# Adult Learning and Education Network in Kosovo

Find below each bold heading some guidance notes on filling in each section.

**1. Problem statement/context**

Explain briefly what the problem is and the impact it is having. Set out any major issues related to the context and how it relates to the problem.

Adult Learning and Education are vital for individual development and a country's economic growth and social progress. They enable adults to acquire new knowledge and skills, improve their employability, and improve their quality of life. However, advocacy is essential to promote Adult Learning and Education and to enhance access to these opportunities. This document describes strategies to increase advocacy skills for the Adult Learning and Education Network in Kosovo - ALE NK. In the context of demographic changes and the increasingly complex needs of society, ALE is an essential instrument for promoting social cohesion. However, adult learning is often under-funded compared to other sectors of the education system, as is the case in Kosovo. ALE, across Europe, faces the challenge of securing its funding and enhancing its quality.

Referring to the National Development Strategy 2030 (NDS), the lack of links between education and the labor market manifests itself in the form of a significant skills gap in the market, affecting the level of employment and private sector development.

In the Education Strategy 2022-2026 and respective Action Plan, the strategic objective for increasing participation in Adult Learning and Education is introduced, and indicators for measuring the attainment of said objective are specified. Education Strategy 2022-2026, in the state agenda, gives a powerful voice and an important place to increase participation in ALE. It stresses the need for various campaigns to promote participation in ALE, in order to inform citizens about the advantages of ALE as an opportunity for personal development of the individual that facilitates the transition to the labor market, and for the offer that is available. In this context, this document is intended to assist and encourage ALE NK members to contribute to the realization of this objective.

### 2. What are we trying to change? (in 1–4 bullets)

Be clear about the change we are trying to create (our aim) and any objectives that need to be secured in order for the change to occur. For example:

Our aims are that:

- ALE NK's Advocacy Strategy is to enhance network capacities to advocate for are raise the awareness of the public about the importance of ALE, and it will determine the actions and advocacy activities directed towards central and local institutions, and the wider ALE community.

*Increase number of member organizations and empower ALE NK members for ALE advocacy. Network and cooperate with partners and institutions in order to raise public awareness about ALE in Kosovo.*

In order to achieve those aims our change objective is

- All members of the network pledge to advocate, within their mandates, for public awareness-building about the importance of ALE and the opportunities provided domestically.
- The number of ALE NK network members will at least double by the end of 2024, and network members will develop their advocacy skills.
- Each member of the network at least once a year will be involved in the realization of advocacy activities, which will be introduced in the joint annual plan drafted at the start of each year

### 3. What process could deliver that?

Will this change be delivered by changing policy or by changing behavior? If the former, are we trying to get policy implemented / enforced, or are we trying to get policy created? If the latter, will it be created via a budget, a bill, a policy announcement or a negotiating position?

- The strategic advocacy objective aims to convey the intentions of the Adult Learning and Education Network in Kosovo towards the realization of the rights of adults to be educated and trained, by focusing the activities that will be undertaken towards awareness-building at the central and local level. The strategic objective and actions have been formulated taking into account the existing challenges and problems faced by ALE in general, and ALE NK itself, such as the lack of public outreach about the opportunities offered by institutions and service providers to develop one's full potential to be trained or retrained for the labor market, and the lack of mechanisms for the implementation of legislation.

### 4. Strategic approach

If writing a strategy on a policy theme, think about which of the 5 barriers to change apply in this case? (System doesn't know, system has no incentive to act, system has powerful vested interests in other direction, we face competition, we're wrong ….). How would we rank the barriers? What mix of lobbying, campaigning, PR, coalition building and research might overcome the barriers?

- The strategic objective is directly related to the advocacy actions of the Network aiming at enhancing ALE NK advocacy capacities and coordination of joint initiatives.
* Advocacy Trainings Delivery
* Develop Advocacy Resources
* Foster Cooperation
* Encourage Sharing Stories

* <u>Monitor Policy Developments</u>

**5. What assumptions are you making with this strategy?**

Explain what assumptions you are making about [your] capacity to deliver this strategy and assumptions about the context.
* <u>Media Presence</u>
* <u>Salon Week</u>
* <u>Meetings with policy makers, with parliamentary commissions</u>
* <u>Organization of the annual "ALE week/fair" event</u>
* <u>Awareness-building "Why it is good to invest in ALE"</u>

**6. Who is the target audience you want to influence?**

Who is the key decision maker for the change we want to see? Who influences them from among the press, the public square, the policy community, their governing partners and their peers? Who are the primary and secondary targets for influencing? Who are our allies in reaching these targets?

The target groups are classified at the central and municipal/local level depending on the activities.

