



GLOBAL EDUCATION WEEK NETWORK MEETING 2016

in the framework of the South-East Europe / Mediterranean Regional Seminar
on Global Development Education 2016

Sofia, Bulgaria

REPORT

9-11 December 2016

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Global Education Week Network Meeting 2016 Sofia (Bulgaria), 9-11 December 2016

REPORT

DAY 1

Discussion of the Agenda and Assessment of the Global Education Week 2016

Agenda of the Global Education Week Network Meeting 2016:

1. *Welcoming words to the National Coordinators. Introduction of the New Members;*
2. *Presentation from each participant;*
3. *Discussion and agreement on the Programme for the 3 days:*
 - 3.1. *1st Session (Day 1): Review of the Global Education Week 2016. National Coordinators were invited to share the implementation of the Event, focusing on the main challenges faced and important successes achieved;*
 - 3.2. *2nd Session (Day 2): Discussion and proposals of theme for the Global Education Week 2017;*
 - 3.3. *3rd Session (Day 2): Multistakeholders approach for the Global Education Week. Discussion on the role of the National Coordinators and that of the NSC-CoE to improve the national and international partnerships, respectively, for the implementation of the Event. Reflexion on the Constitution of a Task Force Group at the national level to continuously assess, along the year, the implementation of Global Education;*
 - 3.4. *4th Session (Day 3): Reflection on a Communication / Information Strategy for the Global Education Week. Discussion on the template for the elaboration of the annual Countries Profiles Report.*

1st Session: Review of the Global Education Week 2016:

Poland – Grass-root actions, on the promotion of the Global Education Week (GEW), were implemented in 2016 despite a lack of financial support. A website and a Facebook event were created, allowing participants, on one hand, to get inspiration for actions and, on the other hand, to publish the summaries of the activities promoted. There were more than 50 summaries published. One publication on Global Education was, in fact, published by one of the participating Organizations as well as a manual on the topic of refugees.

Slovenia – A Facebook page dedicated to the GEW 2016 was created, allowing around 25,000 people in Slovenia to get in touch with the Event. During the process of its management, while it was a challenge to counter hate speech, on the other hand many visitors expressed their interest and asked questions

about the activities foreseen. In terms of the supporting materials, a specific newsletter for teachers on Global Education was released. There were fewer participants, in comparison with the previous edition but more activities taking place. Among the Institutions promoting the activities there were schools and the National Scout Organization.

One of the problems faced, was the lack of feedback/reports provided by the implementing actors. From this years' experience two main suggestions came out: the improvement of the GEW report mechanisms; to enhance cooperation with media, in order to give visibility to the event.

"The former Yugoslav Republic of Macedonia" – The National Coordination of the GEW belongs to the *Association for Democratic Initiatives*. During this year's edition, among the activities developed, it is important to underline, on one hand, the workshops targeting younger generations where pupils were trained on how they can and should cooperate with Local Authorities and the Media (*promoting active citizenship*) and, on the other hand, the intercultural activities that took place involving ethnic minorities of the country. In terms of participants in the activities of the GEW 2016, these were mainly students from schools.

Serbia – Because of the Parliamentary Elections in 2016 and also due to the short time frame of preparation after the Kick-Off Seminar on Global Development Education in 2015, Global Education issues were not so much in focus, despite the continuous support by the Ministry of Youth and Sports and the active and strong partnership with the North-South Centre of the Council of Europe. Nevertheless, throughout the year the Ministry supported projects related to the promotion of Global Education. During the GEW 2016, a round table was organised to discuss the topic. The debate was good and, in terms of representation, it was a success, as people from different Institutions were involved. As an example of activity, there was a set of short movies on Intercultural Dialogue that were presented. One of the negative aspects that can be pointed out is the lack of interest of young people for this activity. With the support of the Ministry of Youth and Sports more activities could be foreseen for the next editions of the GEW.

