



Literacy changes lives.

SECOND NETWORK CONFERENCE

HOTEL BENCZÚR | BUDAPEST
19 – 22 APRIL 2015



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To the Second ELINET Conference!



We are pleased to welcome you to the Second ELINET Conference in Budapest which has been organized by the Hungarian Team from HIERD and the team from University of Cologne. This conference will reflect the progress of our work programme, offer a selection of stimulating workshops, and provide tremendous networking opportunities.

In designing the programme we tried to ensure time for general information and strategic planning during plenary sessions, time for reflecting and planning the work of the single workteams and time for engaging with team-specific or cross-cutting topics in different workshops. The closing session will be dedicated to planning the Literacy Week in September 2015 as a shared event of ELINET. Besides the professional aspects we also would like to highlight the interactive sessions including the network game on the first evening and semi-formal dinner events during your stay in Budapest.

We hope that we could tailor the agenda according to your needs and requests for personal interaction and discussion within and beyond the single teams. And we are looking forward to working with you during our meeting and to enjoying a great time together in Budapest! Last but not least we would like to give a big thank you to our Hungarian partners – HIERD, for their outstanding efforts in organising this conference.

Christine Garbe & the Cologne Team
ELINET Coordinator
University of Cologne

Monday, 20 April 2015 | Opening Day

9:00-13:30	Margareta	Management Board Meeting
9:00-12:00		Arrival of all ELINET members
13:30-15:00		<i>Lunch</i>
15:00-16:30	Budapest	Opening Session
16:30-17:00		<i>Coffee Break</i>
17:00-18:30	Benczur II Margareta Mozaik Benczur I	Team 2 Work Sessions Team 3 Work Session Team 4 Work Session Teams 5, 6, 7, 8 Work Session
19:00-20:00		<i>Dinner at the hotel</i>
20:00	Budapest	Interactive work session: Network game

Tuesday, 21 April 2015 | Workshops

7:00-9:30		Breakfast
9:30-11:00		Workshops I
11:00-11:30		<i>Coffee break</i>
11:30-13:00	Budapest	Plenary Session
13:00-14:15		<i>Lunch</i>
14:30-16:00		Workshops II
16:00-16:30		<i>Coffee break</i>
16:30-18:00		Team Work Sessions: 2 & 3, 4, 5, 6, 7, 8
19:30-22:30		<i>Dinner in the city</i>

Wednesday, 22 April 2015 | Closing day

7:00-9:30		<i>Breakfast</i>
9:30-11:00	Budapest	Plenary Session
11:00-11:30		<i>Coffee break</i>
11:30-13:00	Budapest	Closing Session
13:00-14:15		<i>Farewell Lunch</i>

WORKSHOP DAY OVERVIEW

TIME	MOZAIK	BENCZUR I	MARGARETA	AULA	ANDRASSY	MUNCZASY	BUSINESS ROOMS
7:00-9:30	<i>Breakfast</i>						
9:30-11:00	Country Reports I Framing text	Good Practice I Collected examples & gaps	Fundraising & Awareness Raising I Pilot process	Cross-cutting Topics I Reading for Pleasure	Concepts of Literacy I Terminology	Present & Future of ELINET I Concepts & funding	Pilot Organisations Interviews with Team 8
11:00-11:30	<i>Coffee Break</i>						
11:30-13:00	Plenary Session: network communication, awareness raising campaigns, framework of good practice						
13:00-14:15	<i>Lunch</i>						
14:15-14:30	<i>ELINET Family Photo</i>						
14:30-16:00	Country Reports II Executive summaries	Good Practice II Framework of good practice	Fundraising & Awareness Raising II Tools and tips	Cross-cutting Topics II Digital literacy	Concepts of Literacy II Developing a literacy glossary	Present & Future of ELINET II Communication strategy	
16:00-16:30	<i>Coffee Break</i>						
16:30-18:00	Teams 7 Work session	Teams 2 & 3 Work session	Teams 4 Work session		Teams 5 Work session	Teams 8 Work session	Teams 6 Work session
19:30-22:30	Conference dinner in the city						

OPENING SESSION

Christine Garbe

15:00-16:30 | Aula

The opening session will welcome all conference participants and give an overview of what has been achieved during the first year of ELINET and which challenges lie ahead of us. This plenary session will be structured in three parts of about 30 Minutes each:

Welcome speeches

Dr. Zoltán Pompor, Deputy Director General of HIERD; Prof. Dr. Tamás Köpeczi-Bócz, State Secretariat for EU Development Policy, Corvinus University of Budapest; Dr. Attila Nagy, Budapest, Hungarian member of the European High Level Group of Experts on Literacy, founder of the Hungarian Reading Association, honorary guest at the ELINET conference.

