “E-Medica” in which she actively works on involving students and colleagues in team work and acquiring new knowledge.”



VID ORŠUŠ – Koprivnica
(Nominated by - POU Koprivnica)

Difficult social conditions in the family with six children led to the fact that Vid had already left full-time education in his first grade and at the age of eleven he was looking for jobs as a wage worker on family farms. Long-term unemployment and living on social welfare, which are, in the year-long economic recession of the whole society, a reality for a growing number of citizens, as well as the desire for better life and learning, were the best motives for, now thirty-one-year-old Vid, to regularly attend classes at Public Open University Koprivnica and successfully complete all six training periods in the program of primary adult education. Vid came to classes by bicycle from a six- mile-distant Roma settlement Žlebece and during the school years he achieved such good cooperation with teachers and fellow students so that today, he says, he is especially grateful to his teachers who, seeing that he did not “only” wish to get a certificate, recognized his potential and desire for knowledge and regularly asked more of him. Therefore, Vid’s great desire is to continue his education and train for an assistant chef. With his perspective that education is the right path for improving the quality of life, Vid, by setting an example, acts in his environment, encourages those that have found themselves in a similar situation to return to school and motivates children never to give up, especially aware of the everyday difficulties in the integration and job search the Roma who don’t speak fluent Croatian are faced with. The circle of positive impact is still expanding, his support was one of the earlier winners of the “Maslačak znanja” award - Ljiljana Car, so he has also

encouraged his sister to finish primary school.

NATIONAL PROMOTERS OF LIFELONG LEARNING

In order to enhance the activities of lifelong learning and ensure that the message about the importance of learning and education reaches the highest possible number of citizens, the role of the promoter of lifelong learning was established in 2013. The aim to achieve is the involvement of famous individuals in the activities of promotion of lifelong learning, who by serving as role models and on the basis of their own experience may indicate the need for learning throughout life. This year, the *Lifelong Learning Week* was joined by a number of persons from the public life, giving support to this educational campaign. The message about the importance of lifelong learning was given by Ivica Kostelić, Goran Bogdan, Danijela Trbović, Blaženka Leib, Davor Pavuna, Martina Tomčić and Slaven Knezović.

LIFELONG LEARNING FAIR

Organized by the Agency for Vocational Education and Training and Adult Education on 3 October 2014 at Petar Preradović Square in Zagreb, the *Lifelong Learning Fair* was held within which the adult educational institutions presented their offer of educational programs and provided information about the opportunities for education and learning in the City of Zagreb. The fair has provided citizens with an opportunity to learn in detail about the programs carried out by individual institutions. However, not only that the *Lifelong Learning Week* is designed as a campaign in which citizens are given the message about the importance of learning in a direct and often informal way, but at the same time this fair also represents yet another way of motivating citizens to education and learning, or getting involved in the lifelong learning process. In addition to providing information to interested citizens, each of the institutions that took part in the *Lifelong Learning Fair* enabled one of the fair visitors to attend an adult educational program for free.

WEEK 2014 IN NUMBERS

Total events: **569**
Participants: **700**
Promotion: **4 500** media reports
Regional coordinators: **8**
Counties: **21**
Number of event visitors: **28 000**

·2003·2004·2005·2006·2007·2008·2009·20

SEVENTH LIFELONG LEARNING WEEK

2010·2011·2012·**2013**·2014·2015·2016

30 September – 6 October



I want to learn!

·2003·2004·2005·2006·2007·2008·2009·20



*The Main Partner
of the Week 2013
Was the Croatian
Employment Service*



NACIONALNA I
SVEUČILIŠNA
KNJIŽNICA
U ZAGREBU



The official poster of the Lifelong Learning Week 2013



Director of the Agency for Vocational Education and Training and Adult Education Ivan Šutalo



Director General of the National and University Library Dunja Seiter Šverko



Assistant Minister of Science, Education and Sports Ankica Nježić

From 30 September to 6 October 2013, the seventh *Lifelong Learning Week* in Croatia was held, under the auspices of the Croatian President Ivo Josipović. During the campaign that was carried out in all parts of Croatia there were 500 organized events in which 700 various institutions took part, while 4500 media reports were made.

THE AUSPICES OF: THE PRESIDENT OF THE REPUBLIC OF CROATIA IVO JOSIPOVIĆ
THE MAIN PARTNER: THE CROATIAN EMPLOYMENT SERVICE

The general objective of the Week 2013 was to motivate all citizens - regardless of their age, level of education, working status and all other circumstances - to join the lifelong learning process.

The year 2013 was declared the European Year of Citizens, and following this message, in the centre of attention of the Week 2013 were citizens, participants of the lifelong learning process.

THE OPENING CEREMONY

For the fourth consecutive year, the opening ceremony of the Week was held at the National and University Library in Zagreb, which was also the co-organizer of the event. The Week was officially opened by Ankica Nježić, Assistant Minister of Science, Education and Sports. During the opening ceremony reporting live of all regional coordinators was made possible. Reporting live of the regional coordinators, as well as live streaming of the whole opening ceremony was realized in cooperation with CARNet. The Croatian national anthem and

For the fourth consecutive year, the opening ceremony of the Week was held at the National and University Library in Zagreb, which was also the co-organizer of the event

2010 · 2011 · 2012 · **2013** · 2014 · 2015 · 2016

30 September – 6 October



The opening ceremony at the National and University Library in Zagreb



Blaženka Leib, the host of the opening ceremony program and Zrinka Vrabec Mojzeš, President's personal Envoy and Advisor on Social Activities



Students of the Pavao Markovac Music School

several other compositions were performed by the students of the **Pavao Markovac Music School**.

PRESENTATION OF THE NEW STRATEGY OF EDUCATION, SCIENCE AND TECHNOLOGY

A new Strategy of Education, Science and Technology was presented after the opening ceremony of the *Lifelong Learning Week*. The strategy was, with an emphasis on lifelong learning and education of adults, presented by professor Neven Budak, Ph.D. the president of the National Operating Authority for the development of the Strategy of Education, Science and Technology, and professor Tomislav Filetin, PhD, the Head of the working group for lifelong learning and education of adults.

REGIONAL COORDINATORS

Taking into account the importance of the role of regional coordinators, institutions for adult education which are responsible for the tasks of coordinating and organizing activities as well as

providing information in their regions, and good experience in the implementation of the Week 2011 and 2012, this year their cooperation and involvement in the implementation of the activities of Week 2013 has also continued. A total of eight regional coordinators were engaged, which meant a change of coordinators for Sisak-Moslavina, Virovitica-Podravina and Bjelovar-Bilogora Counties. The role of coordinators for these counties was taken over by the Public Open University Algebra (a subsidiary of Bjelovar). In particular, as an especially modern and extremely successful approach to and a model for conducting a campaign at local and regional levels proved to be the one carried out by Public Open University Koprivnica under the leadership of Josip Nakić-Alfirević.

1. **Vukovar-Srijem County and Brod-Posavina County**
- regional coordinator **Open University Vinkovci**.
2. **Požega-Slavonia County and Osijek-Baranja County** - regional coordinator **Open University Obris**
3. **Virovitica-Podravina County, Bjelovar-Bilogora**

>>

·2003·2004·2005·2006·2007·2008·2009·20



Presentation of the new Strategy of Science, Education and Technology
- Professor Mile Živčić, PhD, Professor Neven Budak, PhD, Professor Tomislav Filetin, PhD



Conference "European Platform of Self Advocates", Zagreb



Network Fair of Lifelong Learning in Karlovac County, Karlovac

- >> **County and Sisak-Moslavina County** - regional coordinator **Open University Algebra**
- 4. Koprivnica-Križevci County, Međimurje County, Varaždin County and Krapina-Zagorje County** - regional coordinator **Koprivnica Open University**
- 5. Karlovac County and Zagreb County** – regional coordinator **Open University Samobor**
- 6. Primorje-Gorski Kotar County and Istria County** – regional coordinator **National University - Institution for Education and Culture in Rijeka**
- 7. Lika-Senj County, Zadar County and Šibenik-Knin County** - regional coordinator **Open University Erudio**
- 8. Split-Dalmatia County and Dubrovnik-Neretva County** - regional coordinator **Virtus University, Institution for Adult Education, Split**

The City of Zagreb - Agency for Vocational Education and Training and Adult Education



2010 · 2011 · 2012 · **2013** · 2014 · 2015 · 2016

30 September – 6 October



Gymnastics Club Vukovar



Self-employment Workshop; the Croatian Employment Service Vinkovci



Lifelong Learning Fair, Split



Creative Team of the Week: Mario Vučić, Nives Pokrajčić and Ognjen Žiljak

THE “MASLAČAK ZNANJA” AWARD

This year, for the third time the “Maslačak znanja” awards were presented for accomplishments in adult learning within the activities of the Week.

The awards were presented at the Week opening ceremony, on 30 September 2013 to three candidates.



The Sculpture Maslačak znanja made by the beneficiaries of the Centre for Rehabilitation Zagreb

The Award consisted of a small sculpture made by **the beneficiaries of the Centre for Rehabilitation Zagreb**, a certificate and a learning voucher in the amount of HRK 3.000,00 for an education program chosen by the award winner.

WINNERS OF THE 2013 MASLAČAK ZNANJA AWARD



TOMISLAV SCHNEIDER (19)

He has been the beneficiary of Children's Home Zagreb since 2010. He and his sister were placed in the Home at a time when his mother died, and there was no one to take care of them. He completed a three-year education at the School for Assembling, Installation and Metal Constructions, but wanted to gain more qualifications through continuing his education. He enrolled in >>

·2003·2004·2005·2006·2007·2008·2009·20



Cultural and Social Events Fair Bjelovar

>> a four-year education program at the Electromechanical Technical School, where he finished education and became a mechanical technician in due time. Since July 2012 he has worked within public works projects of Children's Home Zagreb and in the Retirement Home Maksimir, where he is currently working. Education was the right path for Tomislav and despite the difficult situation, it gave him guidelines for life and opened up new possibilities.



MARIJA LANDRIPET (39)

She is a mother of three children. For her, education isn't only seen in terms of employment, but it is the foundation of self-esteem, internal security and personal development.

Having finished only primary school, she felt a lack of self-esteem and, in spite of a serious illness, decided to continue her education. She enrolled in a program for a baker and soon after the completion of the program she found employment.



