



# Global Education Network Meeting 2019

Lisbon, Portugal

# REPORT

25 – 26 February 2019

Organised by:



## 1. EXECUTIVE SUMMARY

National coordinators of the Global Education Network, representing Civil Society Organisation platforms, education and governmental institutions, from 24 countries<sup>1</sup>, convened for the Annual Meeting of the Network between the 25 and 26 February 2019 in Lisbon, Portugal. Within this context, national coordinators shared experiences and established priorities, through plenary sessions and working sessions, on issues related to **advocacy, partnerships, outreach and funding** for Global Education.

Based on the recommendations of the last GE network meeting (2017) and building on the assessment of advancements realized in 2018, [priorities](#) were put forward for task-forces to follow on their implementation along the year, in coordination with the North-South Centre's Global Education programme. The objective of this increased networking mechanism throughout the year should enhance the sharing of practices, proportion collaborative initiatives or partnership, and optimise advocacy, partnerships, outreach and funding for global education practice.

The meeting was also an opportunity to round-off the theme-choosing process for the Global Education Week 2019 edition. The theme voted for GEW 2019 is climate change and the proposed motto is: *Wake Up! This is the final call for climate.*

The Network also indicated that the choice of the GEW theme for the year 2020 would be related to youth engagement.

## 2. INTRODUCTION

The North-South Centre of the Council of Europe develops and implements its Global Education (GE) programme activities with the support of the Global Education Network: 40 national coordinators from Council of Europe member States and Morocco (North-South Centre member State) representing Civil Society Organisation platforms, academia, education institutions or Ministries of Education.

The GE network coordinators also act as the North-South Centre's implementing partners for the realisation of the Global Development Education regional seminars and follow-up meetings. They liaise the North-South Centre's eLearning and residential training activities and pedagogical resources. They coordinate at national level the GEW and report. The GE network coordinators participate in the North-South Centre surveys and in the establishment of programmatic priorities.

The GE network builds its force on its diversity, enabling peer and intercultural learning between formal and non-formal educators, practitioners and policy makers.

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<sup>1</sup> **Albania** (Institute for Development of Education); **Austria** (Südwind); **Belgium** (Enabel-Belgian Development Agency); **Bulgaria** (Open Education Centre); **Croatia** (Centre for Peace Studies); **Cyprus**; **Czech Republic** (People in Need); **Denmark** (Mundu); **France** (CRID-Festival des Solidarités); **Georgia** (Foundation Caucasus Environment); **Germany** (Informationsstelle Bildungsauftrag Nord-Süd/World University Service-WUS); **Hungary** (HAND-CSO platform); **Latvia** (LAPAS-CSO platform); **Lithuania** (Lithuania children and youth centre); **North Macedonia** (Association for Democratic Initiatives); **Morocco** (Moroccan Center for Civic Education); **Portugal** (MLTF); **Romania** (MLTF); **Russia** (National Research University Higher School of Economics); **Serbia** (Center for Youth Work); **Slovenia** (SLOGA-CSO platform & School student organisation of Slovenia (DOS)); **Turkey** (GSM-Youth services Centre); **Ukraine** (Institute of Social and Political Psychology, NAES of Ukraine); **United Kingdom** (One World Week) and the **Organising bureau of European school student unions** (OBESSU).

**Targeted outputs:**

- At least 30 national coordinators participate and exchange expertise in advocacy, pedagogical support and networking mechanisms;
- Operational recommendations are issued to improve:
  - GE advocacy mechanisms (with local authorities, parliamentary commissions on education, and institutional representatives; mobilizing funding)
  - Partnerships (with sister organisations/initiatives, formal and non-formal educational structures, associations)
  - Outreach (communication strategy with particular emphasis on the GEW and beyond) ;
- GE pedagogical practices are gathered and compiled for the North-South Centre's GE resource page

