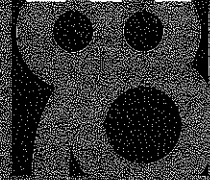


TVU



Lifelong

Learning Week

LLW - Novičke

Vol. 3, No. 1, 1999

Report and Analysis

of

Lifelong Learning Week

1998




SLOVENIA - A LEARNING COUNTRY

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TVU-*Novičke* is informational bulletin of education and learning providers in Slovenia, cooperating in the project of Lifelong Learning Week. The purpose of the bulletin is to provide information on preparatory, basic, accompanying and final activities of the Week, to encourage and coordinate the cooperators of the Week and to enable the exchange of their experiences.

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0. INTRODUCTION

Since the first two events in 1996 and 1997, the Lifelong Learning Week has become established as a national event bringing together a variety of education and learning providers in Slovenia and participants of all generations, while at the same time making an important contribution to establishing the concept and practice of lifelong learning in our society. The reports on and analysis of LLW 96 and LLW 97 show that institutions and individuals, municipal authorities and the state all support this form of promotion of education and learning, and would like it to continue in the future.

Encouraging figures - in 1996 59 providers and around 500 events, in 1997 139 providers and almost 1,000 events - convinced all participants that the Lifelong Learning Week should become an annual event and a standing project which will contribute to the realisation of the slogan "Slovenia, a learning country".

This year, the Lifelong Learning Week (LLW 98 or the Week) was held from 19th to 25th October. At the initiative of and coordinated by the Slovene Adult Education Centre (SAEC), more than 260 different institutions and organisations took part in the Week at the national and local levels. The providers combined their efforts in the desire to draw the attention of the professional and general public to the numerous and diverse educational and learning opportunities in Slovenia.

The nearly 1,500 events - open days, workshops, educational meetings, exhibitions, round tables, cultural events, literary evenings, study circle presentations, knowledge exchanges, independent learning centres and many other educational projects and programmes, awards ceremonies for exceptional learning achievements and presentations in national and local media - reflected the scope of education and lifelong learning in Slovenia. 68 different Slovene municipalities hosted events, thereby celebrating the festival of all those striving for the development of learning for all people at all stages of life.

The Week means that Slovenia is one of the 16 countries which have at least once organised a learning week or day, but our event has another distinguishing feature: for the third year in a row, we have been promoting the strategy of lifelong learning through the LLW. We are thus among the first to implement the recommendations of the Fifth International UNESCO Conference (Hamburg 1997) published in the Action plan for the future of adult education, which in clause 53 proposes to all member states that they organise an Adult Education Week, and that this should become an international event.

The activities of the Adult Education Centre as the initiator and coordinator of the Week took place throughout the year, and can be classified into four groups:

- Preparatory activities intended for the analysis of the previous year's Week and the preparation of this year's;

The reports on and analysis of LLW 96 and LLW 97 show that institutions and individuals, municipal authorities and the state all support this form of promotion of education and learning, and would like it to continue in the future.

The Week means that Slovenia is one of the 16 countries which have at least once organised a learning week or day.

- Activities during the Week at the national and local levels;
- Parallel activities, and
- Closing activities.

These are listed and described in the first chapter - Report of the Slovene Adult Education Centre on LLW 98. The second part of this text is devoted to a review and analysis of the data from the questionnaires completed by providers. This is followed by initiatives and closing findings, not just representing the conclusion of another successful Week, but also providing guidelines for the continued improvement of the concept of the Lifelong Learning Week in Slovenia and its implementation in 1999.

1. REPORT OF THE SLOVENE ADULT EDUCATION CENTRE ON THE LIFELONG LEARNING WEEK 1998

1.1 Preparatory activities

The preparatory activities of LLW 98 carried out by the Slovene Adult Education Centre were based on the recommendations published in the report on and analysis of last year's Lifelong Learning Week. The material was published in Slovene in TVU News no. 5/1997, and was sent to 2,200 addresses in Slovenia; for international promotion of the Week, it was published in TVU-News, which was sent together with the spring issue of the English News to 750 recipients around the world.

The report on and analysis of the Lifelong Learning Week 1997 was confirmed by the National LLW Committee and forwarded for discussion by the Slovene government which, at its 66th session of 18 June 1998, expressed recognition of the organisers and providers, and agreed to sponsor this year's Week.

1.1.1 Planning LLW

The plan for the 1998 Lifelong Learning Week is based on the model formulated in 1996 according to the example of the British "Adult Learners' Week". Every staging of the Week so far has helped adapt the event more to Slovene conditions, and as such is a reflection of the degree of dedication of our society to lifelong learning. Given realistic opportunities, the plan was enriched with the experience, findings, critical viewpoints and proposals of those who have taken part to date. One major innovation is that the event was planned to last for seven days, as opposed to five days as had been the case in previous years. This year, the first day was intended for a formal opening ceremony of the Week at the national level and for the presentation of awards by the Slovene Adult Education Centre, and the second day intended for formal openings at the local level. From the second day until the end of the week, a

Every staging of the Week so far has helped adapt the event more to Slovene conditions, and as such is a reflection of the degree of dedication of our society to lifelong learning.

variety of presentational, educational, informative-consultation and accompanying events were planned at both levels.

Based on previous experience and findings, another document was generated in the planning process, the strategic plan of the Lifelong Learning Week. This defines the goals, content and key factors of the LLW and of individual areas of operation, and contains proposed harmonisation and financing. It was compiled by the Working Group for the preparation and implementation of the LLW at the Adult Education Centre, and was adopted by the National LLW Committee in June 1998 together with a comment that the provisions of the strategic plan for the Lifelong Learning Week will be implemented gradually, in line with the realistic possibilities of establishing the project in Slovene conditions.

The strategic plan of LLW defines the goals, content and key factors of the LLW and of individual areas of operation, and contains proposed harmonisation and financing.

1.1.2 Notifying, encouraging and coordinating providers

For the most part, notification of preparations for this year's Lifelong Learning Week took place through TVU-News. This publication began at the end of 1997 as an information bulletin for education and learning providers and for all other organisations, institutions, groups and individuals in Slovenia who are interested in the project. TVU-News is published by the Slovene Adult Education Centre, and is generally sent out together with the News bulletin, which is intended for the publication of information from the field of adult education.

The plan for LLW 98 foresaw the publication of four issues of TVU-News in the preparatory period, but only three had been issued by the start of LLW 98:

- TVU-News no. 1/1998 (March 1998): LLW 97 provider testimonials, the plan for LLW 98 and the first call for participation and registration for SAEC awards;
- TVU-News no. 2/1998 (April 1998): the strategic plan of the Lifelong Learning Week, the rules for awarding SAEC awards, the tender and a call to register activities in LLW 98;
- TVU-News no. 3/1998 (October 1998): presentation of Slovene Adult Education Centre award winners for exceptional achievements in adult education, and presentation of the round table "The Media and Lifelong Learning" with contributions from the introductory speakers.

During the months when TVU-News was not published, we wrote about the preparations for LLW 98 in News, and we also sent some circulars - notices and invitations to promotional events where we presented the LLW to the general public - to potential providers and representatives of public media.

The meeting of potential LLW 98 providers, which was planned for March, was actually organised on 15 September 1998 in the Slovene Adult Education Centre, since we felt that up till then the information obtained by interested parties through TVU-News, News, circulars and personal contacts with members of the LLW Preparatory Working Group was sufficient.

Once again, we took part in some events thematically linked to the Week in order to draw the attention of the Slovene public and potential providers to the pan-Slovene learning festival.

This year, in a special letter, we also invited all mayors of Slovene municipalities to take part, and provided current information on the progress of the project through TVU-News.

We suggested to the Ministries that they recognise the Week as an opportunity to present and promote the development of knowledge in their areas of responsibility.

The meeting of LLW 98 providers in September brought together representatives of registered organisations, institutions and groups, who then had the opportunity to exchange ideas and to point out dilemmas, and who also received the final instructions and joint promotional materials. Some of those participating in the meeting took the opportunity to register to participate in the Week.

1.1.3 Promotion of the Lifelong Learning Week

Once again, we took part in some events thematically linked to the Week in order to draw the attention of the Slovene public and potential providers to the pan-Slovene learning festival by presenting our concept and inviting people to take part.