VITOMIRA LONČAR (54)

She is a graduate actress. Due to problems with epilepsy she had to finish her acting career and, although the medical board proposed retirement, she decided on a fresh start through learning. She enrolled in the doctoral program in 2006, and was awarded a doctor's degree at the Faculty of Philosophy in Zagreb in April 2011. She completed a number of different trainings. In

Candidates can be any individuals, citizens of the Republic of Croatia, who have participated and achieved results in various activities of education, i.e. learning

2010 · 2011 · 2012 · **2013** · 2014 · 2015 · 2016

30 September – 6 October



Workshop “I Teach and Create in the World of Entrepreneurship”, Gornja Obrijež



Croatian School Museum, Zagreb



National promoter of lifelong learning
Gordan Kožulj

“ The principal difference between sports and other social activities is that sports is based solely on the concept of competition. In these circumstances, I have learned that one should always think about how to stay competitive.

Sports has given me a clear message to this question - to be competitive means to always work on oneself. I realized that the acquisition of new skills and knowledge should not be limited neither to the period of growing up, nor the framework of physical space (e.g. classrooms, clubs). The potential that we have can be fully realized only if we open ourselves to the world and its infinite opportunities. This is achieved by embracing a life-style called lifelong learning. It is the process of creating a lasting value that enhances all aspects of life of individuals, and thus the society as a whole. In a nutshell, lifelong learning is the basis for personal development, the basis for active participation in the development of society, and, as I have pointed out in particular, a platform for creation of sustainable competitiveness.

”

2011 she acquired the CQ Trainer Certificate and she passes on her knowledge, formally and informally, to the people surrounding her. She also organizes educational courses for her colleagues and encourages them to educate permanently.

NATIONAL PROMOTERS OF LIFELONG LEARNING

To enhance the activities of promotion of lifelong learning and ensure that the message about the importance of learning and education reaches as many citizens as possible, the role of a promoter of lifelong learning was established in 2013. The goal is to include well-known individuals in the promotion of lifelong learning activities, who by setting an example themselves and on the basis of their own experience can point to the need for learning throughout life. By signing a contract for the purposes of cooperation and implementation of joint activities relating to promotion of lifelong learning in the Republic of Croatia through the national campaign the *Lifelong Learning Week*, Gordan Kožulj became the national lifelong learning promoter

for 2013. Gordan Kožulj is a Croatian Olympic athlete, World and European swimming champion who, through his personal example has clearly shown to what extent education is important. In his speech at the Week opening ceremony Gordan Kožulj emphasized the fact that it was precisely experience that he had acquired during his sports career that showed him the importance of continuous improvement, working on oneself and openness towards the opportunities of lifelong learning.

WEEK 2013 IN NUMBERS

Total events: **500**
Participants: **700**
Promotion: **4 500** media reports
Regional coordinators: **8**
Counties: **21**
Number of event visitors: **28 000**

·2002·2003·2004·2005·2006·2007·2008·2009

SIXTH LIFELONG LEARNING WEEK

2009·2010·2011·**2012**·2013·2014·2015
24 – 30 September



It's never too late to learn!

· 2002 · 2003 · 2004 · 2005 · 2006 · 2007 · 2008 · 2009



Ministry of Science,
Education and Sports as
sponsor of the Lifelong
Learning Week 2012



The main partner
of the Week 2012
was the Croatian
Employment Service



Official opening ceremony at the National and University Library



The official poster of the Lifelong
Learning Week 2012

The sixth Lifelong Learning Week in the Republic of Croatia was held from 24 to 30 September 2012 under the auspices of the Ministry of Science, Education and Sports. According to reports, the campaign included **462** events in the whole country and about **700** different institutions, and approximately **4200 media announcements were published.**

SPONSOR:
MINISTRY OF SCIENCE, EDUCATION AND SPORTS
MAIN PARTNER:
CROATIAN EMPLOYMENT SERVICE

The general objective of the Week 2012 was to motivate all citizens regardless of their age, level of education, working status and all other circumstances - to join the lifelong learning process. Year 2012 was declared the European Year for Active Ageing and Solidarity between Generations, and following this message, Week 2012 had a special emphasis on education for the third age.

OPENING CEREMONY

Traditionally, for the third consecutive year, the opening ceremony of the Week was held at the National and University

The Lifelong Learning Week 2012 in the Republic of Croatia is impressive in numbers: 462 events, 700 participants/institutions, 4 200 media announcements, 8 regional coordinators, 21 counties, 30 000 visitors at the events

2012

2009·2010·2011· ·2013·2014·2015

24 – 30 September



Ankica Nježić, Assistant Minister of Science, Education and Sports



Director of the Agency for Vocational Education and Training and Adult Education Ivan Šutalo



Students of the Pavao Markovac Music School



Director General of the National and University Library Dunja Seiter Šverko



The host of the Opening Ceremony Program Blaženka Leib

Library in Zagreb, which was also the co-organizer of the event.

The Week was opened before 250 guests by Ankica Nježić, Assistant Minister of Science, Education and Sports. During the opening ceremony, in cooperation with Microsoft Croatia, reporting live of all regional coordinators was made possible through live video streaming.

The Croatian national anthem and a composition were performed by students of **Pavao Markovac Music School**.

REGIONAL COORDINATORS

The network of regional coordinators was extended so that, in addition to the existing six, two more were selected that linked potential implementers of activities in their region to the national coordination of the Week. In this way, the network of coordinators continued to strengthen in order to enhance promotion at regional and local level throughout the Republic of Croatia and this significantly contributed to the geographical and thematic distribution of the implementation of activities

of the Week. Regional coordinators encouraged institutions in their areas (institutions, associations, the local community, the county and others from all fields of activity) to get involved and implement the activities within the campaign.

REGIONAL COORDINATORS ACCORDING TO THEIR REGIONAL DIVISION

- 1. Vukovar-Srijem and Brod-Posavina Counties**
Regional coordinator **Public Open University Vinkovci**
- 2. Požega-Slavonija and Osijek-Baranja Counties**
Regional coordinator **Public Open University Obris, Požega**
- 3. Sisak-Moslavina, Virovitica-Podravina and Bjelovar-Bilogora Counties**
Regional coordinator **Public Open University Novska**
- 4. Koprivnica-Križevci, Međimurje, Varaždin and Krapina-Zagorje Counties**

>>

·2002·2003·2004·2005·2006·2007·2008·2009



Our grandmothers are reading to us..., Braća Radić Primary School, Koprivnica



Koprivnica is reading!



Koprivnica grammar school students mark The Day of European Languages



The Lifelong Learning Week in Knin

- >> Regional coordinator **Public Open University Koprivnica**
- 5. Karlovac and Zagreb Counties**
Regional coordinator **Public Open University Samobor**
- 6. Primorje-Gorski Kotar and Istria Counties**
Regional coordinator **"Narodno učilište", institution for education and culture in Rijeka**

- 7. Zadar, Lika-Senj and Šibenik-Knin Counties**
Regional coordinator **Public Open University Erudio, Zadar**
- 8. Split-Dalmatia and Dubrovnik-Neretva Counties**
Regional coordinator **"Učilište Virtus" - Institution for Adult Education, Split**

City of Zagreb - Agency for Vocational Education and Training and Adult Education

The network of regional coordinators was extended so that, in addition to the existing six, two more were selected that linked potential implementers of activities in their region to the national coordination of the Week

2012

2009·2010·2011· ·2013·2014·2015

24 – 30 September



Let's recycle together and Social entrepreneurship, Association for Sustainable Development of Croatia



Workshop with Dobriša Cesarić Primary School pupils



Creative workshop at the Public Open University Varaždin



Lifelong Learning Fair in Karlovac



Public Open University Bjelovar



THE "MASLAČAK ZNANJA" AWARD

This year, for the second time, "Maslačak Znanja" awards were presented for achievements in adult learning within the activities of the Week.

The awards were presented at the Week opening ceremony, on 24 September 2012 to three candidates.

The Award consisted of a small sculpture made by the beneficiaries of the Centre for rehabilitation Zagreb, a certificate and a learning voucher worth HRK 3,000.00 for an education program chosen by the award winner.



>>

·2002·2003·2004·2005·2006·2007·2008·2009



Lifelong Learning
Fair in Split



Lifelong Learning Fair in Novska



Lifelong Learning Fair in Novska

>> WINNERS OF THE 2012 “MASLAČAK ZNANJA” AWARD



ANA ORKIĆ (44)

Ms. Ana Orkić had been up to her thirties excluded from the educational system, mainly due to having overcome polio and the environment she had lived in. Having arrived in Zagreb, she finished the elementary school and a training program for the jobs of a PC-based typist. After

that she completed a three-year high-school program – a program for a cook and a re-training program for a tourist and hotel technician. She also successfully completed the training program for a confectioner – a specialist in national desserts with the IPA project “Tasty Skills”; she participated in the IPA project “Ears Wide Open” as the assistant head of culinary workshops and in other workshops in the field of catering education for people with disabilities. She stands out in volunteering and educational work, as proved by her acquiring pedagogical-psychological training at the Faculty of Teacher Education in Zagreb.

The Award consisted of a small sculpture made by the beneficiaries of the Centre for Rehabilitation Zagreb, a certificate and a learning voucher in the amount of HRK 3,000.00 for an education program chosen by the award winner

2012

2009·2010·2011· ·2013·2014·2015

24 – 30 September



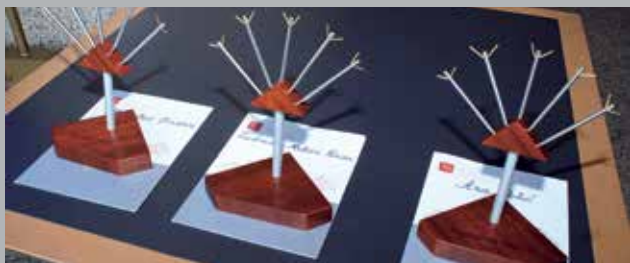
Ana Orkić and Assistant Minister
Ankica Nježić



Award winner Miroslav Cindori and the
Director of the National and University
Library Dunja Seiter Šverko



Award winner Ludmila Milica Pocza
and the Agency Director Ivan Šutalo



The Sculpture
Maslačak Znanja
made by the
beneficiaries of
the Centre for
rehabilitation
Zagreb



LUDMILA-MILICA POCZA (74)

Ms. Ludmila-Milica Pocza is a retired nurse. As a beneficiary of the Home for the Elderly Koprivnica, she is a member of the Literary Section of KUD Podravka, writes poetry (published in collections), performs on various occasions and gives independent poetry recitals. She is a member of the "Mariška" Club which brings together the elderly for improving their quality of life; volunteers in "Fran Galović" Public Library in workshops for the youngest. She also attended a course in basic computer skills, and even though she is in the third age and has a serious illness, she makes friends on Facebook, enjoys her new skills and the activities she performs.