**Targeted outcomes:**

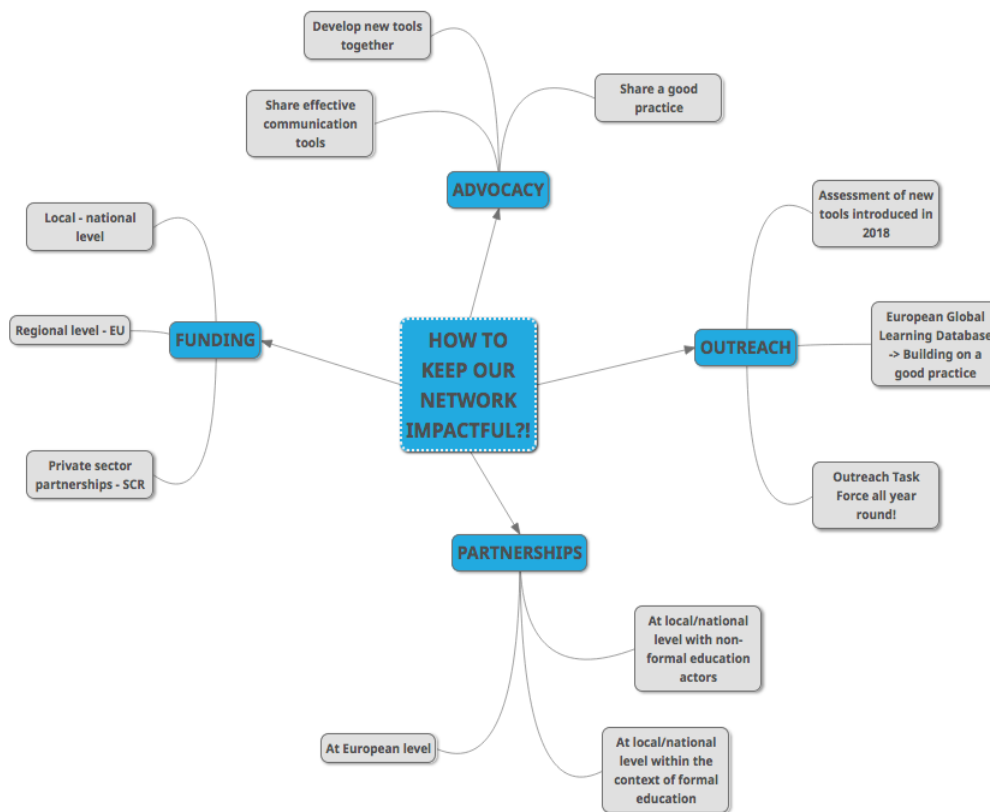
- A roadmap/calendar is agreed for the follow-up of the meeting recommendations and the preparation of the GEW;
- Three task forces are established for the follow-up of the meeting recommendations and contributions to the roadmap and definition of priorities for the following GEW.

**Targeted group(s):**

- National coordinators of the GE network (primary)
- Formal and non-formal educators (secondary) & Policy-makers(secondary)

### 3. KEY OBSERVATIONS & RECOMMENDATIONS

The structure of the sessions enabled the sharing of good practices and examples from within the network member organisations. Then, building on these practices, the participants worked in groups presenting and discussing recommendations on each of the pillars of advocacy, outreach, partnership and funding. Based on these recommendations, participants suggested a roadmap and the priorities for the year which will underline the work of the three established working groups. The tasks forces on Advocacy, Outreach and Partnership will be working in close collaboration with the NSC GE Programme to implement a pilot action, harvest and assess the results and aim at building more long term strategies for these pillars.



## ADVOCACY

The session started with the presentation of a good practice from the Czech Republic outlining the process of renewal of the National Strategy on GE. Ms Zuzana Krulichova, from People in Need, presented the process which led to the development of an Action Plan for 2018-2020 and the renewal of the GE Strategy. The multi-stakeholder approach employed throughout the process, the involvement of experts in the writing process, the establishment of a working group which still convenes twice a year and the longer validity of the new strategy, were identified as its main strengths.

Following the presentation and discussion among the network members, participants were divided into three working groups which worked on:

- Sharing of good practices in advocacy, not necessarily from the field of Global Development Education (GDE) which could be applicable/scalable within the Global Education Network
- Sharing of communication tools which can support advocacy efforts among the network members
- Ideas for new communication tools to be developed within the network to support our advocacy efforts

Below are the results of the discussions within each working group:

### **I. Sharing of good advocacy practices:**

The first working group focused on exploring good advocacy practices, not necessarily from the field of GDE, which could be applicable/scalable within the Global Education network. The following recommendations were proposed:

