



# Estonian experience in promoting adult learning

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PROJECT MANAGER



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# Adult Learners' Week (ALW)



- ALW has been organized in Estonia since 1998. Activities have been held at the local, regional and national level. ALW has become a brand in Estonia and this year in October it will be held for the 28th time.
- Recognition has so far been organised into 4 categories:
  - This year (2025), over 500 candidates have been submitted for recognition. Within the framework of ALW outstanding people and organizations are recognized in the categories of:
    - adult learner of the year,
    - educator of the year,
    - education friendly organization,
    - learning promotion deed.

# Cooperation model “Local government as a partner in supporting adult education”



- The aim of the pilot program is to help municipalities understand and support adult education at the local level more systematically, which is why it is necessary to create and share practices.
- An invitation to join the pilot program "Full Speed" was organized and a development seminar was conducted.
- Profiles were developed for the participating municipalities, teams were assembled in the municipalities to select the topics to be addressed.
- A 5-month pilot period was carried out, during which the experts organized interim meetings.
- A seminar for summarizing and introducing practices was held.

# Pilot results and achievements:



- the municipalities received the tools to support adult learning at the local level;
- the information on training has been compiled and supplemented;
- the rural municipality development plan is being supplemented in the direction of adult education;
- the issues of learning for people with low levels of education are being focused on. This pilot program is sustainable, as the 26 out of 79 municipalities are already participating, and the continuation of the activities is planned in the new period of the Agenda project.

The guidance document is available at:

<https://sites.google.com/view/taiskaik/avaleht?authuser=3>

# TV series "Learning does not end"



- In cooperation with the Estonian National Broadcasting Company, Andras has initiated an adult learning series "Learning does not end" (2021, 2023, 2025). There are 4 episodes in each series, each episode lasts 30 minutes. The series is comprised of the stories that cover the adult learning good practices.
- The series are screened on Estonian television, with repeats and there is a possibility of catch-up watching, which is used a lot. In 2023, there were nearly 200,000 viewers. The number of viewers shows that people care about the topic. Together with the producer, we select the participants for the episodes from nearly 100 candidates.
- The participants in the episodes are learners and people who support learning in adulthood.
- The trailer of the third episode:

[https://youtu.be/M-j4ZeEwit4?si=7wo0\\_1pkmGPxbIY1](https://youtu.be/M-j4ZeEwit4?si=7wo0_1pkmGPxbIY1)



