

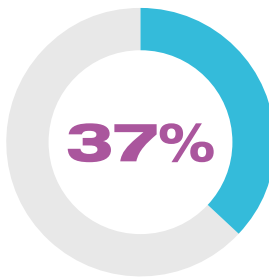
# OUTREACH

Due to the heterogeneous characteristics of adults with no or low qualifications, it is necessary to find creative and effective ways to reach potential learners. It is clear that adults with low qualifications are less than half as likely to participate in adult learning as those with higher qualifications.

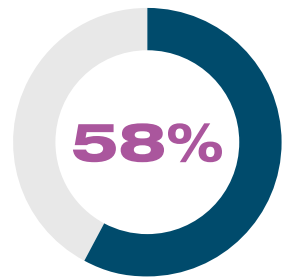
## **PARTICIPATING IN JOB-RELATED ADULT LEARNING**



**ADULTS WITH  
LOW SKILLS**



**ADULTS WITH  
MEDIUM SKILLS**



**ADULTS WITH  
HIGH SKILLS**

The European Skills Agenda for sustainable competitiveness, social fairness and resilience (2020) includes a target to increase participation of adults with low qualifications (25-64) during the last 12 months up to 30% by 2025. One of the main reasons for this participation gap is that adults with low qualifications find it more difficult to identify their learning needs and therefore are less likely to seek training opportunities. Active and direct outreach to adults with low qualifications is crucial to engage them in learning: meeting adults in their day-to-day environment and using existing relationships to reach out to them can help them connect with adult learning.

## ITALY

There has been a decrease in enrolments for courses offered by network members and/or users are limited to adults learning Italian as a second language (beginner level).

## PORTUGAL

The ALE providers have a need to reach and attract more adult learners and to increase the number of participants/ adult learners for the activities of ALE (ways to reach, encourage and keep them in the activities)

## SLOVAKIA

With the offer being established, it is the outreach that is a major challenge for ALE providers. There is a clear need to attract more adult learners and increase the number of participants in ALE activities.

TRAINING ON  
EFFECTIVE  
COMMUNICATION  
OF **LEARNING** AND  
**VALIDATION** IN ALE

ATTRACTIVE  
COMMUNICATION  
**MATERIALS** AND  
**METHODS** TARGETED  
AT SPECIFIC GROUPS OF  
LEARNERS

**INTERCULTURAL/  
GENDER-SPECIFIC**  
TRAININGS  
TO IMPROVE  
**COMMUNICATION**

**STRATEGIES AND METHODS**  
FOR RAISING AWARENESS  
ABOUT LLL, WITH A FOCUS  
ON **EMPLOYABILITY** AND  
WITH KEY ACTORS WITHIN  
THE LABOUR MARKET

**ONE aims to improve the quality of adult education (ALE) and its relevance for social inclusion in Europe by supporting and developing or enhancing the capacities of existing national networks of ALE providers in Italy, Portugal and Slovakia in specific topics: guidance services, reaching and actively engaging adults in education and validation processes, validation of non-formal and informal learning, teaching/learning of transversal skills for inclusion and active citizenship.**

## CONTACTS

Facebook: [Networks for Quality Adult Learning](#)  
LinkedIn: [Networks for Quality Adult Learning](#)  
Website: [ONE - Networks for Quality Adult Learning](#)

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