- Explore opportunities and collaborate with other international peer network consortia in order to develop and implement peer projects
- Harness more the NSC's liaison role to bring stakeholders together, as well as work through the CoE Steering Committee on Education to advocate for GDE
- Encourage governments to join GENE, the Global Education Network Europe
- Strengthen the European dimension of the GEW
- Build on the capacity of the target group (global educators within formal and non-formal education sectors) by designing and implementing a MOOC course on the GEW
- Engage donors and the private sector in the GEW activities

### **II. Sharing of communication tools:**

The second working group focused on communication tools which can support the advocacy work of the Network. The following recommendations were put forward:

- Employ a participatory/multi-stakeholder process which takes into consideration all relevant stakeholders
- Harness the power of networks to strengthen our advocacy work
- Invest in personal relationships which would reinforce our advocacy efforts
- Ensure the active involvement of decision-makers
- Establish a cooperation with relevant networks, such as CONCORD, GENE, NSC, Bridge 47, GLEN

### **III. New communication tools:**

The third working group was focusing their discussions on brainstorming ideas for new communication tools to be developed within the GE Network to support the network joint advocacy efforts. The following recommendations were suggested:

- Employ communication tools such as WhatsApp to achieve *direct communication* with target groups (e.g. pupils, youth multipliers, etc)
- Work with educators as multipliers who will in turn work with pupils to achieve *indirect communication* with target groups
- Utilise the potential of platforms and networks of NGOs at national level to maximise the outreach to target groups

## OUTREACH

The session started with a presentation by Ms Ursula Grünenwald showcasing a good practice from the World University Service (WUS), Germany. The good practice constitutes the development of the European Global Learning Database (ENGLOB), a unique quadrilingual online database, creating a digital network for global learning. ENGLOB was developed in partnership with the North South Centre of the Council of Europe, the European coordinators of the GEW, Development Education Exchange in Europe Project (DEEEP) and the Development Education Forum of CONCORD.

The ENGLOB good practice in strengthening the outreach of GDE work marked the starting point for the discussions in three working groups which undertook the following issues:

- Assessment of the effectiveness of the new communication tools which were introduced in 2018 by the North-South Centre through the established Media Literacy Task Force
- Examine the ENGLOB practice and draw conclusions on how to strengthen the European dimension of the GEW institution
- Discuss the establishment of an Outreach Task Force and its targets throughout the year

Below are the results of the discussions within each working group:

### **I. New communication tools introduced by the Media Literacy Task Force (MLTF) in 2018:**

The first working group's mandate was to assess the effectiveness and relevance of the new communication tools introduced in 2018 by the North-South Centre and developed by the MLTF. Below are the recommendations:

- New communication mechanisms should be 'lighter' and more flexible
- Involve more stakeholders such as municipalities, NGOs, youth and the media, for the dissemination of the GEW activities
- Recognition of the work of participants through rewards, certificates, pins etc.
- Translate the materials, posters etc. into the national languages of the network members to ensure inclusion of the local participants

### **II. ENGLOB - drawing conclusions to strengthen the GEW:**

The second working group went deeper into analysing the ENGLOB good practice and drawing conclusion on how to strengthen the European-wide dimension of the GEW institution. The following recommendations were put forward:

- Make better use of or improve already existing mechanisms e.g. WUS Germany (databases, exchange of best practices)
- Rethinking the target audiences (who is going to use it and for what purpose?)
- Assure translation into a number of languages
- Create a task force to research, map and collect existing mechanisms and materials and record what is still needed
- Ensure regular information sharing within the Network and present the results in the Regional GE Seminars

### III. Establishment of an Outreach Task Force:

- Improve the understanding of practitioners needs (mapping, desk research, surveys, focus groups)
- Create a continuous European campaign with messages for local/national level - make practitioners aware of doing 'global education'
- Rethink and reinvent the GEW together with practitioners

## PARTNERSHIP

The session started with a presentation by Ms Inga Belousa on the Review, by Latvian CSOs, of the Report by the Latvian Government on the implementation of the Sustainable Development Goals in Latvia. By developing and employing a *Glocalization* methodology, LAPAS, the Latvian NGDO Platform, brought together two important and interconnected processes: the new **development paradigm** that is based on a wider understanding about the development cooperation sphere, and the **Sustainable Development Goals (SDGs) framework**. *Glocalization* in these processes is not only the fundamental principle for execution, but also the driving force for the development of communities (especially rural) and balanced development in a global world.