During the Slovene Education Days in Ljubljana on 20th March 1998, we presented to the thirty delegates an analysis of LLW 97, the plan for LLW 98, and the competition for SAEC 1998 awards. Similarly, we presented the Week at the Curiosity Days festival in Maribor on May 6th. We presented the poster for LLW 98 and other material connected to last year's and this year's Week and invited participants either to attend events or register as LLW 98 providers at the specialised exhibition "Education for Tomorrow" held from 7th-12th September 1998 and organised by DOMUS, Centre for the Home, Creativity, Consulting. We feel that these opportunities to present the Week were carefully considered and well organised, but that the response was small, making no significant contribution to the popularisation of the Week in Slovenia.

This year, in a special letter, we also invited all mayors of Slovene municipalities to take part, and provided current information on the progress of the project through TVU-News. We asked them to provide moral and material support to providers in their municipality, to encourage them, to provide information and coordination, and, during the Week itself, to play an active role in opening and implementing events. We visited in person some municipal mayors in Gorenjska and on the coast, giving a presentation on the Week and asking them, as agents of the development of their municipalities and of the quality of life of their residents, to encourage and support suitable activities in their areas. The results of these personal meetings were satisfactory, so we plan more such promotional events in the future.

In a joint letter from the National LLW Committee and the Slovene Adult Education Centre, we called on Slovene ministries to recognise the Week as an opportunity to present and promote the development of knowledge in their areas of responsibility. Although we received a number of replies, we found that - with the exception of the Ministry of Education and Sport and the Ministry of Labour, Family and Social Affairs - the ministries have yet to recognise their opportunity to play an active role in LLW. We do however believe that all sectors of the Government have specific knowledge of their field which they

develop and need for their activities, and so we will continue to strive to help the ministries find their role within the LLW.

1.1.4 Joint promotional material for LLW 98

The joint promotional material for LLW 98 consists of two posters. The first - with a logo, the caption "Lifelong Learning Week 1998" and the by now established "tree of learning" - was once again the common denominator or trademark of events across Slovenia. The second poster - with a similar graphical layout, but without the "tree of learning" - allowed providers to write in details of their events. We printed 2,500 copies of the first poster and 4,000 of the second, and in distributing them we took account of the requirements providers stated in their applications.

Most providers also prepared their own promotional material, including posters, leaflets, bulletins, catalogues of educational programmes, invitations and similar materials. Almost all providers used the joint logo of LLW 98, which they had received on diskette or by email in various formats suitable for further graphical processing.

Based on the applications which arrived at the Adult Education Centre by 20th September, we prepared the calendar of events in LLW 98, the basic elements of which are educational, presentational, informative-consultative and/or formal events. The calendar lists almost 1,500 different events sorted by date, region and municipality, and provider, with the following information on each event published: title of the event, and possible further information which explains the event, the persons or institutions which ran, organised or implemented the event, and the time and place of the event. A special place is given to events outside of the Week and to open telephone lines intended to provide information and advice to the public on adult education opportunities. A list of all registered providers has also been published.

When distributing the calendar of events, with a print run of 6,000, we took account of the needs of providers expressed in their applications. The calendar of events was available to the general public on display at the Interspar Centre in Ljubljana (Vič), and there was considerable interest.

This year for the first time the Lifelong Learning Week appeared on the Internet. All important data on LLW in general and on the three implementations to date can be found at <http://www.acs-saec.si>. We will regularly maintain the home page of the Week, thereby providing up-to-date information to part of the public which promotional methods used to date have been unable to reach.

1.1.5 Slovene Adult Education Centre Awards

Once again this year, the presentation of Adult Education Centre prizes to individuals, groups and organisations for special achievements in the development and promotion of adult learning and education and in the estab-

Based on the applications which arrived at the Adult Education Centre by 20th September, we prepared the calendar of events in LLW 98.

Once again this year, the presentation of Adult Education Centre prizes formed an important aspect of the plan for LLW 98.

lishment of the principle and strategy of lifelong learning in Slovenia formed an important aspect of the plan for LLW 98. In the preparatory phase we slightly amended the previous year's Standing Orders on the Conferring of Awards, so that prizes are now presented for the following categories:

1. Individuals for exceptional success in learning and in enriching own knowledge (up to 5 awards per year),
2. Groups for exceptional success in learning and in enriching own knowledge (up to 5 awards per year),
3. Individuals, groups, institutions, companies and local communities for exceptional professional or promotional achievements in enriching the knowledge of others (up to 5 awards per year).

The new Standing Orders were adopted by the Council of the SAEC, which also appointed a nine-member committee with the following members: Dr Zoran Jelenc, chair (SAEC), Lilijana Grof (Murska Sobota Adult education centre), Dr Vida A. Mohorčič-Špolar (SAEC), Dr Lojze Sočan (Adult Education Professional Council), Maša Stavanja (SAEC), Dr Alenka Šelih (Faculty of Law), Tanja Vilič Klenovšek MA (SAEC), Stane Vlačj MA (Local Self-Government Service of the Government of RS).

The tender with an invitation to submit candidates by 30th June 1998 was published in TVU-News no. 2/1998, as well as in the Delo, Večer and Gorenjski Glas newspapers. Based on the submissions, the committee chose ten winners of Adult Education Centre awards for 1998 who had exceptional achievements in learning, enriching their own knowledge and enriching the knowledge of others (see appendix: SAEC Awards 1998 for Special Achievements in Adult Education). We presented the winners in TVU-News no 3/1998 and on the LLW home page www.acs-saec.si.

1.1.6 Involving the media in preparatory activities for LLW 98

During the LLW 98 preparatory phase, we invited media representatives to events at which the Week was presented and kept them informed of the progress of preparations, thereby ensuring that a number of articles were published before the start of the Week, mostly about the presentation of SAEC awards. We wanted to encourage interest in the Week, and in particular to propose more active involvement by the media in the preparation and implementation of the Week.

One important milestone in the process of involving the media in the Lifelong Learning Week was the round table entitled "The Media and Lifelong Learning" organised by the Slovene Adult Education Centre in cooperation with RTV Slovenia on 30th September 1998. The purpose of the round table was to promote involvement by the media, the government and the Adult Education Centre in the promotion of lifelong learning. The introductory speakers were: Dr Manca Košir of the Faculty of Social Sciences, Dr Darko Štrajn of the Education Institute, Marko Prpič of RTV Slovenia, Dr Zoran Jelenc of the Adult

Education Centre, Jože Miklavc MA of the adult education division of the Ministry of Education and Sport, Ina Petric of Radio Slovenia, Bogi Pretnar from the Delo newspaper, and Barbara Volčič Lombergar of TV Slovenia. Their contributions were published in TVU-News no. 3/1998.

1.2 Activities during the Week

Between 19th and 25th October, LLW 98 providers organised numerous events in 68 municipalities around Slovenia, taking the opportunity to present their activities as well as the concept of lifelong learning to the widest possible public. More than 260 providers operated on the national and local level in the desire for as many people as possible of all ages to feel the impact of the Week. All participants during this time transcended local, generational, status and other boundaries to join together in a manifestation of their commitment to discovering and deepening all types of knowledge.

1.2.1 National events

National events in the Adult Education Centre began on Monday 19th October with a press conference and the opening ceremony of the Week. During the ceremony, Slovene Adult Education Centre awards for 1998 were presented to nine winners - individuals, groups and organisations - for special achievements in learning and/or promoting the concept of lifelong learning. The following received awards for exceptional success in adult learning: Jožica Korenjak from Kromberk, Alenka Golob from Trzin, the Project Council for Carers, Ljubljana, the POC Cultural-Artistic and Educational Society from Ajdovščina and the arts study circle from Velenje. The following received awards for enriching the knowledge of others: the Education Centre of Elektrogospodarstvo Slovenije from Ljubljana, Adela Kelhar and Alžbeta Cergol from Maribor and Leda Dobrinja from Lopar near Marežige (see appendix: SAEC Awards 1998 for special achievements in Adult Education).

National events in the Adult Education Centre began on Monday 19th October with a press conference and the opening ceremony of the Week.

For the rest of the Week, the efforts of the Slovene Adult Education Centre were directed towards information and consultation activities. People asked by telephone and over the Internet about adult education opportunities, and received responses from the professional staff of the SAEC and outside experts. The following sub-themes arose:

- How to obtain a certificate or diploma (education to obtain a formal education, rights and opportunities),
- We don't just learn in school (independent learning opportunities),
- How I can improve my learning (help to adults in learning),
- How to improve employment prospects through education (education for the unemployed),
- There's always time for learning (education for the elderly).

There was a great deal of interest, and the number and contents of the calls suggest that there was a great need for information and consultation on adult education opportunities.