Report from the coordinator

What has ELINET achieved so far and which challenges lie ahead of us? The Budapest conference programme and expected outcomes (Christine Garbe)

What has been achieved in the ELINET workteams?

Short overview of work outcomes of teams 2 – 8

- Teams 2/3/4: Country Reports and Good Practice Framework / Examples (Rena Valtin, Christine Garbe, David Mallows)
- Team 5: Fundraising Tools, Strategies, Case studies (Peter Jenkins, Viv Bird)
- Team 6: Platform and Website (Jörg Maas, Cathrin Mund)
- Team 7: Awareness Raising Tools and Strategies, International Literacy Day (Christine Clement)
- Team 8: Developing Quality Indicators, evaluating the Pilot Process (Maurice de Greef)

WORK SESSION TEAM 2

Renate Valtin

17:00-18:30 | Benczur II

In this work session all core and regular members of team 2 (childhood) are kindly requested to attend. We will start with organizing the workshop day (Tuesday) by allocating all members of our team to different workshops in order to ensure a well-balanced participation in all workshops. This workshop will be structured in three parts:

Introduction

The team leader will give a short summary of the work achieved and the tasks to be performed in the future.

Country reports

Review of our work in progress on the 30 reports, identification of gaps and problems, discussion about how to solve them and how to divide the work.

Expected results

A list of persons who will give feedback and additional information to the existing parts of the country for a specific country, a list of (additional) persons who will write the executive summary. Especially those team members who have not yet been involved in the writing of the country reports are expected to contribute to these tasks.

Good practice examples

Team members will discuss and decide about the work division and the identification of specific areas of literacy policies in which good-practice-examples should be presented.

Expected results

A list of persons who will review the good-practice-examples in specific areas (also collecting additional information, looking for more examples, presenting the examples in the internet portal), a list of persons who will write the framework text (introductory part) of the good-practice-examples.

WORK SESSION TEAM 3

Christine Garbe

17:00-18:30 | Margareta

In this work session all core and regular members of team 3 (adolescents) are kindly requested to attend. We will start with organizing the workshop day (Tuesday) by allocating all members of our team to different workshops in order to ensure broad and well-balanced participation in all workshops.

Our work will be structured in three parts:

1. Introduction

The team leader will give a short summary of the work achieved and the tasks to be performed in the future.

2. Country reports

Review of our work in progress on the 30 reports, identification of gaps and problems and discussion about how to solve them. Who will give feedback and additional information to the existing reports for a specific country? Who will write and comment the executive summaries? How can we ensure to involve members from all countries to contribute with their expertise?

3. Good practice examples

Team members will discuss and decide about the work division and the identification of specific areas of literacy policies in which good practice-examples should be presented.

Expected results:

- A list of persons who will review the good-practice-examples in specific areas (also collecting additional information, looking for more examples, presenting the examples in the internet portal),
- A list of persons who will write the framework text (introductory part) of the good-practice-examples.

WORK SESSION TEAM 4

David Mallows

17:00-18:30 | Mozaik

In this work session all core and regular members of team 4 (adults) are kindly requested to attend. We will start with organizing the workshop day (Tuesday) by allocating all members of our team to different workshops in order to ensure broad and well-balanced participation in all workshops.

WORK SESSION TEAM 5, 6, 7, 8

Peter Jenkins

17:00-18:30 | Mozaik

In this work session all core and regular members of teams 5 - 8 are kindly requested to attend. We will start with organizing the workshop day (Tuesday) by allocating all members of our team to different workshops in order to ensure broad and well-balanced participation in all workshops.