This motivating example kick-started the work of three working groups which focused on the following questions:

- Building partnerships at local/national level with non-formal education actors
- Building partnerships at local/national level within the context of formal education
- Building partnerships at Council of Europe level

Below are the results of the discussions within each working group:

#### I. Partnerships at local/national level with non-formal education actors

The first group looked at opportunities and challenges when efforts are put into building partnerships at local and national level with other non-formal education actors. The following recommendations were suggested:

- Map the resources and practices coming from non-formal sector in different countries and utilise it at network level
- Set up networks of NFE actors to support the promotion of the concept of GDE
- Put effort in cooperation with local actors (e.g. local governments) and national (e.g. ministries) to promote NFE methodologies through in-service training for teachers and ensure validation of their knowledge.

## II. Partnerships at local/national level within the context of formal education

The second group focused on opportunities for creating partnerships within the context of formal education at local and national level. The following recommendations were proposed:

- Employ a top-down approach in the case of centralised educational systems and build synergies which would allow the introduction of GE competences/methodologies in the formal educational system.
- Build synergies with NGOs and local governments in the case of *decentralised* educational systems
- New partnerships at national, regional and European level are driven by the need for funding. The WG recognised the need to utilise the strength of the GE network and develop regional partnerships
- A need for criteria to evaluate the capacity of educators to meet global education standards was also well identified. The recognition of such gap would enable the creation of local/national partnerships between the formal education sector and NGOs.

## III. Partnerships at Council of Europe level

The third working group was tasked to discuss opportunities for partnership development at the level of Council of Europe member States and put forward the following recommendations:

- Utilise the SDGs framework to connect different relevant networks
- Identify and map relevant networks
- Meet with relevant networks and present with a strategy for collaboration. Harvest their contribution to further develop this strategy

## FUNDING

The session started with a presentation by Mr Jean-Marc Delaunay representing the work of the Festival des Solidarités. Festival des Solidarités has succeeded in obtaining local and national funding for their GDE activities and the participants benefited from the sharing of this good practice. Further, the presenter shared the recent experience of some of the GE network members applying for funding through the last DEAR Call and draw lessons from the unsuccessful experience. Building on this discussion, participants shared ideas and opportunities for funding and other ways to ensure the sustainability of the GEW activities as well as expand them throughout the year. Some of the funding ideas suggested are recorded below:

- ✚ DEAR Call
- ✚ EEA Grants
- ✚ Erasmus+
- ✚ Open Democracy Foundation
- ✚ Partnerships with the private sector/Corporate Social Responsibility
  
- ✚ Sub-granting schemes
- ✚ UN Democracy Fund
- ✚ Visegrad Regional Funding



## **BUILDING ON COLARES - MOVING FORWARD**

### **Media Literacy Task Force**

Ms Veronica Stefan presented the work of the Media Literacy Task Force over the course of the previous year. Starting by introducing the objectives of the MLTF's work for 2018, Ms Stefan went on to describe the results of this work, which aimed at strengthening the European dimension of the Global Education Week through the development of digital tools and online resources, as well as elevating the knowledge of educators on media literacy in the context of Global Education, through the production of a media literacy tool kit and a specific chapter to be added to the revised version of the Global Education Guidelines. Finally, a set of recommendations was put forward for future editions of the GEW.

An important objective of the Annual Meeting was to revisit the challenges identified during the previous meeting in Colares and evaluate the network's progress in addressing these challenges, as well as assess their current relevance for the network members. The participants, after revisiting all challenges put forward by themselves or their colleagues during the Colares meeting, split into three working groups tasked to develop Task Forces on Advocacy, Outreach, Partnerships (and Funding).

The three task forces would identify and work on tackling a specific challenge throughout the year by piloting an action within the network with the support of the Centre. The following pilot actions were presented:

### **Advocacy Task Force**

The Advocacy Task Force identified the way to present GE as the challenge they would try to tackle.

The following action plan was laid down for the year ahead:

- ensure a sustainable level of collaboration with other international networks such as CONCORD, EPAN, GENE, UNESCO.
- create an advocacy practice template to be shared among the network members.