On the national level, an adult education colloquium was organised during the week on the topic: *Adult Education - a Factor of Social Inclusion* with the sub-title "*For a critical theory of adult education*". On the example of the phenomenon of exclusion of certain social groups (young adults, the elderly, the less educated ...), experts in various fields discussed whether education (and especially adult education) functions to reproduce existing inequalities, or whether we can understand education as a factor for transcending social inequality.

The Week saw the release of the publication "*Lifelong Education, Lifelong Learning*" (edited by Dr Zoran Jelenc), which was the result of a round table organised at the initiative of the Adult Education Centre during LLW 97. The publication brought together the introductory presentations of Dr Zdenko Medveš, Dr Barica Marentič Požarnik, Dr Ana Krajnc and Dr Zoran Jelenc, as well as papers by other participants.

The National Adult Education Programme, Professional Basis, volume one (edited by Olga Drogenik) was also issued during the Week. This publication brings together documents which, on the basis of the strategy of lifelong learning, form the professional basis for the Slovene national programme of adult education.

The events of other institutions which could be described as being of national significance took place in accordance with registration and the calendar of events, but in most cases they appeared to be similar in character to local events, and so they are covered in the following chapter.

1.2.2 Local events

At the local level, there were nearly 1,500 events during the Week; there were between 200 and 250 daily from Monday to Friday, 150 on Saturday and 110 on Sunday. A further nine events took place beyond the timeframe of the Week, since providers staged them either before or afterwards.

The events were dominated by presentations of educational programmes and projects, which took place on open days, in workshops, group and individual presentations, and other similar events, accounting for 40 percent of the total. Many providers staged such events in libraries, bookshops, health centres, shopping centres, display windows and other places which draw public attention, including for example the display area of the Interspar Centre in Ljubljana.

A special place among the presentational activities is held by those which involved visitor participation, including workshops, practical tests, tests, conversations in foreign languages, organised discussions, round tables, meetings and consultation among others, accounting for 35% of all LLW 98 events. These events also aroused a lively interest among visitors.

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The third group of local activities covers accompanying activities, such as the opening ceremony of the Week, social and cultural events, presentations of books and publications, literary evenings, receptions, award ceremonies, press conferences, club meetings, sessions of municipal council and the like. These accounted for 20% of all events.

Information and consultation activities were better represented than ever. To a certain extent, they were also present in the previous three groups of events. Open phone lines and other forms of providing information on educational opportunities represented 5% of all the events this year.

Although these events can be defined as individual activities taking place in different locations, it must nevertheless be stressed that in many cases providers joined together and their events ended as a uniform whole. It is especially important to us that in many places, the local authorities recognised their coordinating role in the organisation of the Week. Municipalities did not just accept the initiative on the organisation of the Week in their environment, they actively participated in the organisation and coordination of providers; some made their premises available for events, others gave moral and some even financial support. 21 municipalities were recorded this year as LLW 98 providers.

LLW providers on the local level also ensured sufficient media support for their events, since information was published on a number of occasions, as well as extended articles and items in local newspapers and magazines and radio and television stations.

Public response was favourable; visitors expressed interest in and satisfaction with the events, with many wanting even more. They agreed that the Week should become an annual event for everyone involved in lifelong learning, either as organisers/providers or participants. They showed a special interest in informative-consultation activities to help them in choosing a suitable education programme.

1.3 Closing activities

The closing activities of the Week, which are of joint significance for all participants, actually began before the Week itself. The Adult Education Centre sent a questionnaire to providers, asking them for an inventory of the events they had realised and cooperation with the media, critical opinions and proposals, and other information. We also asked them for promotional, graphic and other materials produced for the occasion in the desire to document the events of LLW 98 as completely as possible.

The survey data provided the basis for the analysis of LLW 98, which is presented below. TVU-News no. 4/1998, together with the report and analysis, was sent to all LLW 98 providers, media representatives, mayors of Slovene municipalities, responsible professionals and the general public. The material

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will be translated into English, published in the English edition of TVU-News no. 1/1998, and sent to our foreign partners, especially those in countries which organise similar Weeks. Both sets of material will also be published on the home page of the Lifelong Learning Week.

This will complete the circle, and the findings from this year will form the basis for an even better concept for LLW in the future.

1.4 Parallel activities

The Adult Education Centre was in continuous contact with LLW providers on the local and national levels with the intention of motivating them to participate, providing information, global coordination and advice, and during the Week visiting some of their events.

Alongside the Adult Education Centre activities listed above, the following took place throughout the year: the Adult Education Centre was in continuous contact with LLW providers on the national and local levels with the intention, to the best of its abilities, of motivating them to participate, providing information, global coordination and advice, and during the Week visiting some of their events. Like local providers, we were limited in the number of personnel, time and money. The relatively low initial level of response from providers required us to make great efforts to encourage them, while the failure to meet deadlines meant that we were working under great time pressures.

Talks were held throughout the year with the government and other administrative bodies to obtain moral and financial support. A decisive role in this was played by the National LLW Committee, organised within the Ministry of Education and comprising important representatives of responsible institutions. In future, efforts in this area will be aimed at raising the awareness of the Slovene social and political public of the fact that the Week cannot be the responsibility of one or two sectors and that it must reach into every sphere. We will continue to strive to ensure not just moral support but also financial support for Week providers.

We have already mentioned that establishing contacts with the media was one of the priority tasks. In addition to promoting the Week and informing the public of events, we wanted to get the media to recognise the opportunity for active involvement in LLW events through contact programmes, advice on educational opportunities and the like. At the initiative of and in cooperation with the Adult Education Centre, 64 items appeared in different media outlets. Slovene radio stations broadcast 24 items, television companies showed four items, and there were 36 articles in newspapers and magazines. We are particularly pleased that a number of the articles had real content dealing with real problems. In particular we would like to mention the broadcast "Studio at 17.00", the survey conducted by Delo Stik, the TV Midnight Club on the theme of lifelong learning, Delo's Supplement on the theme of adult education, the live report by Val 202 from the opening ceremony of the Week and the numerous presentations of award winners on radio and in newspapers and magazines.

The remaining ongoing areas of work concern international ties with the organisers of similar Weeks in other countries. Similar events were organised in 1995 in Australia and Jamaica, while Slovenia was one of the six countries to organise

a Week in 1996. Apart from the United Kingdom, the list of countries which have at least once organised a Week or Day of Learning includes: Australia, Estonia, Finland, Flanders, France, Greece, Italy, Jamaica, South Africa, Germany, the Netherlands, Norway, Slovenia, Spain and Switzerland. With some of them, we exchange reports and other materials, as well as experience.

The Slovene Lifelong Learning Week is mentioned on the home pages of the Adult Learners' Week organised by the NIACE (National Institute of Adult Continuing Education - <http://www.niace.org.uk>) in the UK, as well as in the report on the Socrates project.

The Adult Education Centre generally strives to have the Slovene LLW recognised abroad and included in a suitable international project. This year, the Lifelong Learning Week was presented to foreign experts at the Comparative Studies on Adult Education Research conference (September 1998, Radovljica, Slovenia) and at the UNESCO Education Institute (November 1998 in Hamburg, Germany). We received a great deal of interest and admiration at both forums, and some countries (Hungary, Estonia) wish to cooperate with us in establishing their own Weeks. Given the interest generated in discussions with foreign partners by our reports on LLW, we feel that our concept could serve as a model which has thrived in practice and which in line with the recommendations of the UNESCO conference in Hamburg could be transferred to other countries.

1.6 Conclusions

In terms of absolute data on LLW 98 in comparison with the previous year, we can assert without doubt that the third Lifelong Learning Week was a success. The Slovene Adult Education Centre was joined by 265 other providers, almost twice as many as the year before. Participants operated in 68 Slovene municipalities with between 200 and 250 events per day. In addition to members of the public, events were attended by representatives of the national and local authorities and of social and professional life. The Week saw the opening of new educational centres, and interest in participation in educational and learning projects increased. Many educational institutions and local authorities took part in the preparation and implementation of the Week, and the media provided suitable support.

The organisers used the Week as an investment in their activities, since they invested time, money and energy to generate the maximum possible public response. Indeed, the response and satisfaction of all participants confirmed our belief that the Week must remain an annual event.

2. ANALYSIS OF THE LIFELONG LEARNING WEEK 1998

Once again this year we distributed a survey to LLW 98 providers, asking them to describe the activities they organised, to list articles in the media to mark the occasion, and to answer some questions concerning the preparation and implementation of the Week and initiatives for next year. All responses received by 31st December 1998 (99 questionnaires) were included in the analysis.