The Czech Republic – There is a consortium of 6 Organizations, coordinated by People in Need, responsible for the implementation of the GEW in the Czech Republic. Each actor is free to decide on how it wants to tackle the theme. This is particularly helpful in involving in the Event some local Institutions that were not involved in the previous editions. In 2016, the main theme was slightly modified to have it more adapted to the national situation. It allowed more flexibility in the tailoring of the contents for the activities. In terms of the activities, apart from the specific activities organised by schools, one of the most advertised, taking place nation-wide, was the Days of Open Doors. For the overall improvement of the next editions of the GEW, a strategy to attract media coverage needs to be prepared.

Lithuania – The number of participants has been decreasing. One of the reasons is the less attention given by school teachers to the Event, since they have a huge agenda with specific issues to tackle and it

is difficult for them to prioritize in order to include GEW in their scope. Due to this fact, the Ministry of Education and Science decided this year to reach young people directly. With this idea in mind, as examples of activities taking place during the GEW 2016, are the Dance Festival, that took place in the Lithuanian Children and Youth Centre under the slogan "*We dance together for a World of Peace*" and the International Conference "*Global Challenges to Education*", which included participation of representatives from Civil Society, Governmental Institutions and Local Authorities, to reflect on the positive changes towards the development of Youth personal and social skills, promoted both by formal and non-formal sectors of Education. Young people were also in focus and corresponded to the Photo Story contest "*Acting Together for a World of Peace*". This particular activity is foreseen for coming editions. Among the outputs from this year's edition, there are the lessons that were prepared on the Global Education topics, by teachers, to be implemented in the classrooms and a set of recommendations to be presented to policy decision-makers.

Republic of Moldova – The GEW was particularly important this year considering the political campaign for the Presidential Elections in 2016. In terms of materials and advertisement of the Event, posters were prepared and sent to the Universities and Schools across the Country. Different online information channels were also used, from Facebook pages to blogs and websites of several institutions. In terms of activities, debates on Global Education topics were organized involving youngest and oldest generations. The implementation of this year's activities included the collaboration of volunteers and Universities. The reporting process of the activities developed, remains an issue that must be addressed.

Belgium – A process of creating a strategy for the promotion and implementation of GEW in the country had just started. This commitment is related to the emergent necessity felt to raise awareness of citizens to Global issues. For this 2016 edition, under this context, small actions were put into practice and Global Education topics, and the Event itself, were advertised through Social Media and through a specific Website. The National Coordination [*Annoncer la Couleur* in collaboration with *ITECO* and the Government (*Belgium Development Agency*)] has been more focused, at the moment, in supporting schools to tackle the topics covered by Global Education.

United Kingdom – The National Coordination of the GEW is delivered to *One World Week*, who counts on the support of its volunteers and that of the linked Organizations to put the Event into practice. The role of OWW is to advertise the Week and to provide directions/guidance to potential actors on what the theme is about. In terms of advertisement of the Event this year, apart from the Website and the Facebook page, leaflets/posters were also produced for this purpose with the slogan "*Including You – Acting Together for One World in Peace*". As a positive aspect on this regard, OWW is benefitting from a pro-bono upgrade of the website offered by a Web Company. In terms of activities, far more take place in the community, schools and places of worship than are notified to OWW.

France – The Coordination of the GEW is entrusted to a platform (*La Semaine de la Solidarité Internationale*) composed of 25 NGOs whose role is to provide tools, financial support and Workshop/Training Sessions on Global Education. In total, there are 12 regional coordinators and the platform has managed to be linked with important Institutional authorities, like Ministries. Under a

slightly different slogan ("*Acting Together for a Better World*"), the GEW 2016 in France developed three main sub-themes for the activities, namely, *Migration and Refugees*; *Intercultural Activities*; *Civil and Political Rights*. The GEW 2016 was a good edition, with more activities taking place in comparison with the previous edition and it succeeded in structuring dynamics on a local level. More than 6,000 activities were organised and, in terms of participants, around 10,000 volunteers and 100,000 pupils were involved via the formal education sector. When it comes to the challenges faced, the main one perhaps, was to change the mind sets of those who are not aware of the concept of Solidarity, in particular International Solidarity. To address this problem of non-acceptance of this concept, the National Coordination is considering adapting its message, focusing more on the importance of local Solidarity, which is better understood, and on the importance of creating Solidarity with a Social based Economy. On this regard, an event focused in Solidarity is foreseen for the next year. Unfortunately, reaching Regional Authorities is becoming more difficult as the far right political wing is getting more represented. Nevertheless, is important to underline the support of the Ministry of Foreign Affairs.