Content of our work will be:

1. Discussion of the toolkits on the website, how to develop web interaction
 - How the toolkits are appearing on the website, and any questions or proposals on usage by viewers and management by team
 - Any uniform strategy across the teams to promote the toolkits on the website, so others interact with them and make comments/suggestions/submissions, and what might be the monitoring/moderating implications of this
2. Discussion of the indicators development and how it supports toolkits
3. Discussion of the pilot process and how it achieves teams 5, 7& 8's aims

INTERACTIVE WORK SESSION: NETWORK GAME

Mandy Goes, Christine Homolko, Stefan Salomonsberger, Tine Kuypers,
Maria Jürimäe

20:00 | Budapest Hall

Let's get to know each other!

Join us at this interactive event, which will accompany you throughout the conference. We will start off with a game of "People Bingo" where prizes await the best performances. Next up you will be divided into brand new teams and competing for the best photo. And lastly, you will be able to use the diverse skill-set bundled in your new teams to come up with an activity for the International Literacy Week. Team 7 will present the best ideas at the closing of the conferences, and the winning team will be awarded great prizes!

What you can expect: lots of laughter, new friendships, brand new ideas, exciting prizes, future collaborations.

COUNTRY REPORTS I: FRAMING TEXT

Gerry Shiel, Corina Volcinschi, David Mallows

9:30-11:00 | Mozaic

In this session we want to share the conceptual work of teams 2 – 4 on the Country Reports. This work included the production of a “Frame of Reference for the Country Reports”, explaining our framework and research basis for the Country Reports, and the production of a “prototype” country report about Romania. Both work products are available for all conference participants in the conference dropbox (<https://www.dropbox.com/home/ELINET%20Conference%20Budapest>). Members of teams 2, 3 and 4 will give an overview about the structure of both texts and invite participants to give feedback and critical input on these texts.

Workshop participants should also check the Frame of Reference and the Country Report against the expectations from the European Commission which were expressed during the last meeting of ELINET team leaders with responsible officers in the DG EAC in Brussels on 25 February 2015:

*“The Commission clearly expects that the country reports have to serve mainly as a **research basis to identify key areas of literacy policy development** in the particular countries. Identifying trends and providing specific points of consideration for (priorities of) political change in the single countries or groups of similar countries should be at the core of the work of ELINET. Considered as a network of experts, ELINET should use its expertise and reputation mainly for the purpose of giving as specific advice as possible to enable policy makers to take concrete steps in improving literacy policies. DG EAC wants the country reports to be **more than a literature review** by combining all knowledge resources available: the most important paragraphs: “key areas for development” and related good practice examples are still missing. The expectation from DG EAC towards ELINET is to make as **specific suggestions to policy makers** as possible.” (Minutes of this Meeting, officially approved from Brussels).*

GOOD PRACTICE I: COLLECTED EXAMPLES & GAPS

Rena Valtin, Franziska Pitschke

9:30-11:00 | Benczur I

This workshop will be structured in four parts:

1. Introduction: The chair (R.V.) will give a brief overview about the task of ELINET concerning the Framework of Good Practice.
2. Team 2 and team 3 will provide an overview about the examples received by the deadline of March.
3. Giorgio T. will present an example of candidate to good/promising practice regarding family literacy.
4. Identification of gaps: specific areas of literacy policies in which good-practice-examples are missing.

Expected results: some agreement about gaps and about how to present an example of good-practice on our website.

FUNDRAISING & AWARENESS RAISING I: PILOTING PROCESS

Vincent Bonnet, Katharina Kirchhofer

9:30-11:00 | Margareta

During this workshop the pilot process will be discussed in general. In the first phase we would like to clarify questions concerning the pilot organisations, the planning of the piloting phase as well as its aftermaths. During the second part we will present the pilot tools for AR and the tool evaluation.

Work results: The results of group work will be presented and discussed in the team workshop and documented on one powerpoint slide. This will be presented in the plenary session on Wednesday morning.

PILOT ORGANISATIONS: INTERVIEWS WITH TEAM 8

Maurice De Greef

9:30-11:00 | Mozaic

Interviews with pilot organisations: Realisation of individual interviews with pilot organisations in order to analyse the starting phase and beginning situation of the piloting process.