Based on 150 registrations of activities in LLW 98, we found that there were almost 250 participating organisations, groups and other providers; using the data from the survey, this figure rises to 266. The survey covered, directly or indirectly, 175 providers, since some providers (regional or municipal coordinators) reported on the activities of their "subcontractors". The ratio between surveys and registrations (99/150) and the ratio between providers covered by the survey and all LLW 98 providers (175/266) show that the survey achieved 66% return information. Despite numerous reminders to providers, the return rate was lower than the year before (82%), suggesting that in future even more attention should be focused on reporting on the implementation of registered LLW events. Only more comprehensive data on the scope of events and the public response generated, and on coverage of the LLW in public media, can provide a realistic picture of the extent to which the Week has become established in Slovenia.

66 percent of providers returned a completed questionnaire to the SAEC.

The data and opinions obtained from the survey allow us to formulate some fairly reliable conclusions and initiatives; nevertheless, we must stress that the absolute values shown in this analysis are underestimated. In the following chapters, it must be borne in mind that most responses are based on the 66% coverage of registered providers. In preparing the analysis, however, we did not work solely from responses to the survey; where possible and appropriate, we also took account of registrations with announcements of events published in this year's calendar of events.

Of course the data gains additional significance if we take account of the statistics which applied to LLW 96 and LLW 97. In the first year, 59 providers from 28 places around Slovenia took part in the Lifelong Learning Week, organising almost 500 events. The survey, which had 48% return information, recorded 163 items in the media and almost 10,000 event visitors. By 1997, the number of providers had risen to 139, organising almost 1,000 events in 47 places around Slovenia attended by 22,320 people (1.12% of the Slovene population). The survey, with an 82% return rate, recorded 623 items in the media.

At the outset we should say that the number of providers and events grew considerably this year, which is both pleasing and satisfying. It confirms our efforts to continue to establish the Week as an annual occasion, but the results of the analysis and the experience, critical comments and initiatives of providers obliged us to make certain changes and additions to the concept and implementation of LLW.

2.1 LLW 98 Providers

The review of LLW 98 providers includes data from registrations for the calendar of events and data from the survey, and so covers all 266 providers. We feel that even this does not cover all providers, since in some places, coordinators mentioned the cooperation of primary schools, nursery schools and other institutions, but did not explicitly name them.

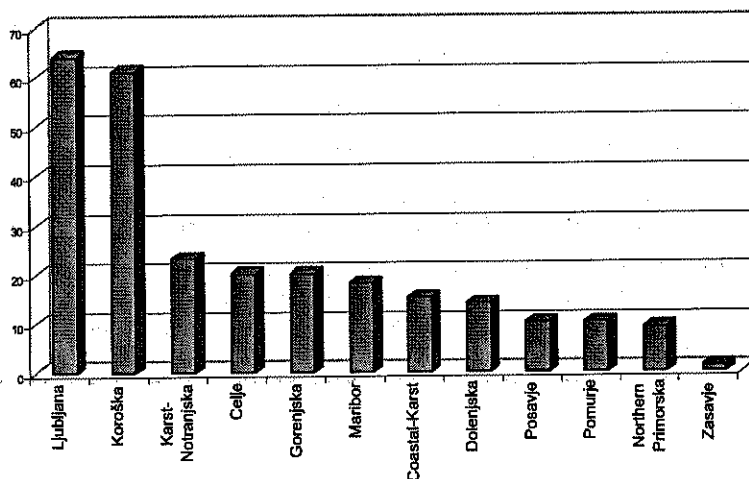
Registered providers came from 68 different municipalities in Slovenia (including one from across the border) and were of a variety of types, which indicates the diversity in terms of location and contents of the events. This provided the conditions for the realisation of one of the main goals of the Week, encouraging as wide a cross-section of the population to take part in learning and education, to recognise, know and express their needs, and thereby to promote the creation of suitable educational and learning opportunities.

One of the main goals of the Week was realised: encouraging as wide a cross-section of the population to take part in learning and education, to recognise, know and express their needs.

2.1.1 LLW providers by region

Again this year, classifying providers into 12 Slovene regions revealed a surprisingly large number of organisers from the Koroška region (61 providers, 23%), with the Ljubljana region beating this figure by just three providers (24.15% of the total). These are followed by Karst-Notranjska (8.69%), Celje and Gorenjska with 7.55%, Maribor with 18 providers (6.79%), coastal-Karst region (5.67%), Dolenjska 5.28%, Posavje and Pomurje 3.77%, north Primorska 3.4% and Zasavje 0.38%. One provider came from Klagenfurt in Austria.

LLW 98 providers by region



2.1.2 LLW 98 providers by municipality

Municipalities played a more obvious role in LLW '98 than last year, with twenty-one of them participating as providers.

Municipalities played a more obvious role in LLW 98 than last year, with twenty-one of them participating as providers; regionally, again they are dominated by the Ljubljana region, where 6 municipalities were involved in one way or another: Borovnica, Brezovica, Dobrova-Horjul-Polhov Gradec, Ig, Škofljica and Vrhnika. Next comes the Koroška region with five participating municipalities: Dravograd, Črna na Koroškem, Mežica, Ravne-Prevalje and the town of Slovenj Gradec. Four municipalities from Gorenjska took part: Bled, Bohinj, Radovljica and Škofja Loka. The Celje region was represented by the municipalities of Radeče and Šentjur pri Celju, while some other regions were represented by one municipality each: Izola, Postojna, Trebnje and Vipava. Some of these municipalities actively participated in the preparation and implementation of LLW, others contributed premises, organised receptions for providers, financed the publication of promotional material or otherwise supported the organisation of the Week in their environment.

Sorting providers by the 68 municipalities help us to formulate a certain image, although the numbers don't tell everything.

Municipality	Number of providers
Ljubljana	38
Dravograd	26
Postojna	15
Črna na Koroškem, Krško, Maribor, Slovenj Gradec	9
Cerknica, Škofja Loka, Trebnje	7
Kočevje, Velenje	6
Beltinci, Novo mesto, Ravne-Prevalje, Sežana, Šentjur pri Celju	5
Ajdovščina, Izola, Jesenice, Koper, Ptuj, Radovljica	4
Kranj, Mengeš, Murska Sobota, Podvelka-Ribnica, Radlje ob Dravi	3
Brezovica, Celje, Grosuplje, Laško, Logatec, Mežica, Nova Gorica, Radeče, Slovenska Bistrica, Škofljica, Velike Lašče, Vipava, Vrhnika, Vuzenica	2
Bled, Bohinj, Borovnica, Brežice, Dobrova-Horjul-Polhov Gradec, Domžale, Črnomelj, Gornja Radgona, Ig, Komen, Lendava, Loška dolina, Loški potok, Mislinja, Muta, Ormož, Piran, Rogaška Slatina, Ruše, Semič, Šentilj, Štore, Tolmin, Trzin, Zagorje ob Savi, Žalec	1

The most exceptional in terms of number of providers are the municipalities of Ljubljana and Dravograd; in Ljubljana, providers took part in an unconnected and uncoordinated way, while in Dravograd the municipality once again coordinated providers and their activities. This leads us to the conclusion that efforts aimed at cooperation between municipalities and providers must run in both directions: a larger number of providers can join together and ask the municipal leadership for help, while on the other hand the initiative can come from the municipality by inviting interested providers to participate. There are no rules - all that is required is committed work and a willingness to follow examples where "learning municipalities" or "learning regions" are already springing up - Koroška, Postojna etc.

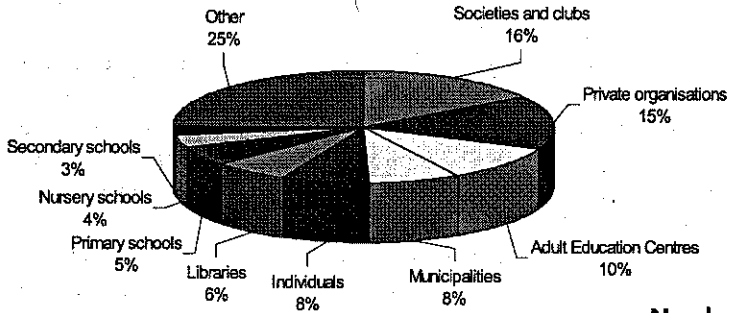
A special question was included in the survey concerning support from the municipal or local administration. 54 of the 99 respondents failed to answer this question, some expressed dissatisfaction because the municipal representatives were deaf to or failed to respond to their initiatives, and 11 respondents admitted that they hadn't even attempted to obtain municipal support. Most providers who contacted the local administration received moral support, with only a few receiving financial support. In nine instances, municipalities financially supported certain activities, especially the publication of joint promotional materials. In five cases, respondents reported that representatives of municipalities attended events, and in many instances municipalities made their premises available to providers.