MIROSLAV CINDORI (49)

Mr. Miroslav Cindori is a retired criminalist. He continuously improved his professional training for the purpose of his job, and he took a big step after his retirement: he completed a training program for care-givers for the elderly and the disabled. He continued volunteering in a company that provides help and care for the elderly and for the disabled at Beata Viti and at "Sv. Frane" Home for the Elderly in Zadar. He is currently training for a medical massage therapist. He generously gives his skills and love to those who need them most, emphasizing the motto: "Knowledge is wealth that no one can take away!"

·2002·2003·2004·2005·2006·2007·2008·2009



Fair at Kralj Tomislav Square in Zagreb on 28 September 2012, organized by the Agency for Vocational Education and Training and Adult Education

>> **LIFELONG LEARNING FAIR**

As the final event of the Week organized by the Agency, the fifth Lifelong Learning Fair was organized at Kralj Tomislav Square in Zagreb, where adult education institutions, schools and various organizations provided citizens with information on the possibilities of education and learning. The objective of the Fair was to attract and inform as many citizens as possible and to motivate them to join some form of learning.

During the Fair, each institution donated free attendance of one of its programs to one of the visitors chosen based on the written motivational letter. The Fair accomplished two basic objectives: it provided availability of information on learning possibilities to all interested citizens, and it gave an opportunity to adult education institutions to present their programs. A total of 20 institutions presented their offer and 26 vouchers were donated. The total value of the donated programs was HRK 120,000.00.

During the fair, each institution donated free attendance of one of its programs to one of the visitors chosen based on the written motivational letter

2012

2009 · 2010 · 2011 · 2013 · 2014 · 2015

24 – 30 September



At the Fair the visitors were also offered free attendance of educational programs



Something for everyone: from colourful balloons for children to informative materials for the elderly



Adult educational institutions, schools and various organizations provided citizens with information regarding education and learning opportunities

COOPERATION WITH PORTALS EDUCENTAR AND MOJPOSAO

For the third consecutive year the EduCentar portal, in cooperation with VERN Polytechnic, organized a round table on the topic 'Can internal education achieve the quality of external education and vice versa?' in the framework of the Week. The managers of the departments of human resources management of Croatian companies, and representatives of schools and education institutions participated in the round table. The results of the research on educational needs and offer of professional education in the Republic of Croatia were presented, which had been conducted by portals EduCentar and MojPosao on more than 500 employees and 50 employers, again under the auspices of the Agency.

WEEK 2012 IN NUMBERS

Total events: **462**
 Participants: **700**
 Promotion: **4 200** media reports
 Regional coordinators: **8**
 Counties: **21**
 Number of event visitors: **30 000**

·2001·2002·2003·2004·2005·2006·2007·2008

F I F T H L I F E L O N G L E A R N I N G W E E K

2008·2009·2010· **2011** ·2012·2013·2014
8 – 15 September

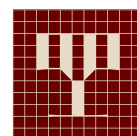


How do you learn?

· 2001 · 2002 · 2003 · 2004 · 2005 · 2006 · 2007 · 2008

The official poster
of the 2011
Lifelong Learning
Week with new
visual identity

The Croatian
Employment Service
was the main partner
in the implementation
of the Week 2011



NACIONALNA I
SVEUČILIŠNA
KNJIŽNICA
U ZAGREBU



The Week 2011 Opening Ceremon.,; 8 September, the National and University Library

Week 2011 set a record in the number of participants, programs, events and visitors in comparison with the last three years, and the most important fact is that a series of events was organized in each county.

Week 2011 was characterized by the introduction of new activities necessary for long-term development of the campaign and for the improvement of the existing ones. **The creation and the implementation of two new activities were especially important: the establishment of a network of regional coordinators and the “Maslačak znanja” award ceremony for achievements in adult education.** Furthermore, the modernization of the site www.cjelozivotno-ucenje.hr

was also of great importance, which was successfully implemented in the framework of the IPA Regional Network of Local Learning Institutions. On this occasion, 10 adult learning institutions from areas of special state concern received grants for the implementation of activities in the framework of the Week. The new long-term visual identity of the Week was designed, and the agreement on cooperation in its implementation was signed with **the Croatian Employment Service.**

SPONSOR:
GOVERNMENT OF THE REPUBLIC OF CROATIA

During the campaign, there were more than 350 events with more than 600 different institutions participating across the Republic of Croatia. The institutions registered 239 event programs

2011

2008·2009·2010· ·2012·2013·2014

8 – 15 September



Women's Association Iskra in Novska



Learning Fair in Zadar



The Croatian Employment Service Sisak; Workshop for the unemployed



Music School Novska, performance at the Fair

SUPPORT:
MINISTRY OF SCIENCE, EDUCATION AND SPORTS

The opening ceremony took place at the **National and University Library in Zagreb** which was one of the organizers of the event.

The Week was opened by Radovan Fuchs, PhD, the Minister of Science, Education and Sports.

The general objective of the Week 2011 was to point to the diversity of lifelong learning and the great number of forms and methods of its realisation.

In accordance with the main objective, the campaign was especially focused at three specific objectives:

1. to familiarize the public and individuals with the different possibilities of acquiring competences through lifelong learning processes (e.g. formal education, participation in seminars, courses, training in the workplace, learning through experience, etc.);

2. to raise the awareness of employers about the importance of their continuous investment in learning and training of their employees, including training in the workplace, as well as possibilities of acquiring the relevant competences outside the formal education system;

3. to encourage institutions of the education system to evaluate and recognize the competences acquired outside the formal education system.

Once again, one of the most important partners in the implementation of the Week was the media. Without their participation it would not be possible to reach the target groups. In terms of promotional and media activities, this year was marked by exceptional results. During the implementation of Week 2011 there were more than **3 000 media announcements**.

REGIONAL COORDINATORS

Due to recommendations based on the results of the Week >>

·2001·2002·2003·2004·2005·2006·2007·2008



Koprivnica 2011, poetry reading in the company of the youngest participants



Bicycle Race in Nova Gradiška



Culture and Education Forum - Vinkovci

>> 2010 the need to establish a network of regional coordinators arose, mainly due to two main reasons:

1. the need for motivation and inclusion of smaller towns and less developed areas in the activities of the Week;
2. improved and more effective communication with the implementers of activities at regional and local level.

This year the Agency chose six regional coordinators who connected the potential implementers of activities in their region with the national coordinators of the Week.

The primary objective was to develop a network of implementers and to implement promotional activities across the Republic of Croatia. The geographic and thematic distribution of the Week would thus be significantly improved.

REGIONS:

1. **Vukovar-Srijem, Osijek-Baranja, Brod-Posavina and Požega-Slavonija counties;** regional coordinator



2011

2008·2009·2010· ·2012·2013·2014

8 – 15 September



Conference “The Role of Education in Building a Competitive Economy” organized in collaboration with HUP (CEA)



Presentation of the training and awarding the participants of training with certificates - Faculty of Food Technology in Osijek



Presentation of the program Ecological farmer in Požega



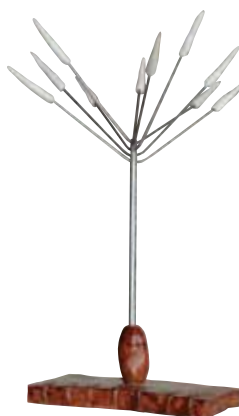
Lecture at Veliki Bukovec Primary School

Public Open University Obrš, Požega

2. **Virovitica-Podravina, Bjelovar-Bilogora, Sisak-Moslavina counties;** regional coordinator **Public Open University Novska**
 3. **Koprivnica-Križevci, Međimurje, Varaždin and Krapina-Zagorje counties;** regional coordinator **Public Open University Koprivnica**
 4. **Primorje-Gorski Kotar, Istria and Karlovac counties;** regional coordinator “**Narodno učilište**”, institution for education and culture in Rijeka
 5. **Lika-Senj, Zadar, Šibenik-Knin counties;** regional coordinator **Public Open University Erudio**
 6. **Split-Dalmatia, Dubrovnik-Neretva counties;** regional coordinator “**Učilište VIRTUS**” - institution for adult education
- City of Zagreb and Zagreb County;** regional coordinator **Agency for Vocational Education and Training and Adult Education.**

“MASLAČAK ZNANJA” AWARD FOR ACHIEVEMENTS IN ADULT LEARNING

The awards for achievements in adult learning were given this year for the first time in the Republic of Croatia.



The awards were presented at the Week opening ceremony on 8 September 2011 to three candidates.

The award consisted of a little sculpture made by the beneficiaries of the Centre for Rehabilitation Zagreb.

The winners of the “Maslačak znanja” award for 2011 are: Ljiljana Car (Virje), Stjepan Cipek (Zagreb) and Zvezdana Rončević (Zadar).

·2001·2002·2003·2004·2005·2006·2007·2008



The Sculpture Maslačak Znanja made by the beneficiaries of the Centre for Rehabilitation Zagreb



Director of the Agency Ivan Štalo, award winners Zvezdana Rončević and Stjepan Cipek, Secretary of State of the MSES Dijana Vican, award winner Ljiljana Car and State Secretary of the MSES Želimir Janjić (left to right)

>> ABOUT THE AWARD WINNERS:

LJILJANA CAR

As a member of the Roma ethnic minority she graduated from high school and in her community, she actively promotes the importance of education for Roma population.

She is included in the program of Public Open University Koprivnica as a Roma assistant, where she helps to those who have a lack of education which poses a major barrier to inclusion in society. Her position is that the key to improving the situation of the Roma today lies in schooling that enables overcoming the Croatian language, easier socialization and access to the institutions and the labour market.

The story of Ljiljana Car is inspiring to all those who are aware of the importance of lifelong learning as well as to those who need to raise the awareness that education can contribute to their greater social inclusion, which is particularly important for the Roma community.

STJEPAN CIPEK

Mr. Stjepan Cipek, a pedagogy and psychology teacher, shows what it means to live according to the principle of lifelong learning with his own example. Despite being at the end of his eighth decade (he is 78) he is preparing a master thesis. Stjepan Cipek excelled at the University of the Third Age, at Public Open University Zagreb, not only as a participant of a number of educational programs but also as a person who teaches at the same time.

During his working life he worked as a teacher, publishing more than 40 papers in the fields of pedagogy and psychology, participated in a number of vocational training courses and led workshops and seminars himself. Five years ago he became a student at the University of the Third Age and actively participates in extracurricular activities. His example shows to all that by going to retirement one does not stop living, and that learning and education can be a good way of participation of the elderly in active social life.