* Target groups at the central level are: Assembly of Kosovo, MESTI, MFLT, Office of the Ombudsperson.

* Target groups at the local level are: Mayors of Municipalities, Directorates of Education, Directorates of Finance, municipal advisors

**7. How do we want the audience's behaviors and beliefs to change**

Use the table below to explain what the current beliefs & behaviors of the primary audience you seek to influence them are and what you would like their beliefs and behaviors to be in the future as a result of implementing your advocacy strategy.

|  | **Current** | **Future** |
|---|---|---|
| **Belief** | <ul><li>Lack of clarification of terms about ALE</li><li>ALE does not influence the economy and generate incomes</li><li>Lack of applicative coherent educational programs</li></ul> | <ul><li>Clear definition of what ALE stands for and its benefits</li><li>Higher number of qualified and skilled people; employability, better jobs</li><li>Tailored programs to meet respective needs</li></ul> |
| **Behavior** | <ul><li>Almost no investment is made by Gov in ALE</li><li>Lack of investment in researching and supporting the ALE providers</li></ul> | <ul><li>Advocate for a comprehensive raising awareness and develop sustainable funding mechanisms</li><li>Decision makers, businesses,</li></ul> |

| | | | fundraisers will understand how important ALE is in professional and social life |
|---|---|---|---|

## 8. What are the external challenges & opportunities in delivering upon this advocacy strategy?

What are the key external challenges that could hinder your approach? What are the potential opportunities? For example, elections, oppositional agendas, lack of interest, events, partnerships

External challenges can be grouped as follow:
- Lack of financial support
- Political Instability
- Lack of support from policymakers
- Lack of information/understanding of ALE
- Lack of holistic approach to the efforts

Some of the opportunities are as follow:
- Raising awareness and recognition of the importance of ALE
- Encourage the collaboration between relevant actors
- Policies which would emphasize the importance and value of ALE to the policymakers
- Technology advancements as it can help in overcoming geographical limitations

## 9. Timeline

What are the key opportunities for influence in the next three years? Remember some of these can be opportunities to influence the public conversation (like World Teachers Day, UNGA, World Refugee Day, key anniversaries etc), not just opportunities for policy influence.

- The key opportunities will be:
- Advocacy training
- Development of Advocacy Resources
- Encouraging and foster cooperation among ALE organizations, NGOs, institutions etc.
- Monitor Policy Developments
- Economic Relevance
- Public Awareness
- Partnerships with employers
- Research and Data
- Continues legislative advocacy

## 10. Priority activities and outputs

What are the main work-steams you will pursue to eliminate the barriers to change and build influence with the right targets and allies? Not a detailed work plan.

| Problem | Solution |
|---|---|
| • Lack of information about ALE in general public<br>• Lack of advocacy capacities of ALE Network Members<br>• Lack of information about training programs | • Media presence/ALE Fair Event, Salon Week, Meetings with policymakers, parliamentary commissions<br>• Advocacy Trainings Delivery, Develop Advocacy Resources, Foster Cooperation<br>• Encourage Sharing Stories, Involve Trainings Centers/Providers |

### 11. Which other internal stakeholders will need to be involved?

Do you need to get sign off for this strategy [ex: INEE Steering Group if INEE]? What accountability is there for this strategy? How frequently does the XX [Steering group] need progress reports? What is their involvement?

Should you involve other parts of your network [ex in INEE: working groups, collaboratives, Task Team, Language Communities, wider network members]?

We consider that actors that should be involved are:

- More relevant NGOs;
- High schools;
- University Career Offices
- Educational Experts
- Chamber of Commerce;
- Private Sector Enterprises;

### 12. Key performance indicators

What are the key performance indicators which show that you are making progress?

- X positive statements made by targets
- X donors create new policy documents with our recommendations included

- More funding dedicated to ALE
- Policies and legislative adoptations
- Media reach
- Level of stakeholder engagement
- Measuring change of public perception about ALE
- Number of Policy recommendations adopted
- Number of people enrolling in ALE courses

**13. Risks and mitigation**

Explain the potential risks with implementing this strategy and how you will mitigate them

| Risks | Mitigation |
|---|---|
| <ul><li>Lack of financial support</li><li>Inadequate training programs</li><li>Lack of political support</li><li>Political instability</li></ul> | <ul><li>Diversify funding resources/develop a fundraising strategy</li><li>Develop coherent and updated programs/capacity building</li><li>Present them with storytelling and success stories/build close relationships with stakeholders</li><li>Develop an agile advocacy strategy/diversify stakeholder engagement</li></ul> |
| | |

**14. What are the key messages going to be?**

- Quality education will create better opportunities for all!