**Cooperation
between
municipalities and
providers must run
in both directions.**

2.1.3 LLW 98 providers by type of organisation

We classified related organisations - LLW 98 providers - into a number of groups with regards to the type of the activity which they conduct - education and teaching are the primary activity of some providers, while in many others they take a secondary role. The most numerous of the 266 organisers of the Week were: societies and clubs (15.8%), private organisations (15.4%) and adult education centres (10.2%). These are followed by municipalities (7.9%) and individuals (7.5%), then libraries (6.4%), primary schools (5.3%), nursery schools (3.8%) and secondary schools (2.6%). Knowledge Exchanges, social work centres, state administration, music schools, agricultural advisory services, chambers and associations and other organisations which provide education, but not as their core activity, are all represented by five providers. Universities of the third age and employment offices were represented by four providers each. Three institutes, three special and educational centres, three sole traders and three study circles participated. Two higher-education institutions had representatives. LLW 98 providers also included one media organisation, one public institute, one cultural centre and one museum were also LLW 98 providers.

LLW 98 providers by type of organisation



	Number
Societies and clubs	42
Private organisations	41
Adult education centres	27
Municipalities	21
Individuals	20
Libraries	17
Primary schools	14
Nursery schools	10
Secondary schools	7
Social work centres, knowledge exchanges, state administration, music schools, agricultural advisory services, chambers and associations and other organisations which provide education, but not as their core activity, chambers and associations	5 each
Universities of the third age and employment offices	4 each
Institutes, special and educational centres, sole traders, study circles	3 each
Higher education institutes	2 each
Media organisations, public institutes, cultural centres, museums	1 each

2.1.4 Links and cooperation between providers

We have already mentioned our suspicion that the figure of 266 does not include all providers, but only those who registered on time or who were covered by the registration or survey of their coordinators. Again this year, there were numerous instances of good cooperation between providers in individual areas. The linking and coordinating role was generally taken up by municipalities, adult education centres or larger educational organisations, which attracted schools, nursery schools, societies and clubs, adult education centres, social work centres, libraries, private educational organisations, individual organisers of specific events and many others to participate.

We should mention what was undoubtedly the most successful example of coordinated work in LLW 98, the Municipality of Dravograd, which this year

linked almost 30 providers within its territory: Avtofinex, B&Z Ljubljana, Bar Janca, Dravograd Social Work Centre, Dart Klub Janca, Dravograd, Dravograd Women Farmer's Society, Dravograd Friends of Youth Society, the Dogs' friends Society of Dravograd, the Dravograd Ultralight Alternative Fliers Club, Dravograd Library, Ojstrica Cultural Society, Šentjanž Cultural Society, Dravograd Football Club, the Dravograd Regional Chamber of Small Businesses, the Regional Organisation of Red Cross, Dravograd, Dravograd Volleyball Club, Dravograd Primary School, Šentjanž Primary School, Devžej Dance Club Slovenj Gradec, Slovenj Gradec Regional Museum, Dravograd Police Station, Dravograd Volunteer Fire Brigade Society, Employment Office, the Dravograd Labour Office, Studio Mediana Dravograd - Fitness and bodily care, Dravograd Tennis Club, Dravograd Tourism Society, the Mladi Rod educational and care organisation Dravograd, Triglav Insurance Company, Union of Cultural Societies Dravograd.

The Municipality of Dravograd was the most successful in linking providers: some 30 took part.

2.2 LLW 98 events

2.2.1 LLW 98 events by type of event

The calendar of LLW 98 events announced 631 events, and if we include repeated events, there were nearly 1,500 in total - there were between 200 and 250 per day on Monday to Friday, 150 on Saturday and 110 on Sunday. A further nine events were organised either before or after the Week. This definition of events does not include items in the media, which are discussed in a later chapter based on data from the survey covering only 66% of providers.

Again this year, presentations of educational programmes and projects dominated the Week, accounting for 40% of all events. They took place on open days, at talks and meetings, group and individual presentations, exhibitions of materials and products, and the like. Many providers staged these presentations in libraries, bookshops, health centres, shopping centres, display windows, advertising display and other places which drew public attention. In Ljubljana and Celje, some LLW 98 providers exhibited in the Interspar Centre, thereby reaching an especially large number of people, while in Koper presentations were given at the marketplace. The contents were very rich: presentations of formal secondary and higher education programmes, computer programmes, methods of learning foreign languages, the activities of study circles, knowledge exchanges, independent learning centres, conservation, projects to preserve the natural and cultural heritage, methods of encouraging personal development, healthy living etc.

A special place among presentational activities was taken by those which involved visitor participation (35% of the total). These were workshops on designing ceramic products, painting on glass or silk, lace-making, carving, arts, music and computer workshops, creative workshops for the elderly and for children, practical tests of knowledge and skills, testing, conversations in foreign languages, organised debates, round tables, talks with discussions on the theme of

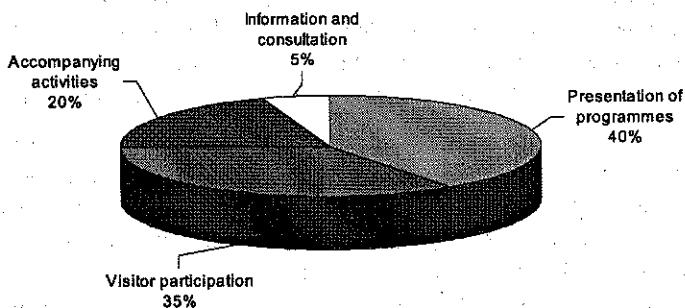
employment seeking, self-employment, business, meetings, shen qi relaxation for a better life, learning a variety of skills, such as oriental dancing and the like.

The third group of local activities consists of accompanying events, such as the opening ceremony of the Week, the opening of the Knowledge Exchanges, independent learning centres, the opening of new educational premises, social and cultural events, presentations of books and publications, journals and collections, literary evenings, concerts, meetings with words and music, puppet shows, receptions, awards ceremonies, press conferences, club meetings, tastings, sightseeing, excursions, competitions, football games, sessions of municipal councils, etc. These events accounted for 20% of this year's total.

Information and consultation activities were better represented than ever before, although they were also present in the previous three groups of events. Open phone lines and other forms of providing direct information on lifelong educational opportunities represented 5% of all the events this year. Locals were able to inquire at LLW venues, by telephone or over the Internet about the possibility of involvement in further education which would bring them a certificate or diploma or would enhance their employment prospects, in foreign-language programmes, in alternative methods of learning and the like.

Information and consultation activities were better represented among LLW 98 events than ever before, although they were also present in the previous three groups of events.

LLW 98 events by type of event

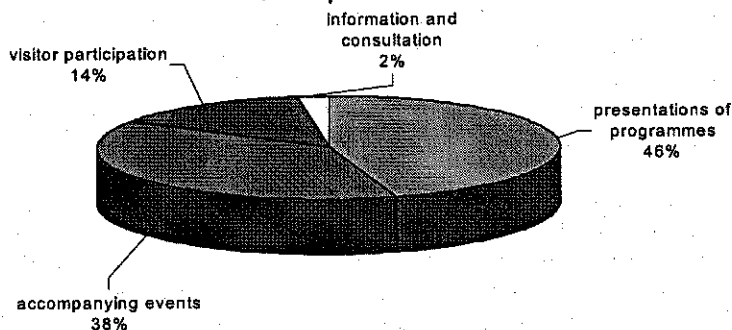


2.2.2 Event participants

According to the figures from the survey (66 percent coverage), this year's week was attended by at least 20,300 people. However, this figure is incomplete, since visitors to exhibitions and similar events could not be entirely recorded. One interesting statistic concerns the events which these 20,300 visitors attended: the best attended were presentational activities, followed by accompanying events and then events with the opportunity to participate. Activities explicitly for information and consultation purposes attracted 3% of the participants of LLW 98.

Unfortunately, the figures on the proportions of the population in individual regions who attended events in LLW 98 are fairly unreliable, since some

LLW 98 participants by type of event



respondents keep very precise records on visitors to their events, while others gave a rough estimate of attendance and yet others wrote that it was impossible to estimate the number of participants. LLW participants recorded in the survey are divided into regions as followed: the Ljubljana region had 23.8% of the total visitors to all LLW 98 events, with the largest number (over 2,700) at the Interspar Centre. Ljubljana was followed by Maribor (21.8%), Karst-Notranjska (17.0%), Gorenjska (11.9%), and Koroška (10.3%). The Celje region had 5% of total visitors, the coastal-Karst region had 3%, Dolenjska 2.6%, Posavje 2% and Pomurje and northern Primorska 1.3% each.