### **Outreach Task Force**

The Outreach Task Force decided to work on a pilot action which would increase the outreach of GE and the GEW. Two objectives were put forward:

- Support the network in creating tailor-made solutions for social media channels through capacity building to network members (more creative and engaging messages, videos, engaging influencers and public figures)
  - Identifying the needs in terms of capacity building for social media (2-4 months)
  - Creating the strategy at regional level (4 months)
  - Implementation of the strategy and delivering the trainings (1-2 years)
  - Assessment and Evaluation
  - Online meetings (consultations for future tools and information for existing ones - every 3 months)
  - Briefings during the national coordination meetings

➤ Increase the visibility of the network and the communication within the network:

1) Developing the visuals of the network

- New logo which will indicate that the organisation is member of the network
- Facebook framework for the Global Education Network and for the Global Education Week
- GE/GEW stickers for Social Media (Facebook, Instagram, WhatsApp, Viber, etc.)
- GE/GEW hashtags (which all GE Network members will use when they are posting about GE/GEW)
- Poster
- Photo database
- Text blog
- FAQ

2) Online Platform

- Better promotion of the activities of the members of the network, not only through the platform but as well as through social media
- Internal communication interface, not only through the platform but as well as through social media
- Sharing materials, products during GEW
- Offering an easier visibility of active countries/NGOs: Developing the methodology which will identify if the certain programme/activity is or is not under the GE umbrella. E.g., the online form (similar to the existing one for good GE practices, but improved). It will contain the standardized fields (questions) which will provide the automatically identification of some programme/activity as GE. If it is, the organization will receive the email with the GE certificate and all GE visuals in order to use them for the promotion. And if it is not, the organization will receive the email with the information which conditions should be fulfilled in order to be identified as a GE
- More interactive tools (e.g. website map) and/or mobile application which will provide:
  - i.* the information about GE network members and their GE programmes all over the world
  - ii.* the information about GE programmes and activities during the GEW all over the world

## Partnerships and Funding Task Force

The Partnerships and Funding Task Force looked at external and internal partnerships and how each can be utilised to strengthen the work of the network:

- External
  - Since several other international networks also carry GE/GCE (Bridge47, Concord Hub4, GENE, Platforma), and since some members of GE network are also members of these other networks, they could act as "liaison agents" and help each space for identifying points of convergence and divergence, and enhancing synergies between networks. Bridge47, Concord and GENE are active on advocacy; Bridge47 and Platforma are active in the exchange of practices; Platforma is also organizing a pan European outreach event in November. NSC network members who could play this liaison role should be identified. To show the interest of our network we can propose to external structures to work with us on projects like the rewriting of the GE Guidelines
- Internal
  - Share information about the work of each member (activities, strengths occasions to meet, links with other networks) in order to know what we can solicit from others. This will also identify common issues that may lead to a working group.
  - Diversify communication channels (Facebook group, WhatsApp, Basecamp)

## 4. CONCLUSIONS

This years' Global Education Network annual meeting builds on the results of previous editions and takes on board recommendations on improving the format of the meeting, aiming at harvesting the maximum input and ensuring that all members of the network have been equally consulted.

Following these principles, the meeting was designed through a participatory approach and employing a variety of non-formal education methodologies. The Network members were consulted and had an active role throughout the preparatory phase, as well as through sharing best practices during the meeting.

The results-oriented approach of the meeting is evident through the development of task forces, which shall pilot actions aiming at strengthening the work of the Network in the areas of Advocacy, Outreach, Partnerships and Funding. The work of these task forces and their pilot actions will be supported by the NSC and will be mainstreamed within its new programmatic cycle for the next three years, iLegend II<sup>2</sup>.

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<sup>2</sup> **iLegend** | Intercultural Learning Exchange through Global Education, Networking and Dialogue  
The Joint Programme between the European Union and the Council of Europe