CONCEPTS OF LITERACY I: TERMINOLOGY

Sam Duncan, Ulrike Hanemann

9:30-11:00 | Mozaic

Our 'Concepts of Literacy' session will report on and expand the work done for and at the recent UNESCO Hamburg event on Concepts of Literacy. We will examine the complexity of terminology use for adult literacy advocacy, report on the ELINET 2014/2015 Survey of Adult Literacy-Related terminology in European Languages, and explore draft guidance for the use of such terminology.

FUTURE OF ELINET I: CONCEPTS & FUNDING

Christine Garbe, Viv Bird

9:30-11:00 | Munkácsy

This workshop will be structured in three parts:

- **Introduction:** Christine G. (coordinator) will present several options of how to transform ELINET into a sustainable network after the end of the EU funding period (January 2016). Additionally, we will give some input about different fundraising opportunities (Viv Bird, team 5).
- **Group work:** We invite all ELINET members to create and share their visions, needs and ideas about the future of ELINET within small groups of four, working with placemats.
- **Work results:** The results of group work will be presented and discussed in the workshop plenary and documented on a poster. This poster will be presented in the plenary session on Wednesday morning.

CROSS-CUTTING TOPICS I: READING FOR PLEASURE

Peter Jenkins, Suzanne Mol

9:30-11:00 | Benczur I

During this presentation Dr. Suzanne Mol from VU University (Amsterdam, Netherlands) will present some results of her ground breaking research on the benefits of reading for pleasure. During a panel discussion after her presentation, CEOs Jörg Maas (Stiftung Lesen Germany) and Gerlien van Dalen (Stichting Lezen, Netherlands) will link her findings to their policy work in the literacy field. After that it's your turn: during group discussions the workshop attendants find out how reading for pleasure is - or should be - related to their work. This will be a very inspirational and interactive workshop.

PLENARY SESSION

Christine Garbe

11:30-13:00 | Budapest Hall

In this plenary session we want to inform all conference participants about some major aspects of ELINET work and progress during the first year of the project. We will take three topics into focus:

- **Network Communication:** Christine Homolko and Joerg Maas / Cathrin Mund will present basics of the ELINET communication strategy and communication tools (platform / website) and invite all members to actively engage in the internal and external network communication
- **Awareness Raising Campaigns:** Maurice de Greef and Christine Clement will present recent research about campaigning; what works and what doesn't? As well, practical implications of the findings will be discussed.
- **Framework of Good Practice:** Renate Valtin and Christine Garbe will present the draft of the "Framework of Good Practice" and present a proposal for an ELINET "Declaration of European Citizens' Rights to Literacy".

COUNTRY REPORTS II: EXECUTIVE SUMMARIES - MAIN MESSAGE / OUR NARRATIVE

Rena Valtin, Gerry Shiel, David Mallows

14:30-16:00 | Mozaic

The focus of this second workshop on the CRs will be on the two executive summary reports that have been prepared to date (Romania, Germany). These reports (summaries) are available on the conference dropbox (<https://www.dropbox.com/home/ELINET%20Conference%20Budapest>). The discussion shall look at:

- The extent to which the information in the reports meets the needs and expectations of the EU (see details in the first workshop description on CRs). Renate will provide a framework illustrated by the "summary" for Germany.
- Whether executive summary reports alone are sufficient for the other countries, or whether these need to be accompanied by longer, more in-depth reports, such as those ones prepared for Romania and Germany.

FUNDRAISING & AWARENESS RAISING II: TOOLS & TOP TIPS

Peter Jenkins, John Stewart

14:30-16:00 | Margareta

The Fundraising Team will present an inspiring session focusing on the integral interconnection between Fundraising and Awareness Raising, with top tips in film pieces from experts (that are embedded in our online toolkit). This will be a highly interactive session from start to finish, exploring the inspiration that fosters success. The Promotion and Awareness Raising element of the session will then focus on

- a walk through the draft content of the ELINET site,
- top tips to date,
- a discussion on what works for your organization, and how to submit a new practice for the ELINET website.