Cyprus – There is a new National Coordinator for the GEW, which coordination, so far, used to be exclusively in the agenda of the Ministry of Education and Culture. This is now shared with the *Future Worlds Centre*. Due to the national reality, very good work has been done on education for peace and, in this regard, Global Education is extremely important.

During the GEW 2016, in terms of activities, it is important to underline the Workshops on Sustainable Development and the Youth Symposium. The topic of Refugees was also covered in some activities developed in cooperation with schools attended by refugee children. The activities promoted this year enabled different audiences to be reached and for the beginning of 2017 a big Conference on Supply Chains is foreseen, also involving different stakeholders. Among the challenges faced, are the financial constraints that, naturally, limit the success of the overall Event. As a suggestion to improve the impact of GEW, stretching the Week could be considered to touch a larger and even more diverse audience so that Global Education can be used to improve Peace in the Country and in the Region.

Malta – For this year, a circular was issued, during the month of October, by the National Coordination in collaboration with the Geography and Social Departments of the Education Directorate, with the aim of engaging public and private schools nationwide in the GEW 2016. The following are some suggestions given on the official circular to incentivise teachers in preparation for the GEW 2016:

- Disarmament and Conflict resolution;
- World Leaders promoting or hindering Peace;
- Local and International Entities working for Peace;
- Developing a Peace Culture;
- Advocating Peace through sports or arts;
- Peace initiatives promoted by the United Nations;
- The role of Women in supporting Peace initiatives in conflict Regions;
- Youth-lead Actions to promote Peace.

Although only five schools replied positively to this call, this doesn't mean that schools are not participating in the initiatives related to the Global Education topics, but means, on the other hand, that there are so many on-going projects that teachers have to select those which they see as more relevant to their students. As positive indicators coming out from this call, there is the participation of a primary school from Gozo (sister island) and the decision of two of the participating schools in including the GEW Event in their school's development plan involving teachers from various subject departments. Among the activities promoted during the GEW 2016 by one of the participating schools, there was a debate organised by students ("*War and Peace*") and a Sketches Presentation on the topic of Migration organised in collaboration with *Youth Workers*. Representatives of the participating schools (students) shared the outcomes and good practices in a public event, on 11th January 2017. The contents shared by the various schools are available online (<http://tinyurl.com/jbph6h4>) with a link to the NSC-CoE's website and to the website of the Education Office for Geography. A Certificate of Participation, with the GEW's and Maltese Government's logos and signed by the Director of Curriculum Management, was provided to each participating School. This will also be a moment for NGOs working on the Development topics to explain, with students and teachers, their role in Society and to share their projects related to Global Education.

Romania – In Romania, the National Coordination of the GEW is under the competences of the Ministry of Education, which, by Recommendation, included the Event in the category of Non-formal Educational Activities. Around 3 million pupils, aged between 6 and 18, and 200 thousand teachers are exposed to the GEW annual message. Schools send their projects to the 42 school inspectorates who are responsible for sending a report to the National Coordinator. It is possible to see, from one year to the next, a growing number of projects at local level and increasing quality of Global Education activities.