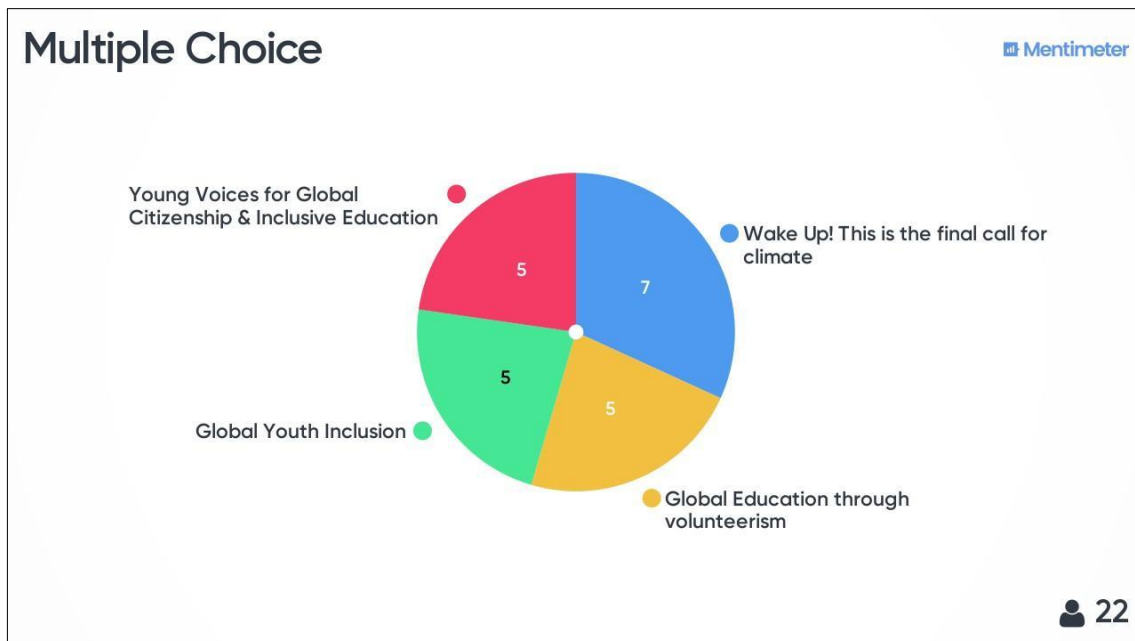
The new elements to be introduced in iLegend II (mid 2019-mid 2022) are the following:

- ✓ Extended network to national quadrilogue representation;
- ✓ Task forces for a continuous follow-up of the programme;
- ✓ Regional seminars followed by sub-granted national /regional workshops focusing on a specific theme/priority area;
- ✓ Sub-granted awareness-raising actions/projects;
- ✓ Revised Global Education Guidelines;
- ✓ Media Literacy tool-kit;
- ✓ GE introductory tutored eLearning course;
- ✓ GE MOOC (Massive Open On-line course);
- ✓ GE residential training course for GE network members / youth multipliers;
- ✓ Final GDE congress.

### Global Education Week Theme 2019

During the meeting, the network members concluded the process for the selection of the theme for the Global Education Week 2019. The theme voted for 2019 is climate change and the proposed motto is: *Wake Up! This is the final call for climate.*

The Network also indicated that the choice of theme for the year 2020 would be related to youth engagement.



A live voting during the meeting enabled participants to select the theme for GEW 2019

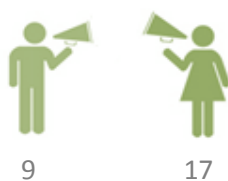
## 5. FACTS AND FIGURES

### The Participants

The Global Education Week Network Meeting gathered 26 national coordinators from 24 countries across Europe and beyond. The represented countries were:

 <b>Albania</b>	 <b>Austria</b>	 <b>Belgium</b>
 <b>Bulgaria</b>	 <b>Croatia</b>	 <b>Cyprus</b>
 <b>Czech Republic</b>	 <b>Denmark</b>	 <b>France</b>
 <b>Georgia</b>	 <b>Germany</b>	 <b>Hungary</b>
 <b>Latvia</b>	 <b>Lithuania</b>	 <b>North Macedonia</b>
 <b>Kingdom of Morocco</b>	 <b>Portugal</b>	 <b>Romania</b>
 <b>Russia</b>	 <b>Serbia</b>	 <b>Slovenia</b>
 <b>Turkey</b>	 <b>Ukraine</b>	 <b>United Kingdom</b>

The number of participants by gender was:



## ANNEX I: RECOMMENDATIONS AND GUIDELINES FOR FUTURE GEW EDITIONS:

### 1. For the overall communication of the GEW

- continue creating a common visual identity that can be later used (or adapted) by all organizations interested in organizing GEW activities (poster, leaflet/brochure, social media photo framework) – ensure there is a consultation process beforehand that will allow a minimum feedback from other organisations (eg. use Facebook or Whatsapp groups for this)
- consider creating a “tailored approach” for countries where Global Education Week doesn’t have a strong profile/visibility
- create an informal (or even formal) “network” of partners for raising awareness about GEW and increasing international profile and relevance:
  - i) target influencing organisations/individuals that can collaborate within GEW through various modalities (international organisations, UN Youth Envoy, youth media, online activists etc.)
- improve coordination between NSC, external communication experts and national coordinators