LLW 98 events - participants by region

Region	Presentations	Visitor participation	Accompanying events	Info-consult.	Total	Population	Participation as a % of the population
Ljubljana	3,361	684	720	73	4,838	517,078	0.93
Maribor	2,964	562	668	234	4,428	319,727	1.38
Celje	587	275	139	0	1,001	255,856	0.39
Koroška	774	518	766	36	2,094	73,893	2.83
Dolenjska	300	48	175	0	523	106,051	0.49
Gorenjska	520	249	1,641	0	2,410	195,611	1.23
Notranjska	249	133	3,063	3	3,448	50,197	6.87
Coastal-Karst	234	96	260	17	607	102,608	0.59
Pomurje	102	133	18	0	253	125,565	0.20
Posavje	60	83	230	40	413	70,013	0.59
N. Primorska	50	40	120	50	260	120,060	0.21
Zasavje	0	0	0	0	0	46,692	
Total	9,201	2,821	7,800	453	20,275	1,983,351	1.02

2.2.3 Opinions of event participants

As to the opinions of visitors concerning LLW 98 events, 47% of the 99 respondents assessed the concept and implementation of LLW favourably, and 16% were very enthusiastic. Twenty-nine respondents did not answer the question, 5 gave a moderate evaluation and 3 were unable to assess it. Visitors expressed their praise and congratulations in person at the LLW venues and later by telephone or in letters, as well as in notes in the book of impressions. The interest of participants and their positive attitude towards the Week were best demonstrated by: large attendances at events, lively and involved discussions during and after events, enquiries by telephone. Many visitors expressed a desire for similar events throughout the year, while others were interested in the possibility of participating next year as providers. Visitors asked for additional materials and were interested in enrolling in the educational activities presented. Media representatives also praised the arrangements and events.

The interest of participants and their positive attitude towards the Week were best demonstrated by: large attendances at events, lively and involved discussions during and after events, enquiries by telephone.

Many providers reported satisfaction that they were able to present their work to visitors and receive a favourable response. Their investment in LLW will undoubtedly bear fruit, since they are already encountering increased demand for their educational programmes. The fact that events were intended for all - young and old; for instance, parents, teachers, educators, children and young people - in many places encountered a very favourable response.

Unfortunately, some events generated almost no response, or too small a response given the effort on the part of the organisers. In certain environments people are still insufficiently informed of the importance and purpose of the Lifelong Learning Week, and therefore approach it with caution and a degree of suspicion. They want to be better informed of events, and asked for information materials which some providers were unable to prepare due to a lack of money. One interesting comment by one of the organisers of LLW was that the fear on the part of the rural population of new approaches and their deep-seated opinion that something that is free cannot be worth very much were once again in evidence.

2.3 Publication of items about LLW 98 in the media

LLW providers took care for suitable media support for their activities, since the data from the survey (with 66% coverage) show that there were a total of 290 items during the Week. Some of these were repeated, so that the total number of occurrences of LLW in the media was 457. They can be classified by type of media as follows:

Media type	Number of local items	Number of items at the initiative of SAEC	Total
Radio programmes	106	24	130
Television programmes	34	4	38
Newspaper articles	77	27	104
Magazine articles	6	9	15
Teletext	0	1	1
Internet	1	1	2
Total	224	66	290

The following types of article dominated media coverage: presentations of the Lifelong Learning Week, its importance, concept and basic data on providers and events; announcement of events, notification, reports from LLW venues, interviews. There were a number of presentations of individual LLW providers and their activities and presentations of recipients of awards, certificates and diplomas. There were also reports on the opening of new educational centres, as well as a number of professional articles on lifelong learning, the importance of learning, the organisation of education within the economy, beating unemployment through education etc. The figures show that contact shows intended to provide information, advice and guidance to the public are becoming increasingly well established. A number of articles also appeared in in-house journals and other publications of some providers.

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Few items in the public media were bare reporting on the LLW; most of them had genuine content and were intended to inform the population of the importance of learning and education and to exchange information and opinions.

Providers thus established and reinforced very good contacts with radio stations, newspapers and television companies, which confirms the mutual interest in cooperation. Of course in the future we would like even more similar joint efforts, since one of the goals of the strategy of lifelong learning is that every person, regardless of age, should be informed of educational and learning opportunities in their immediate environment and of access to such opportunities.

2.4 Promotional material

2.4.1 Joint promotional material

Again this year, the Slovene Adult Education Centre prepared joint informational and promotional materials: calendar of events, the LLW 98 poster and the LLW web page. Providers are almost unanimous in agreeing that joint promotional material is necessary, since it represents the common denominator of events across the whole of Slovenia. Some also argued that they could not afford their own materials and so this solution seemed welcome. Opinions on the concept and implementation of materials varied considerably. Many were enthusiastic and expressed their gratitude to the people who prepared them, while others pointed out the following deficiencies: there were mistakes in the materials, they received insufficient materials and some didn't even receive any, as their local coordinators didn't send them. Some respondents felt a lack of professional-informational material with richer contents, as well as a lack of something they could give to their visitors in larger numbers. The colours, design and identification of providers, as well as the logo of the Week itself, were all contentious. Another issue raised was the question of the distribution of printed material, which is always problematic due to pressures of time, although less this year than last. It must be mentioned that the print run of printed material depends on the needs of providers stated in their activity

Opinions on the concept and implementation of materials varied considerably.

registrations, which continued to arrive at the SAEC after the extended deadline for registration.

This year, the calendar of events appeared in the form of an extensive brochure in which providers and events were presented in more detail than the year before. Few respondents declared it suitable in the questionnaire, since the "calendar of events" paragraph was mistakenly missed out from question B/6. The few opinions were diametrically opposed: from (very) good to adequate to useless. Some said that the calendar was too large and suggested that separate programmes be produced for individual regions; another suggestion was that events should be listed not just by region or location, but also by topic. One respondent proposed that the calendar should also contain brief animation articles on lifelong learning.

For the first time this year two versions of the poster were printed: the first poster - with the logo, the caption "Lifelong Learning Week 1998" and the already established "tree of learning" - was once again the common denominator or trademark of events all over Slovenia. The second poster - with a similar graphical basis but without the "tree of learning" - allowed providers to provide details of their events. This solution was warmly welcomed by the majority of providers, including in the survey. Of the 95 respondents, 35% did not answer the question about the suitability of the LLW poster, 8% said it was excellent or very good, 44% good, ok, appropriate, suitable and similar. One respondent called for a smaller poster (A2 format) which could be printed on, three proposals called for a different, gentler central motif of the poster, and three said that it was difficult to recognise the message. This year only one respondent mentioned late distribution which prevented him from printing on blank posters.

For the first time, this year's Lifelong Learning Week appeared on the Internet. Preparation of home pages for all previous LLWs was not part of the work schedule, but the web pages came about in the last month prior to the opening of LLW 98 with the aim of drawing public attention to events. Many respondents did not comment on the suitability of the web pages (52%), 10% did not have the chance to see them, 34% described the pages as good, ok, interesting or appropriate, and 4% praised them or said they were very good. One respondent mentioned that the population at which the idea of lifelong learning should be targeted does not use the Internet. We agree that the latest information technologies, including the Internet, are not available to everyone, but they are becoming increasingly established, and so we will continue in the future to inform and encourage the public through the LLW web pages.

The results of the survey led us to the conclusion that most people retain a positive attitude to the joint promotional material. Nevertheless, we will try to move closer to the wishes and needs of providers. Next year we will retain the established graphical image of LLW, but in 2000 the logo will no longer be appropriate. We are therefore planning a major overhaul of the graphical image of LLW for the fifth anniversary of the Week, and we will take account of the proposals of respondents in its design.

One of the proposals was that the calendar should also contain brief animation articles on lifelong learning.

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2.4.2 Providers' promotional material

Almost every survey we received had colourful enclosures. These included sample promotional materials prepared by providers themselves - either individually or by working together. Most materials were prepared specially for the LLW, while others would have been published anyway, but their message was reinforced by the Week.

Providers showed great imagination, since many prepared: their own posters and leaflets, presentational and information bulletins and brochures, prospectuses, attractive invitations to participate in events or view displays, programmes of events, fliers, postcards, catalogues of educational programmes, exhibition catalogues, concert lists, display panels, wall newspapers, special issues of journals, media releases and information for households, questionnaires for participants, acknowledgements, professional material, audio and video cassettes, ceramic mugs. Almost all of them used the LLW 98 logo which they received on diskette or by email in a variety of formats suitable for further graphical processing.

