



S2CENE

D3.1 AWARENESS ACTIONS STRATEGIC PLAN

WP3 - Awareness actions related social need of Second Chance Schools

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1. INTRODUCTION

Every young person, after leaving school, is likely to spend a few weeks or months in the category of NEET, which is not in itself a particular problem. However, when this situation persists, it can have significant impacts on the individual who experiences it, but also, in the long run, on society and the economy.

The lack of employment and/or training prospects experienced by some young people has a definite impact on their self-esteem and confidence in themselves and their abilities. This loss of self-confidence makes it more difficult for these young people to enter the labour market, where they have to be able to "sell" their skills to an employer.

While it is important to consider the consequences for the individual of remaining in the NEET category for an extended period of time, public authorities, as well as society as a whole, must also be concerned about the societal and economic consequences.

The economic consequences of the lack of participation of young NEETs in the labour market are numerous: lower consumption by these households, degradation of production capacity, loss of competitiveness, lower tax revenues and compulsory contributions, higher social expenditure, etc.

Faced with these difficulties of integration, some young people risk becoming permanently disengaged from the labour market. This withdrawal from the labour market, whether voluntary or not, will also have long-term consequences in terms of increased social expenditure and reduced tax revenue.

Although the medium and long-term consequences are difficult to quantify today, the current cost of the non-employment of these young people has been estimated by the European Foundation for the Improvement of Living and Working Conditions at 100 billion euros per year for the European Union of 27 countries, i.e. 1% of the combined GDP⁽¹⁾.

WP3 is oriented to involve direct target groups on the project and raise the awareness of the social relevance and role of the Second Chance Schools at National and European levels. The WP previews a phase of definition of the strategy, a joint staff learning event to endow staff of the partnership of competences, to prepare and implement the actions defined, at national and European levels. Among the activities to be promoted are the information sessions, raising-awareness meetings, seminars and sharing sessions.

WP3 main objectives are:

- To contribute to the definition of a strategy for the promotion of awareness actions, fostering the social recognition and value of the Second Chance Schools for Adult Education at national and European levels;
- To define and promote a joint staff learning event to endow staff of the partnership of competences, to prepare and implement the actions defined, at national and European levels;
- To prepare and implement a set of events to raise the awareness of the social relevance and role of the Second Chance Schools at National and European levels.

One of the main goals of S2C5NE project is to raise the awareness related to the impact that Second Chance Schools have in the education & training and in personal, social &

professional inclusion of adults, specifically in young adults. To achieve this goal, the consortium structured specific work packages that will allow to reach, not only the project's target groups, but also policy makers and relevant organizations of the civic society. WP3 is one of those work packages:

Awareness actions related social need of Second Chance Schools	
Why?	To promote social awareness
How?	By preparing and implementing information sessions, raising-awareness meetings, seminars and/or sharing sessions at local/regional/national and European levels.
Who?	Involving/addressed to organisations and professionals acting in adult education and social & professional inclusion (e.g. health, justice, well-being) in partners countries.
What?	From this WP will result: <ul style="list-style-type: none"> - An Awareness Actions Strategic Plan (D3.1) - A staff training programme Social Impact of Second Chance Schools (D3.2) (EN, PT, BG & HR) - 1 joint staff learning event (SLE), involving 10 participants - 6 awareness actions implemented at national level, involving 90 participants - 1 awareness actions implemented at European level, involving 30 organisations and professionals

The innovation of this WP is related to fact of:

- Foreseen awareness actions (e.g. information sessions, raising-awareness meetings, seminars and sharing sessions)
- Involving the participation of project's key-stakeholders (e.g. experts and professionals from the Second Chance Schools from different European countries, experts and professionals of the field of education & research, adult education and social & professional inclusion) in the process of discussion, validation and exploitation of project's results;
- Aiming at raising the awareness of the social relevance and role of the Second Chance Schools at National and European levels, namely to the adult education and social & professional inclusion of young adults.

In terms of indicators, partners previewed the following ones for this WP:

- 1 joint staff learning event (SLE), involving 10 participants (2 staff members per partner)
- 6 awareness actions implemented at national level (2 per country), involving 90 participants (15 in each event)
- 1 awareness actions implemented at European level, involving 30 organizations and professionals.