GOOD PRACTICE II: FRAMEWORK OF GP - CRITERIA & REVIEW PROCEDURE

Christine Garbe, Franziska Pitschke

14:30-16:00 | Benczur I

This workshop will be structured in three parts:

1. Based on the presentation of the Framework of Good Practice in the previous plenary session (and the Declaration of Rights to Literacy), workshop participants will get the opportunity to reflect and exchange on this approach (in small groups, if desired).
2. Members of team 2 (Giorgio Tamburini) will present a list with criteria of good-practice which has been developed with members of this team. These criteria shall be discussed, modified / refined and agreed by participants.
3. Workshop participants are invited to develop guidelines how to organize the review procedure for identifying (evaluating / selecting) examples of good practice in the different policy fields (to be presented on the ELINET website, connected to the country reports and probably presented at the final conference).

CONCEPT OF LITERACY II: DEVELOPING A LITERACY GLOSSARY

Greg Brooks

14:30-16:00 | Andrassy

The ELINET glossary is intended to clarify the meanings of key terms in literacy and to assist discussions both among ELINET partners and more widely. It cannot be definitive – pedagogies, and the expressions used to describe them, constantly develop, and this is therefore intended to be a living document to which others are invited to contribute, both at the Budapest conference and later.

The main part will be an alphabetic list of terms with definitions, but such an approach inevitably separates terms which need to be defined against each other. There will therefore also be an analytic section containing essays on a number of key concepts, including 'literacy' itself.

Maxine Burton and Greg Brooks have compiled a set of about 200 terms, and are assembling definitions. They have also written some of the essays. All of this will be summarised in the presentation, and discussion and comments will be welcome.

FUTURE OF ELINET: COMMUNICATION STRATEGY

Christine Homolko, Cathrin Mund

14:30-16:00 | Munkácsy

How can we make sure our work sees the light of day and has an impact? We need to create a buzz around ELINET! This hands-on workshop will focus on communication tools and methods, as well as the distribution of tasks. Our ultimate outcome here is to design a communication kit and plan *together* for all of us communicators at ELINET.

After participants have been given a short introduction about the status of our communication structure, goals, and needs, they will be divided into two groups.

One group will be working on successful story-telling and content style, while the other group will brainstorm tools and tactics. After a short presentation of each group's outcome, we will brainstorm an implementation plan together.

Any questions, doubts, and ideas can and should be raised here so that we anticipate obstacles.

CROSS-CUTTING TOPICS II: DIGITAL LITERACY

Rosie Flewitt, Klara Sandór

14:30-16:00 | Budapest Hall

The key aims of this workshop are 1) to open up debate around digital literacy education and 2) to find common ground across two current EU-funded research projects on literacy: the European Literacy Policy Network (ELINET) and The Digital and Multimodal Practices of Young Children (DigiLitEY). The workshop will be structured in three parts:

1. **Presentation of the DigiLitEY project:** its aims and the structure of its working groups, with summary reflection on ELINET ideas about digital literacy.
2. **Opening up debate:** small group work where ELINET members are invited to share their experiences and ideas around approaches to digital literacies in their home countries and internationally, and to problematize how current practice and pedagogy are responding to the digital complexity of contemporary literacy practices
3. **Finding common ground:** the group will come together in a plenary to share the group work, to identify key challenges and potentials and create a vision for potential liaison between ELINET and DigiLitEY.

Workshop outcomes will be summarized as a poster to be shared in the plenary session on Wednesday morning.

WORK SESSIONS TEAMS 2 & 3

Renate Valtin, Christine Garbe

16:30-18:00 | Benczur I

In the final time slot on Tuesday all teams will come together again for sharing interesting aspects of the workshops they attended and planning the future work of their teams. As teams 2 and 3 have lots of overlaps in their work on country reports and good practice we decided to organize a common team meeting. Topics should be:

- Organizing the future work on the country reports and discussing the expected outcomes: Shall we reduce our final products to the executive summary reports alone or will we publish the longer, more in-depth reports as well, such as those for Romania and Germany? Or parts of our data (depending on state of the art and future work capacities).
- How to coordinate the work on the good practice examples: Identifying common areas between teams 2 and 3; investigating for further examples to close gaps and country gaps, how to review those examples, how to present them on the website?
- How to integrate our cross-cutting topics "digital literacy" and "reading for pleasure" into the country reports / good practice examples?
- How to integrate a potential "Declaration of European Citizens' Rights to Literacy" into our work?

WORK SESSION TEAM 4

David Mallows

16:30-18:00 | Margareta

In the final time slot on Tuesday all teams will come together again for sharing interesting aspects of the workshops they attended and planning the future work of their teams.