These materials reflect the providers and their activities and provide the joint promotional materials something concrete, the feeling that there is something accessible, interesting and useful happening here and now. Some respondents also decorated their premises, display windows or other places.

2.5 Other provider opinions and proposals

Of the 266 providers, 43 were taking part in LLW for the third time, and 56 for the second time. 167 organisations, societies, groups and individuals responded for the first time this year to the call to participate in the Slovene festival of learning. Those who already had one or two years of experience as well as those who were participating for the first time formed opinions on how to improve the concept and implementation of the Week in the future.

67% of respondents said that the current LLW concept was suitable, while one was dissatisfied with the concept; the others did not respond.

68% of respondents were in favour of organising the Week every year, one was against; the others did not respond.

61% of respondents were in favour of the current scheduling of the Week (third week in October). The following proposals and opinions were provided:

- It would be better if LLW coincided with enrolment in educational activities, since participants would be further motivated to get involved (proposal is for September, beginning of October);
- It would be better if LLW was organised later, once educational activities are already well underway (proposal is for November);

61% of respondents were in favour of the current scheduling of the Week (third week in October).

A large majority of providers intend in future to expand those events which allow participation and expression of the creativity of participants.

- Since the autumn is already overloaded with enrolment, educational and other activities and there is insufficient time to prepare for LLW, some respondents suggested that the Week be organised at the start of the year - in January or February, which is already "given over" to culture;
- One proposal suggested April or May, since the weather is generally better then, and some activities could be organised outdoors.

The proposals vary widely, so it is impossible to set a date which would suit all providers. The large percentage of respondents who agreed with this year's date led us to decide to organise the LLW in the third week of October again next year. The proposal that the Week should last a full seven days has proven effective. Since this year many providers chose the Sunday before the start of the Week for the opening ceremony and other social and cultural events, they suggest that in future the LLW should start on the Sunday and last until Saturday.

A large majority of respondents without hesitation confirmed that they would take part again next year. Quite a number still did not know how exactly they would conceive their events, but in any event they would participate. With regards to the possible expansion of their activities within LLW, some said that they would not expand but would improve the quality of their events. A considerable number are satisfied with the present extent and quality of their activities. Others replied more in principle, saying that they would increase contacts with the municipality, public media, other provider organisations and societies and the public. Many are considering activities which would attract all generations. A large majority of providers intend in future to expand those events which allow participation and expression of the creativity of participants. Two orientations can be detected in some of the more concrete plans of individual respondents: they will expand in particular those events which allow participation and expression of the creativity of participants (workshops); and they will organise theme days, meaning that events will be aimed at selected target groups. One provider was not so much considering expansion but rather dispersal of his activities, which would take place only in part at some central venue, otherwise in smaller local communities; another provider is considering a meeting of "learners" of different age groups.

Some respondents mentioned that they would plan an expansion of their activities if they receive some funds for this purpose.

53% of respondents answered Yes to the question of whether the SAEC support was sufficient, while providers mainly felt a lack of:

- Financial support or at least assistance in securing financial resources in local communities, and
- Greater support in media promotion of the LLW and of individual events at the local level (prior agreements between the SAEC and local media).

Respondents would like concrete support in establishing contacts with the media, the municipal and local administrations, other institutions and individuals. Others expected the SAEC would do more in general to encourage representatives of the media, including local media, and to prepare them to pro-

mote the Week in good time and to a greater extent. It must be stressed that the SAEC can take care for promotion on the national level and for promotion of the LLW as a pan-Slovene event. Providers however have to ensure media promotion of their events and promotion on the local level themselves.

In the first two years, more providers wanted greater coordination, initiatives and clear instructions and participation by SAEC representatives in their events; this year, there were fewer such proposals. On the one hand, we believe that this is a consequence of our efforts to encourage, inform and guide those involved as globally as possible, while on the other we are pleased by the conclusion of one provider: "We have learned to be independent."

We received 20 responses to the question of what providers expect in the future from the Adult Education Centre as the LLW coordinator which express satisfaction with the contents and methods of our work. Nevertheless, for more effective continued cooperation, providers continue to request the following from the SAEC:

- Summary and analysis of this year's LLW, and the organisation of a meeting of providers to exchange experiences,
- Plan for LLW 99 taking account of three levels: national, regional and local,
- Clear instructions for providers on the possibilities of participation in LLW,
- Clear instruction regarding the organisation of LLW,
- Professional instructions and materials, animation articles and free professional meetings,
- Linking and harmonisation of providers, and guidance regarding contents,
- Expansion of the strategy of lifelong learning, consideration of the idea of organising LLW as a festival of learning, and ensuring greater public response,
- Strong media promotion on the national level - not just information, but also raising the awareness of the broadest possible public,
- Encouragement of local media and ensuring integrated media support,
- Assistance in obtaining financial resources on the national and municipal level, or even the direct provision of funds,
- Informing municipal and local authorities of the role and importance of the LLW, and encouraging them to participate and (co-)finance activities,
- Coordinated scheduling of national and local activities, perhaps even separate days or weeks,
- Personal assistance by SAEC personnel in preparation of the LLW, participation by SAEC representatives in events and visits by SAEC representatives to LLW venues,
- Preparation of joint promotional materials and its delivery in good time,
- Distribution of promotional material - free in shops, bookshops and other public places.

New ideas which could further contribute to the quality of cooperation are as follows:

- Greater opportunities for meetings with experienced providers/tutors during preparations for the Week,

It must be stressed that the SAEC can take care for promotion on the national level and for promotion of the LLW as a pan-Slovene event. Providers however have to ensure media promotion of their events and promotion on the local level themselves.

- Training of regional coordinators,
- Opportunities to influence the design of joint promotional materials,
- Opportunities to participate in joint events (round tables) and dispersal of good events to various municipalities around Slovenia.

As to the question of whether there was adequate state support, only 8 respondents answered yes, while 24 answered No; the others did not answer this question.

Respondents were united in their expectations, since a large majority of them explicitly stated in the questionnaires that they wanted financial support from the state, and that this support should not be paid in a lump sum but should be based on the extent and quality of the programmes of individual providers. The second most frequently proposed area of state involvement was in ensuring media attention, specifically in the form of a public appeal in the media, public statements by senior state representatives and other forms of media promotion of the Week on the national level. Providers are grateful for the moral support of the state and expect it to continue in the future, but they would like the state to influence municipal bodies and persuade them of the importance of the LLW project and of establishing the strategy of lifelong learning and education in Slovene society. Some respondents said that they couldn't conceive of state involvement in the implementation of the Week.

Respondents were not satisfied with the level of state support.

3. INITIATIVES FOR THE NEXT LIFELONG LEARNING WEEK

Apart from wishes concerning the role of the SAEC in organising the Week, respondents provided other proposals for next year. Some concern the establishment of the concept of lifelong learning and of the LLW project, while others listed ideas which could strengthen the preparatory activities of providers as well as the implementation of the Week. Providers proposed:

- That representatives of local providers should be invited to join the organising committee;
- That a meeting be organised as soon as possible of past and potential providers, allowing the exchange of experiences so as to formulate many useful initiatives, ideas and proposals for LLW 99;
- That training be organised for LLW coordinators in regions and municipalities, and instructions for organising the LLW on the local level be produced for providers;
- That providers be trained in special workshops to prepare and implement events and for quality promotion of lifelong learning and the LLW;
- That providers, participants, mayors, ministers, company directors and others be encouraged to take part;
- That bodies be formed in municipalities to encourage and coordinate activities, following the examples of municipalities already operating in this way;
- That nursery schools, schools and other lifelong learning and education providers should be linked together and motivated;
- That the importance of informal learning be promoted, and that organisa-

tions whose primary activity is not education should also be encouraged to participate;

- That more non-governmental and non-profit organisations and societies be invited to participate, and that the LLW should be extended to all generations and to all parts of the population;
- That the diversity of events be expanded to move closer to the most diverse target groups;
- That links be established with foreign countries, especially the neighbouring countries of Hungary, Croatia, Austria and Italy, and that Slovene educational and other institutions in neighbouring countries should also be included;
- That a joint programme of events all over Slovenia should be prepared showing special programmes for individual regions;
- That a new graphical image be prepared for the LLW;
- That central and important events be transferred from Ljubljana to local communities;
- That the calendar of events be regionally based;
- That a central television programme or round table be organised;
- That personalities attractive to the media be invited to participate.