The WP is organized in the following tasks:

- T3.1 – Definition of the strategy for the awareness actions
- T3.2 – Social impact of the Second Chance Schools: joint staff learning event
- T3.3 – Implementation of the awareness actions at national and European levels

The main deliverables of this WP are:

- D3.1 – Awareness actions strategic plan
- D3.2 - Social impact of SCS: staff training g programme
- D3.3. – Report on the national and European awareness events

2. GOALS OF THE PLAN

The strategy will be an internal document to guide partners in the preparation, promotion and report of the awareness actions, essential to:

- Involve project's target groups in different stages of its development and progression;
- Raise awareness to the impact of the Second Chance Schools in the capacity building, personal development and social & professional inclusion of young adults;
- Promote the sustainability and exploitation of the project's results at an early stage of its development.

The main result of this task is the D3.1 – Awareness actions strategic plan that will be available in English.

This document consists of a strategic plan, with instructions and assets to be used by schools/adult education providers (AE2O, NBU and DANTE) in the implementation of the NAAs and the European network (E2C EUROPE) in the promotion of the EAA. E2C Europe (FR) is responsible for providing this plan, with the support from all partners, that will present the:

- Goals of the plan
- Organisations involved and their role and responsibilities
- Target group of the actions
- Consortium's strategy
- Contents and action plan
- Monitoring and evaluation of the actions
- Report and dissemination of the actions

The involvement of the partners responsible for these actions in the structure of the plan is crucial to assure the understanding and commitment of all during the phase of preparation, implementation, report and evaluation of the plan.

The document will be available in English, the main aim is to be used by the partnership, however is possible to public it online at the website of the project, if partners agree with it.

3. ORGANISATIONS INVOLVED AND THEIR ROLES AND RESPONSIBILITIES

E2C Europe (FR), the European network of SCS, is responsible for this WP and responsible for:

- Preparing the strategy for the awareness actions to be implemented at national and European levels;
- Designing and preparing the materials for the staff training program (SLE2) related to the Social impact of SCS, with inputs and contributions from partners;
- Guiding and supporting partners in the preparation, implementation and report of the national awareness actions.

All partners will provide inputs and feedback for the D3.1 – Awareness actions strategic plan and will attend the 2nd joint Staff Learning Event (SLE2). The schools/adult education providers (AE20, NBU and DANTE) will be also responsible for implementing the 6 awareness actions in Portugal, Bulgaria and Croatia, in two different moments (M23 and M31).

4. TARGET GROUP OF THE ACTIONS

These actions are addressed at experts and professionals from the Second Chance Schools from different European countries; experts and professionals of the field of education & research, adult education and social & professional inclusion from different European countries. Partners expect to involve 90 participants in the NAA (15 participants per country in the NAA1 and 15 participants per country in the NAA2) and 30 organisations and professionals in the EAA. Overall, the consortium expects to involve, directly 120 participants & indirectly 500 targets.

5. CONSORTIUM'S STRATEGY

This task is related to the implementation of the D3.1 - Awareness Actions Strategic Plan and foresees the implementation information sessions, raising-awareness meetings, seminar and/or sharing session, including the:

- 1st National Awareness Actions (NAA1) to be implemented in Portugal (by AE2O), Bulgaria (by NBU), Croatia (by DANTE) in M23;
- 2nd National Awareness Actions (NAA2) to be implemented in Portugal (by AE2O), Bulgaria (by NBU), Croatia (by DANTE) in M31.
- European Awareness Actions (EAA) to be held in France (by E2C EUROPE) in M35;

The process of preparation and implementation of these actions will be included in a final document to be promoted by partners responsible for the promotion of the awareness actions, identified as D3.3. – Report on the national and European awareness events.

The results of these actions will be analysed and discussed between partners and will contribute to improve and adjust the D3.1 – Awareness actions strategic plan and D3.2 - Social impact of SCS: staff training programme.

6. CONTENTS AND ACTION PLAN

In order to raise awareness of the social need to implement SCS in Bulgaria, Croatia and Portugal, E2C Europe will guide partners in the implementation of national actions.

In order to have a significant impact, all 6 national events (2022-2023) will have to take place on the same day at the same time. This means that 3 S2CENE national events will take place at the same time in Europe.

These can be webinars but it is preferable to have physical meetings. Thus, these actions can be conferences, seminars or open days.