2011

08·2009·2010· ·2012·2013·2

8 – 15 September



Lifelong learning Fair at Ban Jelačić Square in Zagreb, 15 September 2011, organized by the Agency

ZVJEZDANA RONČEVIĆ

Due to poor social conditions Ms Zvezdana Rončević did not manage to finish high school but got employed after elementary school. She married young and gave birth to twins. As in the meantime she lost her job, in 2008, at the age of 47, she decided to enrol in a high school program at the Public Open University As Zadar, which she finished in 2011.

In spite of difficult social circumstances and family tragedies, Zvezdana Rončević decided (and managed) to finish high school when she was middle-aged. People who drop out of the regular education system in many cases are not motivated for continuing education, so the example of Ms. Rončević is especially encouraging for people who have similar life circumstances.

LIFELONG LEARNING FAIR

This year the Agency organized the fourth Lifelong Learning Fair, which marked the end of this year's Week. The Fair took

place on 15 September at Ban Jelačić Square. At the Fair, adult education institutions, schools and various organizations offered citizens information on education and learning opportunities in the City of Zagreb and Zagreb County, as well as on various types of their education programs. The objective of the Agency was to attract more citizens to the Fair in order to motivate them to engage in some form of learning. During the Fair each institution (which had its own stall) gave one visitor a substantial discount or free attendance of one of its education programs.

During the implementation of the Week 2011 there were more than 3000 media announcements.

2000·2001·2002·2003·2004·2005·2006·200

F O U R T H L I F E L O N G L E A R N I N G W E E K

7·2008·2009·**2010**·2011·2012·2013
8 – 15 September



Get involved (Include everyone)!

2000·2001·2002·2003·2004·2005·2006·2007



The poster of the fourth Lifelong Learning Week



Minister of Science, Education and Sports Radovan Fuchs, PhD, opened Week 2010



Director of the Agency Ivan Šutalo at the opening ceremony of the Lifelong Learning Week 2010

The implementation of the Week 2010 in Croatia thematically matched with the European Year for Combating Poverty and Social Exclusion, proclaimed by the European Parliament in

October 2008.

It was implemented with the support of the Ministry of Education and Sports and the Council for Adult Education.

OBJECTIVES OF THE WEEK 2010:

- to raise the awareness of the importance of learning and motivating citizens for greater participation in learning activities with special focus on people who are, for whatever reason, excluded from this process;

- to encourage participation in lifelong learning, to increase the awareness of all participants in the educational process, decision makers and the general public of the problems that specific social groups have in accessing this process, to present solutions and examples of successful social inclusion of vulnerable groups of the population and to encourage further development activities aimed at the inclusion of all citizens in the process of lifelong learning;
- to establish and develop a network of partnerships between institutions of different areas of activity.

TARGET GROUPS:

- the general public,

The guiding theme of the Week 2010 was the fight against poverty and social exclusion

7·2008·2009·2010·2011·2012·2013

2010

8 – 15 September



The first opening ceremony of the Week at the National and University Library



Fair in Kutina in 2010



Fair at Ban Jelačić Square in Zagreb, 15 September 2011, organized by the Agency

- socially vulnerable population groups, especially people with low basic skills levels, people with disabilities, the long-term unemployed, the minorities and others,
- decision makers and the media.

The opening ceremony of the Week was organized at the National and University Library in Zagreb and was attended by representatives from the public, political and economic sectors.

CONTRIBUTION TO ECONOMIC RECOVERY

The Week 2010 and the International Literacy Day were part of measures of the Economic Recovery Program of the Croatian Government.

The major partners of the Week 2010 were the Croatian Employment Service, the National and University Library in Zagreb and Internet portals EduCentar and MojPosao.

ACCOMPLISHED RESULTS

The Week was held all over the Republic of Croatia in around

60 cities, by carrying out various activities promoting learning and education. It was joined by institutions from various fields of work (schools, adult education institutions, universities and higher education institutions, the Croatian Employment Service, the Financial Agency, the Croatian Chamber of Crafts, the Croatian Employers' Association, the Croatian Chamber of Economy, MojPosao and EduCentar, Srce, National and University Library in Zagreb, various associations, businessmen, cities, counties, etc.).

WEEK 2010 IN NUMBERS

- Institutions: **400**
- The number of registered programs: **115**
- The number of events: **250**
- Promotion: **1 500** media announcements

1999·2000·2001·2002·2003·2004·2005·200

T H I R D L I F E L O N G L E A R N I N G W E E K

6 · 2007 · 2008 · **2009** · 2010 · 2011 · 2

28 September – 2 October



Add knowledge to experience!



Poster of the 2009 Lifelong Learning Week



Panel "Why Lifelong Learning Week", with guests from the Republic of Slovenia



Acting Director of the Agency Mile Živčić



Round table organized by EduCentar and MojPosao portals sponsored by the Agency for Adult Education



Fair in Novska in 2009

For the second time the Agency for Adult Education organized the Week in 2009 in cooperation with the Ministry of Science, Education and Sports.

The Week 2009 was held from 28 September to 2 October 2009 with a series of events organized in 20 counties and in the city of Zagreb.

MAIN OBJECTIVES OF THE WEEK 2009:

- to increase the awareness of the importance of education as an effective measure of reducing unemployment and meeting the needs of the economy
- to increase access to information on lifelong learning and

adult education

- to inform the public about the learning opportunities at the national, regional and local level.

The target group was the general public, with an emphasis on the unemployed, people with low levels of education, national minorities and the media.

INSTITUTIONS AND ACTIVITIES

Institutions responsible for the Week 2009 were the Ministry of Science, Education and Sports, the Agency for Adult Education, social partners (Union of Independent Syndicates of Croatia, Croatian Chamber of Trades and Crafts (CCTC),

One of the main objectives of the Week was to increase the awareness of the importance of education as an effective measure of reducing unemployment and meeting the needs of the economy

6 · 2007 · 2008 · **2009** · 2010 · 2011 · 2

28 September – 2 October



Varaždin, Educational Workshop



Osijek, panel within the CARDS 2004 Project, Adult Education



Narodno učilište Rijeka, panel within the CARDS 2004 Project, Adult Education



Rainy Fair at Ban Josip Jelačić Square in Zagreb, organized by the Agency

Croatian Employers' Association (CEA), Croatian Chamber of Economy (CCE), Croatian Employment Service (regional offices), county / city offices for education and institutions for adult education.

Activities which were implemented throughout the Republic of Croatia were: lifelong learning fairs, open doors days, round tables, lectures, exhibitions, educational and creative workshops, debates, cultural and social events, presentations of books and publications, folklore events, ceremonies presenting certificates, club meetings, street events, etc.

At the Lifelong Learning Fair, which took place on 2 October at Ban Jelačić Square in Zagreb, more than 40 institutions offered free prize programs to the visitors of the Fair.

RESULTS

During the Week 2009 exceptionally good results and progress were achieved in the promotion of learning and education at the national and local level. More than 100 institutions

from different areas of activity from all parts of the Republic of Croatia joined the Week with various activities. A major step forward was made in the establishment of partnerships with institutions which are not directly involved in the education system but joined the celebration of the Week nevertheless, which opened a perspective of future cooperation with a wide range of stakeholders. Significant results and progress were achieved in the field of media attention and reaching to different target groups in the public.



MEDIA AND MEDIA ANNOUNCEMENTS:

Television:	9
Radio:	14
Newspapers:	12
The Internet:	66
In total:	101

1998·1999·2000·2001·2002·2003·2004·200

S E C O N D L I F E L O N G L E A R N I N G W E E K

5 · 2006 · 2007 · **2008** · 2009 · 2010 · 2011

29 September – 3 October



Learn and decide!

| 1998 · | 1999 · 2000 · 2001 · 2002 · 2003 · 2004 · 2005



*Lifelong Learning Week 2008
Leaflet*



*Director of the Agency for Adult
Education Ivana Puljiz*



Lifelong Learning Fair, Knin



Panel "Learning in the Local Community", Gospić

Activities within the first Week organized by the Agency, the then Agency for Adult Education, were implemented in three counties - (areas) of special state concern with the highest unemployment rate and the City of Zagreb.

The events took place in the cities of: Zagreb, Vukovar, Gospić and Knin.

OBJECTIVES:

- to promote the culture of lifelong learning and to present the opportunities of adult education to the general public,
- to sensitize the public to the need for lifelong learning.

The greatest success of Week 2008 lies in the fact that for the first time it was made possible for the citizens to gain organized insight into the possibilities of learning in their

environment. One of the most important results was the establishment of networks and cooperation with institutions for adult education, on which occasion they were given an opportunity to present their work and programs through activities.

ACTIVITIES

During the implementation of the Week a series of activities was conducted, and in each of the cities the Lifelong Learning Fair and the panel on the Issue of Education and Lifelong Learning in the Local Community were held.

The implementation of such activity was strongly supported by the county and local communities, and all participants liked the idea of joint promotion of education and learning.

In the city of Zagreb a series of workshops was held on the

The main objective was to promote the culture of lifelong learning and to present the learning and education opportunities in the Republic of Croatia

2008

29 September – 3 October



Panel "Learning in the Local Community", Vukovar



The Lifelong Learning Fair at Ban Josip Jelačić Square in Zagreb, organized by the Agency



Minister of Science, Education and Sports, Dragan Primorac, PhD, at the Lifelong Learning Fair in Zagreb

subject: Education and Democratic Society - in cooperation with the Faculty of Political Science in Zagreb; a workshop on non-formal and informal learning evaluation and a workshop on learning outcomes (organized in cooperation with the Faculty of Electrical Engineering and Computing) and panel the Importance of Investing in the Human Resources, which was organized in cooperation with the Croatian Employment Service, Croatian Chamber of Economy, Croatian Chamber of Trades and Crafts, Croatian Employers' Association, Croatian Employers' Association, Ministry of Economy and Ministry of Science, Education and Sports.

The activities took place in Vukovar at the College of Applied Sciences "Lavoslav Ružička" and the house where Lavoslav Ružička had been born, in Gospić at the Polytechnic "Nikola Tesla" and in Knin at the Polytechnic "Marko Marulić" in Knin.

Significant assistance in the implementation and launching of the activities was provided in the conclusions and recommendations made in the framework of the 6th component of the CARDS Project Adult Education 2004.

