European Generation Link

Concept for demonstration events

European Generation Link

www.european-generation-link.org

Socrates

Grundtvig

Education and Culture

INTRODUCTION

This "Concept for the Organisation of European Generation Link Demonstration Events" addresses

- The entire partnership during the implementation of the demonstration events
- People responsible for the design of guidance/education/training and/or youth policy measures: they will use the concept to design the introduction and marketing campaigns for new didactic processes

In order to guarantee strong sustainability of the project, it is important to attract public interest and the readiness of potential sponsors. Therefore the planning and organisation of 'European Generation Link' events aim at:

- Informing an interested public in the education sector about the outcomes of the EGL project;
- Making use of the inherent attractiveness of the project in order to produce the highest possible media reaction and publicity;
- Raising, among education policy makers, their motivation to promote and support this platform and to integrate it into existing initiatives for cultural diversity and European citizenship;
- Raising, among education organisations, their interest in making use of the project's products, which will be available free of charge, and to incorporate them into their concepts;
- Arousing, among the final target group who will receive information about this event through the media, their curiosity to contribute to the platform, either by supplying information ("stories") that show the cultural richness of Europe or, as a younger person, by interviewing older people and providing them with some basic ICT knowledge.

TARGET GROUPS OF THE EGL DEMONSTRATION EVENTS

Direct target group (users of the project results and products):

- Participants in adult education measures: they will be informed and motivated to take part in a new intergenerational activity that will widen their horizons and put them into the role of interviewers, editors and tutors;
- Older people with experience of living in different European countries and cultures: they will provide lasting information that would otherwise be in danger of being lost forever. In exchange for this contribution, they will become equipped with basic IT skills during the joint activities in the "tandem team" with a younger interviewer;

- All users of the platform who use this library and thereby receive European social and cultural history in a personalised context;
- Representatives from training organisations, educational or other institutions who might be interested in implementing the innovative approach of the EGL project;
- Representatives of associations, organisation and education providers who would be interested in taking over platform after the end of the project.

Indirect target group (beneficiaries):

- National and European programmes and initiatives which aim at promoting adult citizens' awareness of Europe: they will receive the project materials for integration into their respective web sites and databases and making them available to their users;
- Education providers, key actors for lifelong learning and language learning training policies: they will receive information about the project;
- Social partners: they will be involved in the dissemination process of the project results to their members.

CO-OPERATING PARTNERS & MULTIPLIERS

- National and European programmes and initiatives which aim at promoting adults citizens' awareness;
- Education providers;
- Key actors for lifelong learning;
- Social partners from various European countries.

Content

All the best for your events!

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