This annual Event has an impact in the Country's Society in terms of openness to inter-sectorial partnerships, replicability of projects, higher awareness of students of their potential to improve the life of their community, acknowledgement of students regarding their position as connectors between local and formal Authorities and in terms of development of further cooperation between NGOs and teachers. During the GEW 2016, the theme was developed from a variety of perspectives, approaching topics such as *Conflict Management*, *Immigration*, *Stereotypes* and *Right to Development* and promoting behaviours and attitudes like *Acceptance/Tolerance Vs Abuse/Violence/Exploitation*. In terms of the activities developed, these included seminars, debates, interactive workshops, roundtables, exhibitions, forum plays, training sessions for teachers and symposiums organised by schools in partnership with NGOs, Local Authorities and Institutions promoting culture (Museums, Libraries, etc.). The main achievements from the GEW 2016, can be considered, on one hand, the higher interest showed by NGOs in joining activities/projects developed by schools and in establishing long term partnerships with schools, and, on the other hand, the actual involvement of a larger number of NGOs and public Institutions in the activities organised during the Week. The main constraints found during the implementation of the GEW in 2016, are the poor or non-existing funding for the activities promoted by the non-formal sector of education and the lack of online platforms that could allow centralizing and

disseminating examples of good practice. So far, this process of centralization relies on the previously mentioned Network of School Inspectors.

Estonia – The National Coordination of the GEW is under the responsibility of *Eesti People to People* which works in collaboration with the Estonian National Platform of NGOs *AKÜ* and some specific NGOs, like *MONDO*. Through a process of sharing *save-the-dates* with potential actors and by having a page on Facebook dedicated to the Event, it became possible to engage 40 schools in the GEW 2016. In terms of activities, the main one organised in Estonia for the promotion of Global Education in 2016, was the *Baltic Regional Seminar on Global Development Education*, promoted by the North-South Centre of the Council of Europe, that also enabled many of the Institutions represented to get inspiration for their activities to be promoted in November during the GEW 2016. *Eesti People to People* also used the theme for the GEW 2016 when it organised in Estonia the Erasmus + project entitled “*Analyse and think critically: media literacy for youth workers*”, for youth workers from 12 countries, having also invited four refugees from Syria who are living now in Germany and in the Netherlands. The theme was also approached in the presentations of Russian, Ukrainian and Georgian participants who spoke about war conflicts in their regions and how the media covers these conflicts. The Organization will take five youth workers to Palestine in December 2016 and the topic of Peace and War will be central there, during the training course with participants from 6 Euro-Med Countries. In terms of constraints, the main one is the problem in communicating and cooperating with the Ministry of Foreign Affairs and with Local Authorities. Through cooperation with NGOs, it is expected to reach a broader audience in the future.

Georgia – The dissemination of the GEW 2016 by the National Coordinator (*Foundation Caucasus Environment*) was mainly done within its network, which includes Institutions from neighbouring countries. In this sense, there was also an International Regional advertisement of the Event, mainly through the Eastern Partnership Platform. In terms of participants engaged, the activities of the GEW 2016 in Georgia included schools, teachers and Local Authorities and the theme chosen left room to tackle a wide range of topics, such as, Refugees, Intercultural Dialogue and Climate Change. There were fewer educators replying to the call for the GEW and fewer activities taking place. In terms of constraints, apart from the lack of funding, there were difficulties in advertising the Event using the media and in reaching the general public. Some difficulty was also experienced in monitoring and reporting the activities.

Overall considerations:

Considering these testimonies and the evaluation done by the National Coordinators of the GEW 2016, the group shared and discussed the following ideas and suggestions:

- Due to the number of participants in the GEW is decreasing, new ways of reaching broader audiences and inviting them for cooperation must be planned and implemented. Different

messages for each target group must be considered, taking into consideration that more constraints are being felt in reaching the formal education sector;

- As suggestions to improve the GEW in the coming years, the group presented and discussed:
 - 1) The use of arts as a way of promoting messages and giving visibility to the Event (e.g. A video production that can be appealing to a diverse audience, attracting different viewers and with a potential to become viral, can be considered as a way to attract participants to the activities of the GEW);
 - 2) The use of rewards for Educators who promote GEW. These rewards could be, for instance, to ensure their participation in International Events on the topic and to provide some kind of certification as recognition for their work. This could be provided by the NSC-CoE for those who contribute to the GEW activities;
 - 3) The recognition and certification of participation of Young people in the activities of the GEW – *Youth Pass* as an idea;
 - 4) The development of an operational toolkit for Educators to apply during the GEW.

