

Baden-Württemberg, Germany



## Alliance for Lifelong Learning Baden-Württemberg



BÜNDNIS FÜR LEBENSLANGES LERNEN

Keyword(s):

**Promotion of Adult Education**

**Policy Initiatives on Adult Education**

**Financing of Adult Education**

### Introduction

The Alliance for Lifelong Learning Baden-Württemberg is an initiative that fosters cooperation and innovation in adult education in the region of Baden-Württemberg. The state government of Baden-Württemberg and around 40 partners from the adult education and vocational training sector closely link and coordinate their educational strategies and offers.

### Main challenge

The main challenges were to establish a common understanding of the network's goals and tasks among the stakeholders, to establish a common workplan and working structures and to provide financial resources in order to implement activities developed in the context of the alliance.



## **Timing**

The idea to establish an Alliance for Lifelong Learning in Baden-Württemberg was born in 2010, its main goals and tasks were designed in 2011 by the state and relevant bodies, and finally the alliance was constituted in a first general assembly in 2012. The alliance was the result of several regional policy initiatives to foster lifelong learning.

## **Objective**

The alliance partners agreed to several far-reaching goals, in particular to support lifelong learning in Baden-Württemberg and to stress its importance in the public consciousness. Sub-goals are, among other things, to ensure the training of skilled workers, to guarantee that educational offers are tailored to regional needs and to reach disadvantaged target groups.

## **Target group**

The alliance first of all comprises stakeholders from the field of adult education, vocational education and training and scientific further training as well as ministries and government institutions.

In the framework of the alliance, activities are launched and financed that address adults from Baden-Württemberg as the main target group.

## **Geographical range**

The alliance was established in the German Bundesland Baden-Württemberg. Baden-Württemberg has around 11 million inhabitants.

## **Stakeholders and partners**

The lead department for the alliance is the Baden-Württemberg Ministry for Education, Youth and Sport. The Ministry for Economics, Labor and Housing, the Ministry for Science, Research and Art, the Ministry for Social Affairs and Integration, the Ministry for Rural Areas and Consumer Protection and the State Ministry of Baden-Württemberg are also involved.

In addition, the alliance brings together more than 40 relevant regional stakeholders from general adult learning, vocational further training for adults and scientific adult learning.

## **Strategy / materials**

The starting point of the alliance's work was the implementation of the recommendations of Baden-Württemberg's enquete commission "Fit for Life in the Knowledge Society - Vocational Education, Training and Further Education". A constant core task of this commission was the implementation and constant further development of a state programme for further training with the pillars "programme funding for the educationally disadvantaged", "state network for educational guidance" and "digitisation of further training".

The work of the alliance is based on the work of two working groups with the following fields of activities:

### **Working Group 1: Innovative concepts of further training**

- Strategies to promote lifelong learning
- Strengthening the participation in further education of educationally disadvantaged adults
- Promotion and further development of innovative further training concepts
- Exchange, networking and cooperation between general, professional and scientific further education
- Support and further development of the digital further education campus
- Community projects and publicity measures

Within WG 1, the specialist group "New Media and Mobile Learning" as a sub-unit primarily deals with the question how new multimedia tools for further training could be explored and, in particular, targeted to the needs of educationally disadvantaged groups. A first visible result of the specialist group work was the optimisation and further development of the digital further education campus (Digitaler Weiterbildungscampus Baden-Württemberg).

### **Working Group 2: Educational Guidance**

- Models for outreach educational guidance
- Support and further development of the state network for further education advice
- Awareness raising, advice and mentoring in the field of basic education and literacy
- Inclusion of nationwide and Europe-wide consulting networks as well as support measures in this area
- Inclusion of nationwide and Europe-wide measures in the field of further education advice and qualification

Within the WG 2, a specialist group aimed at the establishment of a regionwide network for educational guidance (Landesnetzwerk Weiterbildungsberatung Baden-Württemberg).

The alliance's head office is assigned to the Further Education Department within the Baden-Württemberg Ministry for Education, Youth and Sport.

### **Resources**

The alliance is financed via public funding of the region of Baden-Württemberg. The region's ministry of education provides funding for a large number of activities that are designed and carried out in the framework of the Alliance for Lifelong Learning Baden-Württemberg.

### **Compliance with Sustainable Development Goals (SDG)**

The project is in line with SDG 4 and others.

### **Innovation(s)**

The approach is innovative on a structural level. The involvement of different stakeholders and their competencies guarantees that adult education in the region of Baden-Württemberg follows common goals for a constant development and addresses needs of the society and businesses.

### **Evaluation**

Quantitative evaluation is based on figures like the number of concrete activities, the number of stakeholders involved and the number of individuals that participated in programmes and actions.

Qualitative goals and strategies to reach them are described in regular reports and brochures on the work of the alliance.

### **Success parameters**

- number of concrete activities, number of stakeholders involved and number of individuals reached
- compliance with the network goals

## **Impact**

Being a regionwide policy initiative and structural instrument, the alliance's work has well-visible impacts all over the region of Baden-Württemberg. It guarantees the provision of well-coordinated activities and high-quality offers of adult education and vocational further training. As a consequence, the alliance contributes to the relatively high level of participation of citizens from Baden-Württemberg in lifelong learning and to a good level of education of all citizens from the region.

## **Impediments**

Main challenges are to maintain and further develop the goals and activities of the alliance's work and to ensure visibility.

## **Replicability**

The idea of networking and cooperation of different stakeholders in the field of adult education and vocational training is replicable in bigger and in small regions.

## **Concluding remarks**

The Alliance for Lifelong Learning Baden-Württemberg is a main instrument of the development of adult learning and education on a regional level.

## **Website/Social Media profile(s) of the initiative**

<https://www.fortbildung-bw.de/fuer-anbieter/buendnis-fuer-lebenslanges-lernen/>

## **Contact details**

<b>Contributor</b>	
<b>Researcher/interviewer</b>	Andrea Bernert-Bürkle
<b>Date of documentation</b>	December 2021
<b>Fotos/illustrations</b>	Bündnis für Lebenslanges Lernen BW