WORK SESSION TEAM 5

Peter Jenkins, Viv Bird

16:30-18:00 | Andrassy

In the final time slot on Tuesday all teams will come together again for sharing interesting aspects of the workshops they attended and planning

the future work of their teams. In this session we will discuss and prepare for the onward pilot process and the upcoming pilot sessions; review the learning so far, and plan the onward online interaction around the toolkit; review the Reading for Pleasure theme, its onward development, promotion and online interaction.

WORK SESSION TEAM 6

Joerg Maas, Cathrin Mund

16:30-18:00 | Business Room

In this final time slot Team 6 will discuss the future work on the ELINET platform, especially the support of the news section, the final steps before the full launch of the website and how to systematically stimulate the partners to contribute to the website.

WORK SESSION TEAM 7

Christine Clement

16:30-18:00 | Mozaik

In the final time slot on Tuesday all teams will come together again for sharing interesting aspects of the workshops they attended and planning the future work of their teams. During the work session with Team 7 we will discuss future plans and processes. The main subject that will be discussed is the Literacy Week.

WORK SESSION TEAM 8

Maurice De Greef

16:30-18:00 | Munkácsy

In the final time slot on Tuesday all teams will come together again for sharing interesting aspects of the workshops they attended and planning the future work of their teams. Catching up and reflection on case studies, piloting process and desk research concerning indicators of awareness and fundraising.

DINNER IN THE CITY

19:30 -22:30 at Restaurant Trófea Grill, 1061 Budapest, Király utca 30-32

PLENARY SESSION: WORKSHOP RESULTS

Greg Brooks, Christine Garbe

9:30-11:00 | Budapest Hall

In this plenary session (poster session) all conference participants will get the opportunity to learn about the results of those workshops which they could not attend themselves. Each chair will have 5 minutes to present major issues and outcomes of his / her workshops:

- I Country Reports I and II (Valtin / Shiel / Mallows)
- II Good Practice I and II (Pitschke / Garbe)
- III Awareness Raising and Fundraising / Piloting (Jenkins, Clement, de Greef)
- IV Concepts of Literacy (Duncan / Hanemann / Brooks)
- V Future of ELINET (Garbe / Bird; Homolko / Mund)
- VI Reading for Pleasure (Jenkins / Bird)
- VII Digital Literacy (Flewitt / Sandor).

All presenters will then be available for the next 45 Minutes (with or without poster) to be addressed by individuals and small groups for questions and discussion.

JOIN THE LITERACY WEEK!

Christine Clement, Stefan Salamonsberger, Mandy Goes

11:30-13:00 | Budapest Hall

This interactive session invites you to join the Literacy Week in September. Apart from information about the history of International Literacy Day and the plans for the ELINET events in September 2015, tips and tricks for organizing your own event are provided. The specially designed website is launched. And last but not least incredible prizes are given to the winners of the Literacy Event Contest. The result is that everyone goes home with enthusiasm to organize his or her own event.

EXTRA WORKDAY FOR TEAMS 5, 7, 8

Christine Clement, Peter Jenkins, Mandy Goes

Wednesday 14:30–Thursday 14:00 | Benczur I, Andrassy, Mozaik, Margareta

During multiple sessions the general pilot process for both the fundraising and awareness raising tools is explained in more detail. The pilot organizations receive training for the awareness raising tools they will be piloting. Furthermore, they will be able to consult with Team 5 concerning the fundraising tools. The result is that the pilot organizations can start piloting the tools.

Hotel Benczúr

Address H-1068 Budapest, Benczúr utca 35
 Phone (+36 1) 479-5650
 Breakfast hours 7:00 - 10:00

Transportation

Shuttle AirportShuttle-Minibusz
 Metro The closest station is Bajza utca. You need one single ticket for the ride. It costs 350 HUF and must be validated before you start your trip.

Restaurant Dinner on Tuesday 21 April 2015

Trófea Grill 1061 Budapest, Király utca 30-32

Contact (HIERD)

Lucia Kákonyi +36307238290
 Judit Reményi +36303873506

Currency

Hungarian Forint, Ft. (HUF) 1EUR =around 300 HUF