MEDIA AND MEDIA ANNOUNCEMENTS

For the first time the approach to work with the media, which recognized the importance of this activity in the long run for the entire society in the Republic of Croatia, was planned and organized.

The pilot project Week 2008 provided guidelines so that this activity laid the foundation for the development of a comprehensive national educational campaign that promotes the value of learning and education.



MEDIA:

- 5 television houses
- 6 radio stations
- 15 print media
- 21 internet pages

F I R S T L I F E L O N G L E A R N I N G W E E K

9 · 2000 · 2001 · **2002** · 2003 · 2004 · 2005
13 — 20 M a y



It's time for... learning!

| 1992 · | 1993 · | 1994 · | 1995 · | 1996 · | 1997 · | 1998 · | 1999

Lifelong Learning Week was for the first time organized in Croatia from 13 to 20 May 2002, which enabled Croatia to join the circle of numerous countries that by organizing the Week confirmed their understanding of the importance of lifelong learning, or creating a “learning society”.

The idea of organizing the Lifelong Learning Week had already existed, but the cooperation between the Croatian community of open universities with the Institute for International Cooperation of the German Adult Education Association within the project “Strengthening local and regional structures of adult education as a contribution to stability in Southeast Europe - the Stability Pact” certainly contributed to its achievement.

The Lifelong Learning Week was held under the auspices of Croatian President Stjepan Mesić.

INSTITUTIONS AND ACTIVITIES

Nine open universities responded to the invitation of the Croatian Association for the Education of Adults - in Daruvar, Koprivnica, Kutina, Novska, Ozalj, Pula, Šibenik, Velika Gorica and Zagreb, therefore, the Week was held in all regions of Croatia.

In accordance with UNESCO’s Guide for Organizing and taking into account past achievements in the Republic of Croatia in the field of lifelong learning, the Lifelong Learning Week 2002 was focused on:

The Lifelong Learning Week was implemented within the project “Strengthening local and regional structures of adult education as a contribution to stability in Southeast Europe - the Stability Pact”

9·2000·2001·2002·2003·2004·2005

2002

13 – 20 M a y

- formal education / learning - at primary school, secondary school, higher education, retraining programs, additional training, professional development and training, of all age user groups,
- non-formal education / learning - for different knowledge and skills, learning for democracy, coexistence and tolerance, cultural learning - heritage and tradition, life in local communities, including all age groups, the employed and the unemployed, women and men,
- informal education / learning - in clubs (of the youth, the minorities, professional clubs ...), associations (cultural and artistic, technical, environmental ...), art colonies, movements, members of the ecumenical movement, of all ages.

OBJECTIVES:

- to present to the public the implementation of the concept of lifelong learning
- to draw attention to those who organize, teach and evaluate the process of learning / education
- to sensitize the local (real life) environment to the concept of lifelong learning.

(Source: Text taken from HZPOU / CAEA's website)

01·2002·2003·2004·2005·2006·2007·2008·20

MEĐUNARODNI



International Literacy Day



International Literacy Day 2014; a Round Table Discussion on “Lifelong Learning in a Virtual Environment”

International Literacy Day is UNESCO's initiative, which each year aims to remind the international community of the status of literacy and adult education globally. The idea of celebrating this day appeared in September 1965 in Tehran, at the World Conference of Ministers of Education on the Eradication of Illiteracy. At the conference an initiative was presented to declare one day in the year as the International Literacy Day, in order to mark but also to warn of the importance of literacy at the international level. 8 September was chosen as the day to celebrate it and UNESCO already began marking the International Literacy Day in 1966.

The Agency has recognized the importance of celebrating the International Literacy Day and the Week traditionally begins with a forum held for the specific occasion.

In the organization of the Agency the International Literacy Day has been marked seven times so far: in 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015 and 2016.

INTERNATIONAL LITERACY DAY 2016

Adult literacy training is one of the most important areas of adult education, but also the area that sets the number-not challenges

for everyone involved in its implementation. Adult educators, teachers, and all other professionals who work in this area are often faced with a lack of appropriate materials and contents related to literacy and adult literacy training. On the occasion of the International Literacy Day the Agency for Vocational Education and Training and Adult Education drew attention to the contents related to these topics at the EPALE - European Electronic Platform for Adult Learning through a media release.

EPALE is the new multilingual community of professionals in adult learning. Its aim is to improve the quality and methods of providing services of adult learning in Europe, the establishment of a strong Pan-European sector of adult learning and enabling experts in the field of adult education to reach out to all adults. EPALE is an initiative of the Directorate-General for Education and Culture of the European Commission, which advocates that EPALE becomes a permanent functionality of the European area of adult learning. EPALE is supervised by the Education, Audiovisual and Culture Executive Agency, and its everyday work is managed by the Central Support Service. EPALE is designed specifically for teachers in adult education, researchers, members of the academic community, policy

09·2010·2011·2012·2013·2014·2015·2016·20



International Literacy Day 2013, panel “Importance of Literacy and Development of Key Competences in Persons Serving Prison Sentences”

makers and professionals working in the field of adult learning throughout Europe. The purpose of the e-platform EPALE is that adult learners are the ultimate beneficiaries of development in the field of adult learning, whether in a formal or an informal setting. However, this platform is intended for those who carry out and organize adult education, rather than the attendees themselves.

The prevailing notion is that literacy has not one, but multiple dimensions (e.g. reading, documentation and numerical literacy), which may not be equally developed. Also, in addition to general literacy, there is also a variety of other kinds of literacy - IT, mathematical, scientific, methodological, environmental, etc.

Special attention was given to one of those “specific” types of literacy – financial – at the EPALE platform this year. Financial literacy is a set of skills necessary for the proper understanding and interpretation of financial information for making good financial decisions. This is a vital skill that gives people the ability to make informed decisions when it comes to their money. Good financial literacy means that people are able to make better decisions when it comes to saving for their own studies and pensions or choosing the right mortgage plan for their home. EPALE’s

national services from all European countries have invested joint efforts to allow users a variety of content related to the topic of financial literacy in several European languages, and the platform contains reports, strategies and materials related specifically to the development of financial literacy.

By marking the International Literacy Day, the Agency for Vocational Education and Training and Adult Education encouraged the users to become members of the EPALE platform and to join the largest community of professionals in adult education in Europe.

INTERNATIONAL LITERACY DAY 2015

The Agency for Vocational Education and Training and Adult Education marked the International Literacy Day 2015 with a media announcement with the aim of pointing to the importance of literacy at the global level. but in our country, too. Continuous development of the notion of literacy from the initial marking of the International

Literacy Day in the 1960s until today has resulted in the understanding of literacy which includes more than just reading and writing. The announcement stated the view of UNESCO, >>



International Literacy Day 2012, Director of the Agency Ivan Šutalo

>> an international organization which makes great efforts in terms of literacy and literacy training, which says that literacy is an absolutely necessary precondition of social and personal development with a potential to transform the lives of people that cannot be overestimated.

The International Literacy Day was also an opportunity to review the situation in Croatia. Data from the last census show that today in Croatia there is less than one percent of illiterate people older than 10. However, this is mostly about reading and writing skills, and each person that can read and write a short simple essay on their everyday life is considered to be literate, regardless of the language or script. If we consider the situation in view of IT literacy, the data from the last census show that in some dimensions of this type of literacy 40% of the citizens of the Republic of Croatia is considered illiterate.

The communication of the Agency for Vocational Education and Training and Adult Education on the occasion of the International Literacy Days ends with the invitation to make additional efforts in order to increase the levels of literacy, regardless of its type, in the Republic of Croatia, and that this basis and prerequisite for the functioning and progression in

the modern knowledge society would truly encompass all individuals who live in this society.

INTERNATIONAL LITERACY DAY 2014

The Agency for Vocational Education and Training and Adult Education and University Computing Centre Srce this year jointly marked the International Literacy Day by organizing the round table discussion on "Lifelong Learning in a Virtual Environment."

Within the framework of the round table it was discussed about the importance of lifelong learning and the skills that the employees must have on the labour market today in order to be employable and competitive, and about the possibilities which are provided by information communication technology and e-learning in lifelong learning.

The round table was held on Monday, 8 September 2014 at the University Computing Center (Josipa Marohnića 5, Zagreb). The round table was moderated by Sandra Kučina Softić, Assistant Director for Education and User Support at the University Computing Centre, and was attended by representatives of state bodies, corporate environment, the academic community, the Agency for Vocational Education and Training and Adult

09·2010·2011·2012·2013·2014·2015·2016·20



International Literacy Day 2011; panel “The Importance of Literacy and Development of Key Competences for Persons Serving Prison Sentences”

Education, University Computing Centre (SRCE), as well as lifelong learners. Other participants in the round table included: Irena Bačelić, Head of Sector Analysis of the Labor Market, Ministry of Labour and Pension System; prof. Mihaela Banek Zorica, PhD, Faculty of Humanities and Social Sciences in Zagreb; Vlasta Hudec, PhD, portal Moj razvoj; Irena Jandrić, Head of Courses at Srce, University Computing Centre; Hana Miljanić, study by distance learner, University Computing Centre; Snježana Šlabek, Head of Projects for Knowledge Management, Podravka dd and Ivan Šutalo, Director of the Agency for Vocational Education and Training and Adult Education.

INTERNATIONAL LITERACY DAY 2013

The Agency and the Ministry of Justice of the Republic of Croatia organized the panel “The Importance of Literacy and Development of Key Competences for Persons Serving Prison Sentences” on the occasion of the International Literacy Day. The panel took place on 9 September 2013 on the premises of the University Computing Centre (SRCE) in Zagreb.

The topic of the conversation was education and learning in penitentiaries, prisons and other correctional facilities. The

intention was to give greater importance to this vulnerable group in our society from the perspective of education, during and after serving a prison sentence. This topic is especially important within the context of marking the European Year of Citizens. Problems which these persons face in terms of access to education and labour market were discussed at the forum.

Apart from that, the panel was an opportunity to bring together institutions that can contribute to the realization of better opportunities and providing information to this target group.

INTERNATIONAL LITERACY DAY 2012

The Agency and the Croatian Reading Association (the City of Zagreb and Zagreb County branch) jointly celebrated the International Literacy Day (8 September) by organizing a round table on promoting reading and literacy called “Through reading to literacy”.

On this occasion, the results of a big research project “Reading habits and information needs of the Croatian citizens” were presented.

