

In: e-Novičke, Summer 2014, p.: 24–25 (<http://arhiv.acs.si/e-novicke/2014/Summer.pdf>)

Estonian approach to the promotion of adult education

The Estonian Association for Adult Education ([ANDRAS](#)) has been the national coordinator of the *Implementation of the renewed EAAL in 2012–2014* in Estonia. They focused [their project](#) on the organisation of seminars with the aim of increasing cooperation of adult learning stakeholders in 6 (out of 15) counties, and find answers to the question of how to reach people who are in greatest need of information, support and motivation for participation. A total of 200 participants in the events contributed to the conclusion that what works best is: good knowledge of these groups' life-circumstances, a face-to-face approach, cooperation with religious groups, social centres, employers, charismatic leaders, friends, improved infrastructure (public transport, child-care ...), presentation of concrete benefits of learning etc. Naturally, the sustainability of such project-based, tailor-made approaches suitable for small groups is questionable and they will have to look for further solutions.



In the same counties the Estonians carried out 170 individual counselling sessions by trying to confront key barriers for potential learners: lack of money, distant locations and no public transportation, lack of interesting courses and lack of self-confidence or self-discipline. In the learning bus around 500 people travelled and experienced learning, and exchanged experiences and views. They were given information on existing educational provision in their surroundings and on labour market needs.

The local media broadcast 10 educational programmes for vulnerable target groups. In May an international conference was held and on 26 June the closing conference with the title *Key to bringing adults back to the educational system lies in cooperation*. The author of this article took part in this event by presenting the outcomes of the [Slovenian EAAL project](#), i.e. the [Learning Parade](#) (LP) and the production of four videos. The Estonian hosts liked the idea of awareness-raising via LPs. On the other hand, they expressed interest in the video [Guidance for Learning](#) since one of the main conclusions of their two-year efforts seems to be the need for a comprehensive and sustainable adult education guidance and information system.

Zvonka Pangerc Pahernik, MSc (zvonka.pangerc@acs.si), SIAE