### 2. For the Online outreach of the GEW (for NSC)

- ensure a stronger presence on all social media platforms where young people spend more time, namely, extending it from the current accounts on Facebook and Twitter, to platforms like Instagram (particularly used by young people 20 years+), Snapchat (particularly used by teenagers 14 -20 years old) or Youtube (short videos are proven to be the most engaging for young people, but also other audiences)
- continue with tailored content for Facebook & other social media platforms, by promoting posts during several moments of the day
- ensure a stronger coordination in promoting the messages of GEW in all social media channels, for example between the Facebook page Global Education Networkers to the official Facebook page of North South Center; this is especially useful for visibility of both pages
- create media partnerships with other stakeholders (youth organisations, news media platforms - eg. Euractiv, other institutions, influencers - eg. bloggers, youtubers, vloggers etc.) thus, having the possibility to:
  - i) have the content promoted through the platforms owned by NSC re-shared - multiplying the outreach and impact of the online communication
  - ii) include new contributions - articles/op-eds, interviews with relevant voices
- in terms of using the hashtag, before starting the campaign get in touch with the Global Entrepreneurship Week organisers and agree on different uses, in order to avoid the overlapping (this would be a win-win situation)
- allocate human resources which during the GEW would generate space for interactive activities on social media platforms/websites - eg. Q&A sessions, quizzes, live streaming from events etc.
- allocate specific financial resources to promote the GEW campaign (and related sub-campaigns such as Media Literacy) on social media platforms

### 3. For the coordination with National Coordinators

- develop an online platform (with both a public interface and an internal one) that would allow for:
  - i) better communication with national coordinators & other organisations that submit GEW activities
  - ii) better centralized tools to visualize previous GEW editions and their impact
  - iii) more visual elements to gather input from prospective organisations interested in implementing GEW activities

iv) easier gathering of submitted activities and reporting templates, without being limited to Google forms. This will also allow organisations to know from the very beginning what data they need to collect during GEW - implicitly generating more transparency

v) better visibility for the organisations joining GEW (eg. logos), including those that are not National Coordinators

(This is in line with one of the received feedback comments, that suggest giving national coordinators online space to manage their country profiles within GEW website).

o setting more tools for online communication. For example:

i) a Facebook closed/secret group (it will allow a relative good tool for promoting ideas and organising information, while also generating a friendlier space for coordinators to interact with each other)

ii) a Whatsapp group (for fast messages, reminders etc., particularly useful for youth)

iii) possibly a Google group (would allow for a systemized communication - including by archiving documents and thus facilitating access for newer members, improved from the current mailing list communication)

o stronger coordination with National coordinators is needed in the implementation of the social media campaign for GEW, in order to reach more engagement from them and their networks in sharing and commenting posts

o the common identity elements should be better clarified. For example it should be underlined that the hashtag used for the respective year should be kept as such and not translated in national languages. Since GEW is an international movement, the hashtag is one of the core elements to identify the campaign across various media platforms.

o stronger input is needed from GEW National coordinators in the planning of the communication strategy. The planning should start during the annual meeting with the coordinators, trying to understand what worked in the previous edition and what should be improved. A minimum plan should result from the meeting.

o improve communication practices and usage of digital tools of National coordinators and GEW network through a targeted workshop/seminar that would provide a more practical approach and enable National coordinators to learn and employ digital skills

#### **4. For another Media Literacy campaign**

i) Collect ideas - more focused topics - that are more relevant for the network (i.e. hate speech, stereotypes, fake news, specific ML exercises from the toolkit etc.) in order to create content for social media that is useful for activities of GEW members

ii) Continue improving critical thinking among youth through online Media Literacy campaigns; this is especially relevant given the interest for media literacy during GEW 2018. Based on feedback from national coordinators, a wide range of many activities were conducted (workshops, contests, media production, self-expression through ML etc.) – thus showing the interest and potential of this topic as separate, but also cross-cutting

iii) Reuse the materials created for the ML dimension of the campaign, in a different time than GEW; potentially new materials can be developed and promoted based on various topics

iv) Continue using social media for the promotion of Media literacy, using Toolkit as an inspiration and a source for creation of micro-learning pieces