The round table speakers were experts from various fields: prof. Srećko Jelušić, PhD, assoc. prof. Ivanka Stričević, PhD, >>>

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The International Literacy Day 2010, panel “Key Competences and Inclusion of Persons with Intellectual Disabilities”

>> prof. Mile Živčić, asst. prof. Nives Tomašević, PhD, prof. Dragutin Rosandić, PhD and asst. prof. Tamara Turza- Bogdan, PhD. The topics they covered included: Reading and Literacy Within the Lifelong Learning Context, Reading Habits of Croatian Citizens and The Importance of Teaching Reading Within and Outside the Educational System.

INTERNATIONAL LITERACY DAY 2011

The International Literacy Day 2011 was marked with a panel at the National and University Library entitled Basic Reading and Writing Skills.

Speakers:

- prof. Dijana Vican, PhD, MSES - The impact of the National Curriculum Framework on Adult Education,
- prof. Milan Matijević, Ph.D, Faculty of Teacher Education- Know and Want to Learn - Important Andragogical Feature of Literacy,
- Michelle Braš Roth, NCVVO (the National Centre for External Evaluation of Education) - Results of Reading Competence of Croatian Fifteen Year-Olds within the PISA 2009 Indices,

- Maja Kristić, Public Open University in Zagreb
- Ljiljana Car, winner of the “Maslačak Znanja” award - experience on the motives for involvement in education.

INTERNATIONAL LITERACY DAY 2010

International Literacy Day 2010 was marked on 8 September, after the opening ceremony of the Week, with a panel held at the National and University Library in Zagreb.

The universal theme of the forum was Key Competences as a Means of Combating Poverty and Social Exclusion.

The topic of the first panel discussion was the Importance of the Key Competencies for Economic Development and Meeting the Needs of the Labour Market.

Speakers:

- Dijana Vican, MSES - Entrepreneurial Learning Strategy 2010 -2014,
- Vesna Štefica, CCE - The Economy and Education,
- Mislav Balković, CEA - The importance and Role of e-skills for the Promotion of Competitiveness, the Economy and Employability Growth,
- Mirjana Zečirević, CES - The Importance of Systematic

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International Literacy Day 2009, panel “Literacy and Active Citizenship”, Europe House in Zagreb

Competence Development for the Labour Market and Economic Growth.

The topic of the second panel discussion was Key Competences and Inclusion of People with Intellectual Disabilities. Speakers:

- Martina Klisović and Marijana Janković, The Association for Promoting Inclusion - Organized Housing and Employment Program with Support and Lifelong Learning,
- Senada Halilčević, Association for Self-Advocacy The Right to Education and the Convention on the Rights of Persons with Disabilities,
- Ljiljana Igrić, Croatian Association for Professional Aid to Children with Special Needs “IDEM” - The Importance of Educational Inclusion for Social Inclusion of People with Disabilities and New Forms of Support to Inclusion,
- Mirna Štajduhar MSES - The project “Inclusion of Students with Disabilities in Education for Employment” under Component IV - Human Resources Development of IPA.

INTERNATIONAL LITERACY DAY 2009

A panel on “Literacy and Active Citizenship” was the central



International Literacy Day, 2008, panel “The Concept of Literacy in the 21st Century”, Europe House in Zagreb

event marking the International Literacy Day 2009 and served as a platform for discussion and new proposals in the area of literacy and development of active citizenship.

The panel was held in cooperation with the National Foundation for the Development of Civil Society to bring together all relevant stakeholders in the system and open discussion about the importance of, the connection and the impact of literacy on the development of active citizenship.

INTERNATIONAL LITERACY DAY 2008

The Agency for Adult Education marked the International Literacy Day for the first time by organizing a panel at the Europe House in Zagreb. The topics of the panel were:

1. For a Literate Croatia: The Way to a Desirable Future,
2. Activities of component V of the project CARDS 2004 – Adult Education,
3. The European Perspective: Key Competences for Lifelong Learning,
4. Debate on the Concept of Literacy – The Concept of Literacy in the 21st Century.

01 · 2002 · 2003 · 2004 · 2005 · 2006 · 2007 · 2008 · 20

Media announcements

It is important to emphasize that the media is one of the most important partners in the implementation of the campaign and without their help it would be impossible to reach the target groups, especially those at the local level.

Different marketing tools were used for promotional activities and their implementation taking into account which target groups the information is intended for.

The main task is, taking into account all the available opportunities, to reach the target public through the media and conduct actions that send positive and motivating messages towards the general public.

Communication activities would be aimed at the local, regional and national media, for the purpose of which the Agency has made the specific media and communication plans.

According to the fundamental classification, information is addressed to three target groups:

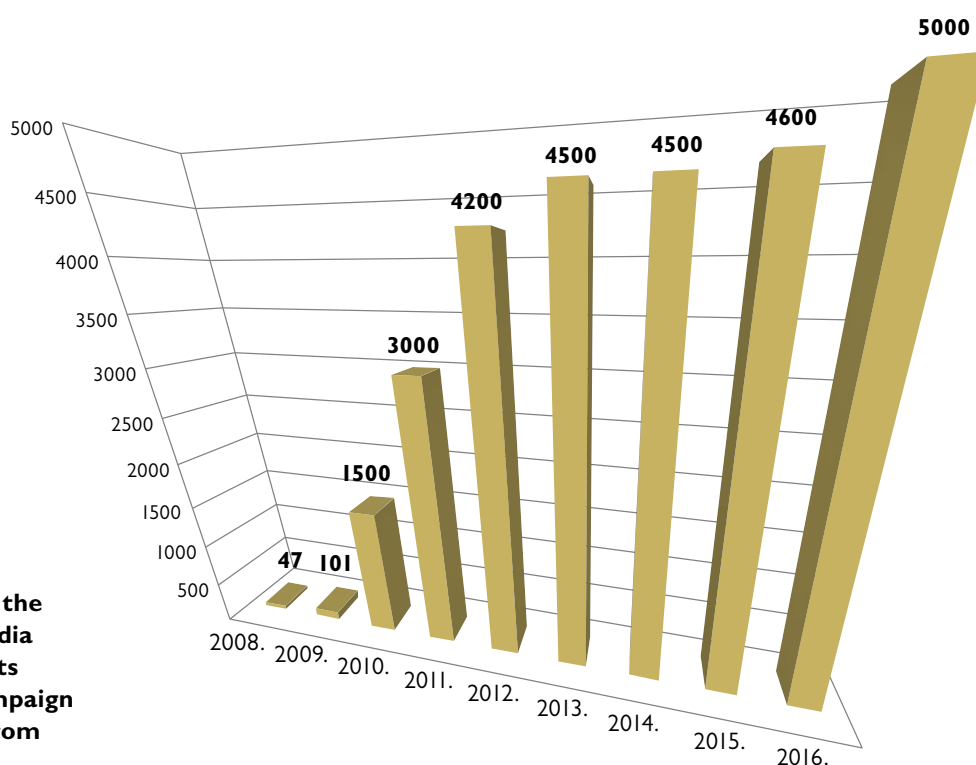
- the general public (the citizens of the Republic of Croatia)
- decision-makers - ministries, agencies, social partners, regional and local authorities, partner institutions and all interested stakeholders of the system for adult education
- the media.

THE MEDIA USED:

- television
- radio
- print media
- portals and websites
- social networks.

The media announcements were measured by making records of each announcement, regardless of its repetition.

The growth in the number of media announcements during the campaign of the Week from 2008 to 2016



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Website and social networks



All information on the Lifelong Learning Week can be found on the website **www.cjelozivotno-ucenje.hr**. Beside registering events, it is also possible to search through all activities in the Republic of Croatia with a high-quality presentation of information, an overview of the activities through photo and video gallery, etc.

The primary objective is to reach out to different target groups and to promote learning and education on a daily basis.

Given the role and the importance of social networks in the global society, the Agency created a Facebook profile for the needs of following news and events in the framework of the Week 2011, and an Instagram profile in 2016.

The Facebook page Lifelong Learning Week (facebook.com/TjedanCjelozivotnogUcenja) was one of the main sources of information on all events. It contained regular posts on the activities of the projects and photos from all of the events, and visitors also had the opportunity of getting useful information on the upcoming events in the Republic of Croatia. The page has an increased number of visitors every month.



Facebook: TjedanCjelozivotnogUcenja



Instagram: tjedan_cjelozivotnog_ucenja



Twitter: @Tjedan2016

01·2002·2003·2004·2005·2006·2007·2008·20

EPALE

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EPALE is designed specifically for teachers in adult education, researchers, members of the academic community, policy makers and professionals working in the field of adult learning throughout Europe. The purpose of the e-platform EPALE is that adult learners are the ultimate beneficiaries of development in the field of adult learning, whether in a formal or an informal setting. However, this platform is intended for those who carry out and organize adult education, rather than the attendees themselves.

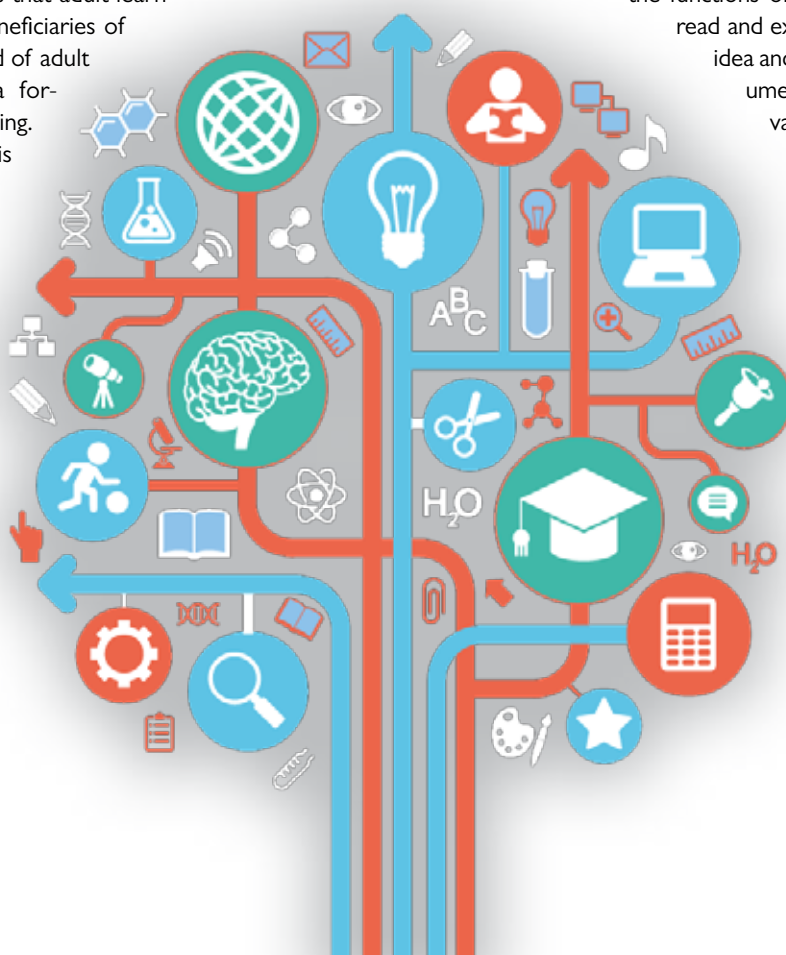
Since fall 2014 national support services have been cooperating with the Central Support Service in publishing interesting and unique contents on the EPALE e-platform. The national support service for the Republic of Croatia is the Agency for Vocational Education and Training and Adult Education which implements these activities in the framework of the project EPALE National Support Service for the Republic of Croatia.