For the venues, it seems logical to organize them in the partner structures in Bulgaria and Croatia and in a SCS for Portugal. Portuguese and Croatian universities may also be involved.

The communication partner S2CENE will be in charge of producing communication tools related to the events as well as the official invitations.

As stated earlier in the text, the NEET population and school dropouts should be the concern of all. Thus, it is important that policy makers attend these awareness raising actions. Professionals working for adult education, social and professional inclusion should also be made aware of the SCS scheme. Parents' associations could be invited as well.

In order to involve public authorities, it is recommended to get the participation of organization linked to the civic society. The presence of sociologists, philosophers and other educational researchers is also recommended. Finally, in order to attest to the added value of SCS for young people, the testimony of former beneficiaries/students of existing SCS would be an asset. They will aim not only to highlight the positive results of the SCS system but also how it can fill the gaps in the mainstream education system.

During these meetings, data and statistics should be provided. These data should highlight, by country, the unemployment rate among young people aged 15 to 30, the school dropout rate, the rate of young people leaving the traditional education system without qualifications. It would be relevant to compare these data with those of a country with SCS. Data and statistics should be collected by S2CENE partners from universities and public data providers,

on governmental national websites and EUROSTAT. If possible, a study showing the improvement of these figures thanks to SCS could be presented. To enable participants to better understand the SCS scheme, its history will be shared with them as well as some innovative methods implemented in SCS. These could be shared by SCS trainers or managers.

The aim of all these presentations will be, firstly, to demonstrate the impact on inclusion between those who have been in education and those who have been out of education. They will also aim to inspire participants to engage in the development of 2nd chance education and to promote its principles.

7. MONITORING AND EVALUATION OF THE ACTIONS

After implementing the awareness actions, the partners responsible for these activities need to produce a report, gathering the information about the preparation, implementation, monitoring and evaluation of the actions. The structure of the report will be discussed between partners when preparing D3.1 – Awareness actions strategic plan, however will probably include the following sections:

- Introduction
- Agenda and logistics
- Characterization of participants
- Dissemination of the event
- Implementation of the event
- Evaluation of the event by participants
- Conclusions
- Annexes

Overall, partners expect to have 7 reports on the awareness actions, including:

- Three reports related to the preparation, implementation and evaluation of the 1st National Awareness Actions in M23 (one from Portugal (P1), one from Bulgaria (P3) and one from Croatia (P5);
- One report related the preparation, implementation and evaluation of the European Awareness Action in M35 (P4);
- Three reports related to the preparation, implementation and evaluation of the 2nd National Awareness Actions in M31 (one from Portugal (P1), one from Bulgaria (P3) and one from Croatia (P5);

The reports will be available only in English and will be internal and thus, it won't be published.

The D3.1 – Awareness actions strategic plan will be, mostly an internal document, to guide and support partners preparing, implementing, reporting and evaluating the actions to be implemented at national and European levels. For this reason, the document will be available

in English. Once finished this deliverable, partners may discuss the possibility of publishing this deliverable, depending on its relevance.

The D3.2 - Social impact of SCS: staff training g programme will be a public document, that can be useful for other organisations and professionals outside partnership. For this reason the document will be in English, Portuguese, Bulgarian and Croatian and available for download at the project website.

The D3.3 - Report on the national and European awareness events will be a internal document, allowing partners to review and improve the previous deliverables, that will be available in English and won't be published.

8. REPORT AND DISSEMINATION OF THE ACTIONS

INOVA+ will create news for the website, describing and disseminating these events. These should be also shared in each partners' websites in their own languages.

The news created in the website will be posted on Facebook, Twitter and LinkedIn by INOVA+ Each partner should create a Facebook event which will be disseminated in the project's online channels.

The streaming of the common part will be transmitted in Youtube. This will be tested a few days earlier.

INOVA+ will create a simple sample invitation which will be editable so that each partner can convert it to their own language and adapt any information needed.

INOVA+ will create a template poster which will be editable so that each partner can convert it to their own language and adapt any information needed.

INOVA+ will create a press release proposal so that each partner can adapt accordingly and send to their national / local press contact list.

If any of the partners decides to share the data referred as content for these awareness actions in the form of handouts or leaflets, they should prepare the information a week before the event and request INOVA+ to prepare these materials (with some instructions regarding how the information should be graphically organised).



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