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## Global Campaign Kick-off

March 22 2021, 2:00 pm - 3:30 pm Paris time (UTC+1)  
Virtual on Zoom in English, Spanish, French and Portuguese

Civil society organisations are getting ready to kick-off a global campaign to advance and promote the concept and practice of adult learning and education (ale). For the first time, civil society organizations committed to ale have come together to adopt a shared global definition of adult learning and education. Practitioners, learners and civil society representatives from five continents will speak with one voice proclaiming - **we are ale!**

The kick-off event will be the start of a five year global campaign to increase the visibility of adult learning and education worldwide, and to empower civil society to speak with one voice to advance the rights of all youth and adults to quality education and lifelong learning.

### Programme and Speakers

<b>Welcoming words</b>	Sandra Lee Morrison, ICAE Immediate Past president
<b>We are ale: the faces and the face of ale</b>  <b>Facilitation: Sebastian Vielmas, Spur Change</b>	<ul style="list-style-type: none"><li>– Christina Omideyi, EAEA &amp; OK Foundation</li><li>– Idalia Cabildo, CLADE</li><li>– Juliet Alexander, JACAE</li><li>– Majd Issa, Al Makassed Center for Women Empowerment</li></ul>
<b>Film on #ale in the SDG Agenda</b>	
<b>We are ale: speaking with one voice</b>  <b>Facilitation: Katarina Popovic, ICAE</b>	<ul style="list-style-type: none"><li>– Koumbou Boly Barry, Special Rapporteur on the right to education, OHCHR</li><li>– Sunil Gangavane, ASPBAE</li><li>– Tom Nash, Maine Adult Education Association</li><li>– Werner Mauch, UIL</li></ul>
<b>Activation of the “we are ale” - campaign</b>	Robbie Guevara, ICAE President and Regional Vice-Presidents

Let's come together, support each other and proclaim to the world that  
- we are ale!

Register now for the global kick-off event: <https://bit.ly/3v6q1S0>

Endorse the #weareALE campaign on [www.we-are-ale.org](http://www.we-are-ale.org)



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## Partners of this campaign

*"We are a global alliance of the main international actors in the field of Adult Learning and Education. We believe in the fundamental importance of ALE for achieving a healthy planet and a better world. By working together in the promotion of ALE as a global brand, we advocate for greater involvement and investment in ALE by governments, donors, private sector, international organizations and social movements." (Bangkok Declaration 2019)*

AAACE - American Association for Adult and Continuing Education



Al Makassed Philanthropic Islamic Association of Beirut



Makassed Philanthropic Islamic Association of Beirut

ASPBAE - Asia South Pacific Association for Basic and Adult Education



CASAE – Canadian Association for the Study of Adult Education



CEAAL - Council for Popular Education in Latin America and the Caribbean



CLADE - Latin American Campaign for the Right to Education



Campaña Latinoamericana por el Derecho a la Educación

COLLO - Coalition of Lifelong Learning Organizations



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DVV International - Institute for International Cooperation of the German Adult Education Association (DVV)



EAEA - European Association for the Education of Adults



ICAE - International Council for Adult Education



ICEA - Institut de coopération pour l'éducation des adultes



JACAE – Jamaican Council for Adult Education



Pamoja West Africa - West African Network of Reflect practitioners



PIMA - Pascal International Members Association



REPEM - Red de Educación Popular entre Mujeres



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## Call to Action

We are a global alliance of networks, associations and organisations for adult learning and education (ALE). We recognise the fundamental importance of ALE for justice, well-being and change. While Agenda 2030 identifies lifelong learning (LLL) as critical to attainment of the Sustainable Development Goals (SDGs), ALE which is a significant part of LLL, is largely invisible. For ALE to be seen, understood and valued, we need to advocate for greater involvement and investment by governments, donors, private sector, international organizations, and social movements.

For the first time, an open alliance of ALE partners created and accepted a common global definition and a vision of adult learning and education. This includes three key domains of learning and skills: literacy and basic skills, continuing education and vocational skills, including liberal, popular and community education and citizenship skills, for youth and adults including the elderly.

The ALE campaign strives to unite ALE advocates, organisations, and practitioners including health, workplaces, communities, universities, and media, to support the campaign and together strive for a healthier planet and a better world.

**We call on you to join us in this 5 year global campaign!**

### Our Key Messages are:

- We are ale unites organisations to make adult learning and education seen, understood and valued all around the world
- Speaking with one voice to make ale seen, understood and valued
- Global voice for adult learning and education
- Connecting globally for ale
- We are ale - uniting for justice, well-being and change!



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## Immediate Actions

### 1. Adopt the ALE campaign logo and integrate it into your organisation's communications

By including the ALE campaign logo next to your logo in all communications, your organisation raises awareness for the campaign across all forms of media and social media and it links you to the broader alliance.

### 2. Use our wider, more inclusive definition of ALE in your lobbying, educating and advocacy work

The definition was developed in collaboration with 13 international associations from all regions of the world. This definition helps us maintain a consistent and collaborative effort for education and advocacy initiatives.

### 3. Sign up to the ALE campaign website and encourage others to do the same

Use our campaign material for your social media and networking strategies to popularize the ALE campaign.

Encourage affiliate organizations to sign up to demonstrate their support of the campaign.



## Medium Term Actions

### 4. At the local level, start new or expand on existing initiatives that add value to the ALE campaign

An example may be to lobby local government, donors, private sector, and/or civil society to recognise the value of ALE and to promote quality ALE programmes and processes.

Initiate awareness-raising or dialogues on the importance of ALE in your community learning centers, discussions with local governments, community associations and link your initiatives to the national and global ALE campaign.

### 5. At the national level, advocate for ALE to increase visibility and funding for ALE projects in ways appropriate to your context.

Discuss with your Parliamentarians the benefits of ALE and its importance for attainment of the SDGs. Lobby for increased budget for non-formal education, CLCs, TVET and other programs delivering ALE

Come out with a position paper on the need to invest in ALE and disseminate this to the MOE and relevant agencies during the national budget preparation in your country.



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**6. Engage in the UNESCO processes in your own country and region leading up to UNESCO's Seventh International Conference on Adult Education – CONFINTEA VII, to be held in 2022, in order to ensure strong civil society engagement in the conference processes, programmes and outcomes.**

Meet with the UNESCO National Commission and Ministry of Education to know more about country preparations for CONFINTEA VII and seek participation.

Present a Civil Society Organization (CSO) position paper on ALE and issues on global citizenship education to delegates and government agencies attending CONFINTEA VII.

Link up with ICAE and DVV International to participate in the CONFINTEA VII sub regional consultations being organised by Unesco Institute of Lifelong Learning (UIL) and regional offices of UNESCO.

**7. Participate in helping to shape and build the campaign locally, regionally and internationally through common events or opportunities like the 40th anniversary of ICAE and by identifying other milestone events that the alliance can mobilise around.**

**Longer Term Actions**



**8. Support advocacy initiatives for ALE at international levels to influence policy and funding.**

Assist with lobbying efforts around the SDGs and Agenda 2030, in order to gain recognition for ALE.

**9. In the interests of justice, well-being and change, locally and globally, act together for ALE to be seen, understood and valued as critical to a healthier planet and a better world.**

Address your governments, donors, private sector, international organizations, and social movements and mobilize for ALE. Encourage them to recognise the fundamental importance of ALE for justice, well-being and change!

Endorse the **#weareALE** campaign on **[www.we-are-ale.org](http://www.we-are-ale.org)**

and stay tuned on social media!



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