To become a member of the EPALE e-platform, it is necessary to complete the registration form at the following website: <http://ec.europa.eu/epale/hr/user/register>

Here you can choose a user name and password and once registered, you will receive an automatic e-mail on the registration in which you will be asked to confirm your e-mail address.

After confirmation you will be able to use all of the functions of the EPALE e-platform – read and exchange news, viewpoints, idea and resources (including documents on policies and relevant project materials) with others across Europe.

Additional information are available at the EPALE e-platform website: <http://ec.europa.eu/epale/>



09.2010.2011.2012.2013.2014.2015.2016.20

Institutions responsible for the activities of Week 2016

- AFRO-RITMO CAPOEIRA VINKOVCI
- VUKOVAR-SRIJEM COUNTY DEVELOPMENT AGENCY HRAST D.O.O.
- ACADEMIC ASTRONOMICAL SOCIETY RIJEKA
- ALGEBRA CENTRE BJELOVAR
- ALGEBRA SPLIT
- ALGEBRA VIROVITICA
- ALGEBRA ZADAR
- ARAB CENTRE
- AUTO CLUB BJELOVAR
- DRIVING SCHOOL BIOGRAD
- DRIVING SCHOOL BJELOVAR
- DRIVING SCHOOL NOVALJA
- DRIVING SCHOOL ZADAR
- DRIVING SCHOOL ZADAR - BRANCH OFFICE BENKOVAC
- BJELOVAR THEATRE
- MARRIAGE AND FAMILY COUNSELING SLAVONSKI BROD, ARCHDIOCESE OF ĐAKOVO-OSJEK
- CALLEGARI-ITALIAN SCHOOL OF FASHIO AND DESIGN, RIJEKA
- CENTRE OF TECHNICAL CULTURE RIJEKA
- CENTRE UP 2 DATE
- CENTRE FOR CULTURE AND LIFELONG LEARNING ZLATNA VRATA
- CENTRE FOR CULTURE JASTREBARKO
- CENTRE FOR EDUCATION AND REHABILITATION KRŽEVCI
- CSOK CENTRE (CAREER INFORMING AND COUNSELLING CENTRE)
- CSOK CENTRE KOPRIVNICA
- CSOK CENTRE SPLIT
- CSOK CENTRE VARAŽDIN
- CSOK CENTRE VUKOVAR
- CSOK CENTRE ZADAR
- CPO (CENTRE OF PRESCHOOL EDUCATION) TURNIĆ
- ČEŠKA BESEDA ZAGREB
- DIOPTR - OPEN UNIVERSITY
- KINDERGARTEN "MASLAČAK", PAKRAC
- KINDERGARTEN "KOCKICA", LIPIK
- CHILDREN'S LIBRARY "M-2"
- CHILDREN'S HOME "I. B. MAŽURANIĆ", LOVRAN
- CHILDREN'S HOME "TIĆ", RIJEKA
- KINDERGARTEN "CVIT" SV. FILIP I JAKOV
- KINDERGARTEN "GARDELIN", PAKOŠTANE
- KINDERGARTEN "ZVEJZDICE", ZEMLJIN DONJI
- KINDERGARTEN "PAHULJICA", GOSPIĆ
- KINDERGARTEN "RIJEKA", RIJEKA
- YOUTH HOME - RIJEKA
- HOME FOR THE ELDERLY AND DISABLED, KOPRIVNICA
- ASSOCIATION FOR SPORT AND RECREATION STEP ONE
- SOCIETY "HRVATSKA ŽENA", VUKOVAR
- STATE ARCHIVES IN VARAŽDIN
- KINDERGARTEN ZLATNA LUČICA
- CENTRE EDUCIRAJ ME
- EDUNOVA - SCHOOL OF IT AND MANAGEMENT
- ECOLOGICAL ASSOCIATION "KRKA", KNIN
- SCHOOL OF ECONOMICS "MIJO MIRKOVIĆ", RIJEKA
- SCHOOL OF ECONOMICS "MIJO MIRKOVIĆ", RIJEKA
- EKSPERT, INSTITUTION FOR ADULT EDUCATION
- ELECTRO-INDUSTRIAL TRADE SCHOOL, RIJEKA
- ELECTRO-TECHNICAL SCHOOL - ZAGREB
- ERSTE & STEIERMARKISCHE BANK D.D.
- EUROPE HOUSE SLAVONSKI BROD / EDIC INFORMATION CENTER SB
- FACULTY OF HUMANITIES AND SOCIAL SCIENCES IN RIJEKA, DEPARTMENT FOR PEDAGOGY
- GYMNASIUM BJELOVAR
- GYMNASIUM "DR. IVAN KRANJČEV", ĐURĐEVAC
- GYMNASIUM VUKOVAR
- GLAZBAONICA LJUBAV
- CITY OF RIJEKA, DEPARTMENT OF CITY ADMINISTRATION FOR ENTREPRENEURSHIP
- TOWN LIBRARY "ANTE KOVAČIĆ" IN ZPREŠIĆ
- TOWN LIBRARY, ĐURĐEVAC
- TOWN LIBRARY AND READING ROOM, POŽEGA
- TON LIBRARY, PAKRAC
- CITY LIBRARY, RIJEKA
- TOWN LIBRARY, SVETI IVAN ZELINA
- TOWN THEATRE "JOZA IVAKIĆ", VINKOVCI
- CITIZEN'S INITIATIVE DUGAVE
- HAZU (CROATIAN ACADEMY OF SCIENCES AND ARTS), CENTRE FOR SCIENTIFIC WORK IN VINKOVCI
- HGK (CROATIAN CHAMBER OF ECONOMY): COUNTY CHAMBER PULA AND MIJENA D.O.O. PULA
- CROATIAN CHAMBER OF ECONOMY
- CROATIAN STATE ARCHIVES
- CROATIAN SCHOOL MUSEUM
- CROATIAN EMPLOYMENT SERVICE
- CROATIAN ANDRAGOGY SOCIETY
- CROATIAN SOCIETY OF ARTISTS "ADOLF WALDINGER"
- CROATIAN SOCIETY OF SINGERS "DAVOR"
- CES - OFFICE ĐURĐEVAC
- CES - OFFICE KOPRIVNICA
- CES - REGIONAL OFFICE BJELOVAR
- CES - REGIONAL OFFICE DUBROVNIK
- CES - REGIONAL OFFICE GOSPIĆ
- CES - REGIONAL OFFICE KARLOVAC
- CES - REGIONAL OFFICE KRAPINA
- CES - REGIONAL OFFICE KRŽEVCI
- CES - REGIONAL OFFICE POŽEGA
- CES - REGIONAL OFFICE PULA
- CES - REGIONAL OFFICE SLAVONSKI BROD
- CES - REGIONAL OFFICE SPLIT
- CES - REGIONAL OFFICE ŠIBENIK
- CES - REGIONAL OFFICE VINKOVCI
- CES - REGIONAL OFFICE VIROVITICA
- CES - REGIONAL OFFICE ZABOK
- CES - REGIONAL OFFICE OSJEK, CENTRE FOR CAREER INFORMATION AND COUNSELING OSJEK
- CES - REGIONAL OFFICE RIJEKA
- CES - REGIONAL OFFICE VARAŽDIN
- I.B.A. - INTERNATIONAL BODYGUARD ASSOCIATION
- - CROATIA
- IT CLUB OSJEK
- INSTITUTE FOR SOCIAL RESEARCH IN ZAGREB
- INSTRUCTUS - INSTITUTION FOR EDUCATION OF ADULTS
- INTELEKTUS - INSTITUTION FOR SECONDARY EDUCATION RIJEKA
- SCOUT CLUB "JAVOR"
- LANGUAGE EDUCATION INSTITUTION "DIDASCO"
- KARATE CLUB HERCEGOVINA - ZAGREB
- KARATE CLUB ŠIBENIK
- KASTAV EUROWAY D.O.O.
- KD AUTOTROLJ D.O.O. RIJEKA
- ZAGREB CITY LIBRARIES - LIBRARY OF AUGUST CESARAC
- ZAGREB CITY LIBRARIES - LIBRARY JELKOVEC
- ZAGREB CITY LIBRARIES - LIBRARY SESVETE
- ZAGREB CITY LIBRARIES - LIBRARY DUBEC
- CLUB OF SENJ GYMNASIUM GRADUATES
- BUSINESS WOMEN CLUB "ALFA" IN KOPRIVNICA-KRŽEVCI COUNTY
- LIBRARY DUGAVE
- LIBRARY AND READING ROOM "FRAN GALOVIĆ" KOPRIVNICA
- KOPRIVNIČKI PODUZETNIK D.O.O.
- KOPRIVNIČKI PODUZETNIK AND ELEMENTARY SCHOOL "ĐURO ESTER"
- CULTURE AND INFORMATION CENTRE GOSPIĆ
- CULTURE AND ARTS ASSOCIATION "ZVONA ZAGORE" MIRLOVIĆ ZAGORA
- LINGUA PAX D.O.O. VUKOVAR
- DEVELOPMENT AGENCY OF LIPIK - LIRA D.O.O.
- LOTUS MEDIA D.O.O.
- MARTINA SROK, LICENSED FITNESS INSTRUCTOR
- MEDIATOR GROUP D.O.O. OSJEK
- MEDICAL SCHOOL "ANTE KUZMANIĆ", ZADAR
- MEDIMURJE POLYTECHNIC IN ČAKOVEC TECHNOLOGY INNOVATION CENTRE MEDIMURJE D.O.O.
- "MIT" - ASSOCIATION OF PARENTS OF CHILDREN AND PERSONS WITH DEVELOPMENTAL DISABILITIES
