

Baden-Württemberg, Germany



Weiter.mit.Bildung@BW

(Get further
through/with education)



Keyword(s):

Promotion of Adult Education

Policy Initiatives on Adult Education

Financing of Adult Education

Introduction

In February 2021, the state government of the Region of Baden-Württemberg decided on the cross-departmental further training initiative WEITER.mit.BILDUNG@BW. The Ministry of Culture, the Ministry of Economic Affairs and the Ministry of Science bundle vocational and general further education in the state under one roof and make it future-proof. In the framework of the initiative, the state of Baden-Württemberg is investing a total of up to 40 million euros in the years 2021 to 2024

Main challenge

Technological change is rapidly changing the world of work and job profiles in all sectors of the economy. This structural change has accelerated due to the corona pandemic. The qualification of employees plays a special role in overcoming these challenges. This is where the further training initiative comes in.



Timing

The initiative was started in February 2021. The launch was influenced by digitalisation trends in the world of work, education and the society in general, further boosted by the Covid-19 pandemic.

Objective

General objectives of the initiative are

- to qualify people for new professional challenges and thus secure jobs
- to shape digital change in a social and positive way
- to strengthen social cohesion
- to ensure needs-based access to further education in all regions of Baden-Württemberg
- to make full use of the opportunities of digitisation throughout the region
- to reach the target group of low-skilled people better than today

Target group

The activities in the framework of the initiative address adults from Baden-Württemberg as the main target group, among them persons with educationally disadvantaged backgrounds.

Geographical range

The initiative 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 further training initiative was designed by the State Ministry Baden-Württemberg in teamwork with three other regional ministries and after consultation with the education partners in the region. It is based on existing structures of further education with proven partners in the area. The stakeholders involved will bundle, strengthen and further expand the existing further training offers - especially for small and medium-sized companies. To this end, the partners will implement measures in four fields of activity:

- vocational further training as a motor of chances
- strengthen further education during the Corona pandemic through digitalisation
- innovative offers at Universities
- link further training and education

In these fields, different activities and sub-projects are piloted and implemented. Among other things, budgets for up-to-date digital equipment for adult education centres were provided and pilot projects were implemented to develop models and methods of digital adult education offers.

Compliance with Sustainable Development Goals (SDG)

The project is in line with SDG 4 and others.

Innovation(s)

The approach addresses innovation in the field of adult education, in particular in the context of digitalization – both with view to digital skills that individuals need to acquire through qualification and concerning the digitalisation of education and training offers and processes.

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 initiatives.

Success parameters

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

Impact

Being a regionwide policy initiative, the initiative Weiter.mit.Bildung@BW has well-visible impacts all over the region of Baden-Württemberg. It guarantees the further development, innovation and digitalization of adult education in Baden-Württemberg and fosters quality, effectiveness and accessibility.

Impediments

Main challenges are to maintain and further develop the goals and activities of the initiative and to ensure visibility.

Replicability

The idea of launching a polity initiative with different pillars and fields of action is replicable in bigger and in small regions.

Concluding remarks

The initiative Weiter.mit.Bildung@BW is a main instrument to tackle digitalisation and rapid changes. The approach of

Website/Social Media profile(s) of the initiative

https://www.baden-wuerttemberg.de/fileadmin/redaktion/dateien/PDF/Anlagen_PMs_2021/210209_Weiter-mit-Bildung_BW.pdf

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