There are thus many initiatives, some carried over from last year since we were unable to implement them due to financial and staffing constraints and also because we were in many ways dependent on others (the state, municipalities, the media, ...). Nevertheless we managed to realise some of last year's initiatives, and providers welcomed the more appropriate timing of the LLW, the expansion of the Week to seven days, and the "blank" posters on which they wrote details of their events. Great progress was also made in work with the media, although providers have yet to notice it, so media and other forms of promotion of the LLW are undoubtedly areas where we will continue to cooperate in the future.

We are pleased to note that providers' initiatives are becoming increasingly systematic and imaginative, which is evidence of the fact that the Lifelong Learning Week is not just an event but an education for all of us involved in establishing it throughout Slovenia.

4. FINAL CONCLUSIONS

Based on the analysis conducted, other data and indicators and our observations, we can conclude that the third Slovene Lifelong Learning Week was a success.

The positive assessment of LLW 98 is based primarily on the following data and conclusions from the survey:

- 266 providers responded, almost twice as many as last year, and providers were highly diverse. They operated in 68 municipalities around Slovenia.

We took a new step towards breaking down traditional conceptions of learning and education.

- Judging by the survey, providers organised almost 631 events staged almost 1,500 times.
- According to the survey figures (66% response rate), 20,300 people visited LLW events. For some activities, such as exhibitions and thematically decorated displays, stalls and similar locations, it was impossible to estimate the number of people who noticed the LLW. The figure given must also be increased to take account of the numerous individuals who helped in the organisation of events and of visitors drawn by other respondents who did not respond to the survey. Doing so would undoubtedly indicate that considerably more than 1.02% of the Slovene population took part in LLW 98.
- The events were varied: apart from exhibitions, presentations and open days, there were also some which drew people either to learning and education or to participate in other events.
- Events included formal events and awards ceremonies attended by representatives of state and municipal political, social and professional bodies and organisations.
- The Week encouraged the opening of new learning and educational centres (e.g. independent learning centres) and aroused interest in participation in a variety of educational and learning projects.
- Various providers were successfully involved in the implementation of events, while in many areas municipal authorities played a much more visible role than the year before.
- National and local media participated intensively in the implementation of the Week, with numerous articles and items (457 known articles).

Without a doubt, the Week helped promote the concept and strategy of lifelong learning in Slovenia. We took new steps towards breaking down traditional conceptions of learning and education, which in Slovenia are dominated by terms such as schooling, full-time education, instruction etc. At a number of LLW 98 venues, the boundary between providers and participants somehow disappeared, and we feel that this is right.

Providers took the Week as an opportunity to promote their activities, and very conscientiously implemented their activities for the most part beyond their official programmes and responsibilities using their own resources. Apart from the investment aspect, we also encounter in providers a genuine pleasure and enthusiasm for this type of operation for the common good, which generated a similarly enthusiastic response among participants.

All of this strengthens our conviction that we have to continue to arrange the Lifelong Learning Week. It must become an annual event, an ongoing project of the Slovene state and our festival of learning, as well as our guide towards realising the phrase "Slovenia, a learning country".

The final conclusions and other data encourage us to offer up for consideration and decision by the appropriate factors the following proposals:

- The project should continue and become a general, annual Slovene project for the promotion and development of lifelong learning.

- Successful implementation of the project in the future will require:
 - The provision of permanent support from the Slovene Government, which in the future should treat the Week as a project of national significance, and should also cooperate in its implementation through suitable material and organisational support.
 - The Slovene Adult Education Centre should include the project in its programme of work for 1999, and should ensure a suitable material, organisational and personnel basis.
 - The project should encompass as many local factors, administrative bodies as well as providers, who would take the project as an opportunity to develop and promote learning for all people in their territory and to establish the concept and strategy of lifelong learning. The SAEC will operate to the best of its abilities in this area.
 - We will use a strategic plan for LLW and starting points and the programme for implementation in 1998 as an appropriate basis for the further realisation of the project, taking maximum account of and making full use of the experiences, critical viewpoints and proposals from the survey and the concluding assessments from this report.
 - An important constituent part of LLW 98 was the SAEC awards ceremony for exceptional learning achievements in learning and education, and also awards presented in other environments. This part of the project should be improved in line with the experience gained and should continue in the future to help the Week become a genuine Slovene festival of learning.
 - Intensive media support for the LLW should continue (SAEC at the level of national media, providers primarily but not exclusively at the level of local media), with attempts to ensure that some media (especially radio and television) should include in their programme schedule information and advice on learning and educational programmes.
 - In line with the recommendations of the Fifth UNESCO international conference on adult education, the Slovene LLW should be defined as an international project. The Slovene model should be used as an example for comparison and possible influence over the implementation of the Week in other countries. This should also provide international financial support for the Slovene LLW.

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The Slovenian Lifelong Learning Week 1999 will be staged from 18th to 24th October, this year paying special tribute to the International Year of Elderly People.

You can expect further details in our Summer issue of *Novičke*.

APPENDIX

SAEC Awards 1998 for Special Achievements in Adult Education

One of the highlights of the Lifelong Learning Week in Slovenia is the presentation of Awards of the Slovene Adult Education Centre to individuals, groups and organisations for special achievements in adult education.

In 1997, fifteen awards were presented, revealing exceptional efforts and great sacrifices of individuals and groups involved in learning, as well as of individuals, groups and organisations who, professionally or voluntarily, created new opportunities and conditions, thereby promoting the learning of others.

In 1998 nine awards were presented within the following three categories:

1. Awards to individuals for exceptional learning success and increasing their own knowledge;
2. Awards to groups for exceptional teaching and learning success;
3. Awards to individual, groups, societies, institutions, companies or local communities for exceptional professional and promotional achievements in enriching the knowledge of others.

Being convinced that nothing can promote education and learning as efficiently as testimonies of successful learners themselves, the Slovene Adult Education regards the promotion of outstanding individuals, groups and organisations involved in lifelong learning as one of its most important and most pleasant tasks.

This year there were nine recipients: individuals, groups and organisations which stand out in terms of their learning efforts, the positive changes achieved with the help of education in themselves or in their environment, and the obstacles which they have had to overcome in learning and education.

Awards to Individuals for Exceptional Learning Success and Increasing their own Knowledge

Jožica Korenjak could have stayed a worker and housewife, but her desire for knowledge and creativity drew her to study representative art with well-know Slovene sculptors and painters, and to attend courses in clay modelling, various methods for firing clay, and later in restoration. She herself has arranged courses in clay modelling, showing herself to be an exceptional teacher.

Alenka Golob learns for herself, but works for others: she runs Škofljica House for people with moderate, serious and severe mental development problems. She is guided by the desire to maintain human dignity and the feeling of well-being among the mentally handicapped. As a carer, she graduated in special education before continuing with further education, including courses abroad. She designed the teaching plan for the Drama subject, which is now a constituent part of the training for carers.

Awards to Groups for Exceptional Teaching and Learning Success

The project council for the training programme for guardian-carers consisted of staff of Dolfka Boštjančič Draga Centre and the Secondary Education School and Grammar School in Ljubljana. They carried out extensive preparatory work, prepared a teaching plan, sought suitable premises and equipment, and teachers for individual subjects, and prepared everything needed to certify the programme with professional bodies. They ran the tenders for individual training groups and regularly evaluated and updated the programmes.

Members of the **POC cultural, artistic and educational society** from Ajdovščina invested a great deal of work and time in spiritual enrichment and the development of artistic creativity. They discovered an ability to express themselves in an alternative, more creative way. They became braver and more self-confident, and realised that there is something other than job, family and home which is only theirs.

The members of the **Arts Circle** from Velenje systematically obtain theoretical and practical knowledge on artistic techniques. They attend professional courses and arrange exhibitions. Over they years, they have honed their aesthetic senses and developed personally. Some say that working in the circle has helped them to live.

Awards to Individual, Groups, Societies, Institutions, Companies or Local Communities for Exceptional Professional and Promotional Achievements in Enriching the Knowledge of Others

The ELES educational centre sees its mission as ensuring quality transfer and exchange of knowledge, and its effective use in practice. Special attention is paid to the development of educational programmes, and they are also introducing a videoconferencing system.

Adela Kelhar from Maribor devotes her life to working with the adults and encouraging quality living. Her work is guided by the desire to help people discover their world and the most beautiful things in it.

Leda Dobrinja from Lopar near Marežice is devoted to preserving and disseminating the culture of Slovene Istria, and her house is open to study circles, creators and researchers of Istrian life.

Alžbeta Cergol from Maribor introduced new techniques to involve adults in education which goes beyond the traditional methods of education and which is closer to adult participants. Her leadership is characterised by the specific experiences of individual participants in education.

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