DAY 2

Work on the theme for the GEW 2017 and discussion on the G. E. Task Force Group

2nd Session: Discussion of ideas and proposals of theme for the Global Education Week 2017:

This Session was divided into two distinct activities.

First, the group, taking into consideration both their specific national situations and the International context predicted for 2017, reflected on suitable themes for the GEW in 2017. A voting process took place to choose the Theme.

In the second activity, the group reflected about the ways through which the Theme should be addressed and, in this process, 4 dimensions were considered and proposals of Slogan were proposed accordingly, discussed and brought to the voting process.

In the first activity, the group considered suggestions for the Theme of the GEW 2017:

- Democratic Principles / Democratic and Active Citizenship – This was discussed and, in particular, the responsibility of using the vote was considered. Through this theme, the group wanted to raise awareness on the importance of this particular action towards societies' change and improvement. In the case of Malta, it was said that the main issue in this matter is to involve young people in particular;
- Media/Communication Literacy – The aim was to promote critical thinking among citizens, in particular, on the deconstruction of political speech and media information. By learning how to reflect on manipulative speeches and how to face populism and hate speech, citizens can become more empowered to act for a Global Society;
- UN Sustainable Development Goals – It was proposed to align the Theme of the GEW 2017, with the Goal chosen for the UN International Year in 2017. Through discussion, the group came to the conclusion that, due to the specific reality of each Country, it would be more appropriate to enlarge the scope of application of this possible theme by approaching the entire Agenda 2030, instead of considering only one Goal.

Through a voting process, the group decided on the UN Sustainable Development Goals as the Theme for the GEW 2017, but instead of focusing on one of the 17 Goals, as was initially proposed, they decided to bring to the Theme the entire Agenda, leaving room for each Country to adapt the Event according to its situation. Regarding the remaining options, they were observed better as possible ways to promote globally this selected topic and, in this sense, they were discussed and included in the following process of construction of the Slogan.

During this process of choosing the Slogan to match the Theme, the Coordinators agreed that, for this purpose, the idea of Active Citizenship should be taken into consideration, since it includes in itself the remaining dimensions earlier presented (Media Literacy; Critical Thinking; Countering Populism and Hate Speech). With this choice, the Network also aims to create awareness of the Self-Responsibility of each individual towards the promotion and creation/implementation of a Global Sustainable Society.

Having this in mind, in this second activity, the group presented and discussed as possible Slogans for the GEW 2017:

- Act for (Y)our World! ;
- Act for Tomorrow's World! ;
- Impact on the World! ;
- Goals for (Y)our World! ;
- Act for the World! ;
- Speak up for (Y)our World!;
- My World Depends on Us;
- Stepping Towards Our Goals.

From these options, 4 were shortlisted and it was decided that the final voting process would be conducted through an Online Questionnaire to be created and submitted to the entire Global Education Week Network, in order to include in this process those National Coordinators who were not able to attend this year's meeting. The shortlisted Slogans were: Act for (Y)our World; Goals for (Y)our World; My World Depends on Us; Stepping Towards Our Goals.

3rd Session: Multistakeholder approach for the GEW. Reflection on a G.E. Monitoring Task Force Group:

During the debates that took place during this session, the Multistakeholder approach for the implementation of the Event was repeatedly highlighted, by the National Coordinators, as a vital condition for the success of each edition of the GEW. As such, and considering the decreasing number of participating Organizations, the networking strategy must be analysed and reviewed by the NSC-CoE and National Coordinators together.

In this regard, the group discussed and agreed on the importance of cooperating closely and continuously - for the promotion of the GEW in particular, and for the promotion and recognition of Global Education in general - with representatives from peer organisations or national or international platforms such as:

- *CONCORD (existing partnership)* – The European NGO's Confederation for Relief and Development consists of an International platform for the National NGO's Platforms to come together on the discussion of implementation of Global Education across Europe;

- *European Youth Forum (existing partnership)* – Important partner in introducing Global Education;
- *Global Education Network Europe (GENE) (existing partnership)* – Is now implementing an award for initiatives on the promotion of Global Education. It is a relevant stakeholder in the promotion of Global Education at the Ministerial level;
- *Education for Democracy Foundation (potential partner)*;
- *European Association for Local Democracy (potential partner)*;
- *European Confederation of Youth Clubs (potential partner)*;
- *Local Authorities as Drivers for Development Education and Raising Awareness (potential partners)*.