- MIRTA
- NETWORK OF ASSOCIATIONS "ZAGOR", FOUNDATION "ISTRA" AND PROGRAM "JAKO"
- MUSEUM OF KOPRIVNICA
- MUSEUM OF LIKA, GOSPIĆ
- MUSEUM OF SLAVONIA, DEPARTMENT FOR EDUCATION
- PUBLIC LIBRARY "PETAR PRERADOVIĆ", BJELOVAR
- PUBLIC LIBRARY RIJEKA
- INDEPENDENT YOUTH ASSOCIATION, LEPOGLAVA
- TRADE AND TECHNICAL SCHOOL - SPLIT
- CHAMBER OF COMMERCE OF KRAPINA-ZAGORJE COUNTY
- "OBRTNIČKO UČILIŠTE" - INSTITUTION FOR EDUCATION OF ADULTS
- OMNIA FOREIGN LANGUAGE LEARNING CENTRE
- ELEMENTARY MUSIC SCHOOL, PAKRAC
- ELEMENTARY SCHOOL "BRAČA RADIĆ", PAKRAC
- ELEMENTARY SCHOOL "FRAN KONČELAK", DRNJE
- ELEMENTARY SCHOOL "JULIJE BENEŠIĆ", ILOK
- ELEMENTARY SCHOOL "ANTUN NEMČIĆ GOSTOVINSKI", KOPRIVNICA
- ELEMENTARY SCHOOL "BRAČA RADIĆ", KOPRIVNICA AND LIBRARY AND READING ROOM "FRAN GALOVIĆ"
- ELEMENTARY SCHOOL "BRAČA RADIĆ", KOPRIVNICA
- ELEMENTARY SCHOOL "ĐURO ESTER", KOPRIVNICA
- ELEMENTARY SCHOOL "DR. JURE TURIČ"
- P.A.R. D.O.O. (BUSINESS ACADEMY RIJEKA)
- PALAVRA D.O.O. POŽEGA, PUBLIC OPEN UNIVERSITY "OBRIŠ", POŽEGA, COUNSELING SERVICE, BRANCH OFFICE IN POŽEGA-SLAVONIJA COUNTY
- PERISKA D.D., DIVING CLUB VUKOVAR
- PODRAVKA D.D.
- PODUZETNIČKI CENTAR PLETERNICA D.O.O.
- POLICE ADMINISTRATION OF KOPRIVNICA-KRŽEVCI COUNTY
- AGRICULTURE, FOOD SCIENCE AND VETERINARY SCHOOL "STANKO OŽANIĆ" ZADAR
- MARITIME AND HISTORY MUSEUM OF THE CROATIAN LITTORAL, RIJEKA
- PORA - DEVELOPMENT AGENCY FOR PODRAVINA AND PRIGORJE AND KOPRIVNICA-KRŽEVCI COUNTY
- BUSINESS SCHOOL "EDUKA PLUS"
- POU "DR. ANTE STARČEVIĆ", GOSPIĆ
- POU ADEPTIO
- POU AMC NOVA GRADIŠKA
- POU INVICTUS
- POU OBRIŠ
- POU PETAR ZRINSKI
- POU VINKOVCI
- HISTORICAL SOCIETY, POŽEGA
- SUBCENTRE FOR PRESCHOOL EDUCATION PČELIC, MOVOJAK
- SCHOOL OF NATURE SCIENCES, KARLOVAC
- PRIVATE ELEMENTARY SCHOOL NOVA
- PRONI-CENTRE FOR SOCIAL EDUCATION
- POLICE ADMINISTRATION OF VUKOVAR-SRIJEM COUNTY
- PUBLIC LIBRARY AND READING ROOM, DARUVAR
- PUBLIC OPEN UNIVERSITY "ANTE BABIĆ", UMAG
- PUBLIC OPEN UNIVERSITY ALGEBRA
- PUBLIC OPEN UNIVERSITY ANDRAGOG
- PUBLIC OPEN UNIVERSITY AUTOMOTO CENTAR NOVA GRADIŠKA
- PUBLIC OPEN UNIVERSITY BJELOVAR
- PUBLIC OPEN UNIVERSITY CENTAR
- PUBLIC OPEN UNIVERSITY ČAKOVEC
- PUBLIC OPEN UNIVERSITY DONJA STUBICA
- PUBLIC OPEN UNIVERSITY ERUDIO
- PUBLIC OPEN UNIVERSITY OF THE TOWN OF ROVINJ -ROVIGNO
- PUBLIC OPEN UNIVERSITY IVANIĆ GRAD
- PUBLIC OPEN UNIVERSITY KNIN
- PUBLIC OPEN UNIVERSITY KOPRIVNICA
- PUBLIC OPEN UNIVERSITY KRAPINA
- PUBLIC OPEN UNIVERSITY LABIN
- PUBLIC OPEN UNIVERSITY LIBAR
- PUBLIC OPEN UNIVERSITY NOVAK, MALA SUBOTICA
- PUBLIC OPEN UNIVERSITY OGULIN
- PUBLIC OPEN UNIVERSITY PAZIN
- PUBLIC OPEN UNIVERSITY POREČ
- PUBLIC OPEN UNIVERSITY POUKA
- PUBLIC OPEN UNIVERSITY SAMOBOR
- PUBLIC OPEN UNIVERSITY TROGIR
- PUBLIC OPEN UNIVERSITY VARAŽDIN
- PUBLIC OPEN UNIVERSITY ZADAR
- PUBLIC OPEN UNIVERSITY ZAGREB
- PUBLIC OPEN UNIVERSITY ŽIŽIĆ
- PUBLIC OPEN UNIVERSITY ANDRAGOIG, BRANCH OFFICE II, VALPOVO
- REGIONAL DEVELOPMENT AGENCY MEDIMURJE - REDEA D.O.O.
- REVIVIR - HUMAN POTENTIALS DEVELOPMENT CENTRE
- DEVELOPMENT AGENCY OF RIJEKA "PORIN"
- RIJEKA SPORT D.O.O.
- SAMBOL CONSULTING
- INDEPENDENT PUBLIC LIBRARY GOSPIĆ
- SECTION FOR TRANSLATION ACTIVITIES AND SERVICES
- ASSOCIATION OF TRADES SPLIT, ASSOCIATION OF COURT INTERPRETERS AND TRANSLATORS - STIPI CINEMATHEQUE ZLATNA VRATA
- SONIK PUNTAMIKA, BASKETBALL SCHOOL
- SRCE
- HIGH SCHOOL "ARBORETUM OPEKA", MARČAN
- HIGH SCHOOL BEDEKOVČINA
- HIGH SCHOOL IVAN LUIĆ, TROGIR
- HIGH SCHOOL IVANEC
- HIGH SCHOOL KNEZ BRANIMIR, BENKOVAC
- HIGH SCHOOL KOPRIVNICA
- HIGH SCHOOL KOPRIVNICA AND ELEMENTARY SCHOOL "ANTUN NEMČIĆ GOSTOVINSKI"
- HIGH SCHOOL NOVI MAROF
- HIGH SCHOOL PAKRAC
- HIGH SCHOOL KNEZ BRANIMIR, BENKOVAC
- VOCATIONAL SCHOOL GOSPIĆ
- "SUVRREMENO UČILIŠTE" SPLIT
- SCHOOL OF FINE ARTS, SPLIT
- FOREIGN LANGUAGE SCHOOL ŽIGER
- FOREIGN LANGUAGE SCHOOL KATEDRA
- SCHOOL OF ROAD TRANSPORT
- TANGO ACADEMY SPLIT INFO ZONE
- TECHNICAL SCHOOL DARUVAR
- TECHNICAL SCHOOL POŽEGA
- TERRANOVA D.O.O.
- TOURIST AGENCY LIRA D.O.O.
- TOURIST BOARD OF THE TOWN OF LIPIK
- TOURIST BOARD OF THE TOWN OF OROSLAVJE
- SCHOOL OF TOURISM AND HOSPITALITY SPLIT
- STUDENT ASSOCIATION "SUNCE", BUSINESS SCHOOL VARAŽDIN
- UNIVERSITY ADDENDA
- UNIVERSITY FINIS
- UNIVERSITY MAGISTRA, INSTITUTION FOR EDUCATION OF ADULTS
- UNIVERSITY MODUS - INSTITUTION FOR EDUCATION OF ADULTS
- UNIVERSITY PIRAMIDA ZNANJA
- UNIVERSITY SESVETE
- UNIVERSITY STUDIUM - INSTITUTION FOR EDUCATION OF ADULTS
- UNIVERSITY VIRTUS - INSTITUTION FOR EDUCATION OF ADULTS
- ASSOCIATION "MOGU"
- ASSOCIATION BADMINTON CLUB, BJELOVAR
- ASSOCIATION OF DEAF AND BLIND PERSONS OF THE CITY OF OSJEK AND OSJEK-BARANJA COUNTY
- ASSOCIATION OF CROATIAN WAR VETERANS TREATED FROM PTSD, BJELOVAR
- ASSOCIATION PERMAKULTURA DALMACIJA INFO ZONE
- ASSOCIATION SFERA AND POU ČAKOVEC
- ASSOCIATION SLAMA
- ASSOCIATION SUNCE
- ASSOCIATION FOR THE PHYSICALLY DISABLED, BJELOVAR
- ASSOCIATION FOR THE PHYSICALLY DISABLED, MEDIMURJE
- ASSOCIATION OF UKRAINIAN-CROATIAN FRIENDSHIP, LIPIK
- ASSOCIATION VRAPČIĆI
- ASSOCIATION ZORA, LAG MEDIMURSKI DOLI I BREGI, COUNSELING SERVICE
- ASSOCIATION OF CROATIAN-FRENCH FRIENDSHIP, LIPIK
- UNIVERSITY FOR TOURISM AND HOSPITALITY
- INSTITUTION ASKRI
- INSTITUTION FOR EDUCATION OF ADULTS "MAKSIMA"
- INSTITUTION FOR EDUCATION OF ADULTS "DANTE"
- POLYTECHNIC IN SLAVONSKI BROD
- CREATIVE CENTRE TWIST, VINKOVCI, ECONOMICS AND TRADE SCHOOL IVAN DOMAC, VINKOVCI
- BUSINESS SCHOOL PAR
- ZADAR PRIVATE GYMNASIUM WITH RIGHT OF PUBLIC
- COMMUNITY OF THE CLUB OF TREATED ALCOHOLICS OF BROD-POSAVINA COUNTY
- PRISON IN VARAŽDIN
- SCIENTIFIC LIBRARY ZADAR