At the National level, the Coordinators were invited then to look for new partnerships or enhance existing ones with representatives from these Organizations. The NSC-CoE would encourage this multistakeholder approach at the national level (Task Force) for the monitoring and assessment of the implementation of Global Education. When it comes to the benefits brought by this closer cooperation to the GEW in particular, this could be perceived, not only in the visibility of the Event and on the number and quality of the activities proposed for the Week, but also in the updating of the annual Country Profiles.

This process of updating the Country Profiles remains under the ownership of the National Coordinators, nevertheless, the group agreed that it would be of great importance to count on the knowledge and experience from these peer actors for a complete overview of the GDE situation at national level..

DAY 3

Rethink Communication Strategy for the GEW and Countries Profiles Report Template

4th Session: Improvement of the Communication Strategy for the GEW and of the Reporting Template:

Because one of the main constraints pointed out by National Coordinators has been the difficulties in Communicating the GEW, the group decided there was great need to share ideas on what can and could be done to improve the visibility of the Event each year. In this regard, the following ideas were presented and discussed:

- 1) To approach traditional daily *Media*, sharing with them the overall context of the Event, the Theme and the activities foreseen for each year. To attract the *Media*, the need to have appealing and consistent information to share was pointed out. In this regard, an up-to-date Country Profile must be available so that useful contents are available to share with them and attract their attention. An official press release could be prepared by the NSC-CoE for the National Coordinators to share at the national level. Within this strategy of approaching Media, the group presented the idea of addressing the already existing platforms specialized in announcing UE/European News and initiatives. Among the advantages linked to this particular approach, is the existence of an already interested audience available to acknowledge, take on board and disseminate the information shared;
- 2) To seek out and follow existing communication channels of other major International Organizations promoting Global Education, like the United Nations. In this case, the Media Platforms/Institutions/Organizations that the UN approaches to inform and disseminate Agenda 2030 on the Sustainable Development Goals could be mapped;
- 3) To publicise a video production (*idea already discussed in the 1st Session*), that can be appealing to a diverse audience and, in this way, to have more chances to become viral and contribute to the visibility of the overall Event and of the specific activities promoted. In terms of audio-visual ideas, the possibility of creating a Cartoon and a hashtag on social media associated to the Week were also discussed;
- 4) To invite and nominate a Patron/Ambassador of the Event every year;
- 5) To establish a timeline for the Communication process. Since many of the advertisement steps discussed here to improve the promotion of the GEW must be taken with some time in advance, a timeline as well as Guidelines for the Communication process must be prepared and shared with the Network. In this regard, it was agreed to establish a Communication Task Force to work on this. Monika Veljanoska, Pavel Smulski and Sophia Arnaouti volunteered to join this Task Force. For this purpose, it was agreed that the NSC-CoE would send an email message to the Network asking for more volunteers to join.

As an important tool for assessment but also for communication of the GEW, the group considered the necessary reformulation of the Template for the Country Profile and the GEW Reporting Form.

In this respect, it was discussed, among other important issues, the relevance and the need to have more quantitative data to be reported on the form. During this discussion, the suggestion came up of creating an *app* for the GEW reporting, that, apparently, would facilitate the work of National Coordinators regarding the mapping of quantitative data associated to the activities promoted during the Week.

It was agreed though, that a good compilation of the Reports is important, not only to establish a framework to have a picture of how each Country stands in terms of implementation of Global Education, but also to reinforce the Event by initiating and allowing further collaboration with other stakeholders. In this regard, it was announced that the NSC-CoE would share with the Network two proposals for New Templates for the GEW Reporting Form and the Country Profile Report which will remain open for improvement, taking into consideration the suggestions that might be presented by the National Coordinators.

Friday, 20th of January 2017.

The Global Education Programme,

North-South Centre of the Council of Europe.