



Bundesministerium
für Bildung
und Forschung

 **AlphaDekade**
2016–2026

Dekade for Literacy in Germany 2016-2026 – cooperation and implmentation

EBSN Conference 07/8.6.2018 in Berlin

www.alphadekade.de



Launch Conference 26./27.11.2016 in Berlin

Gemeinsam Zukunft schreiben. – Writing the future together



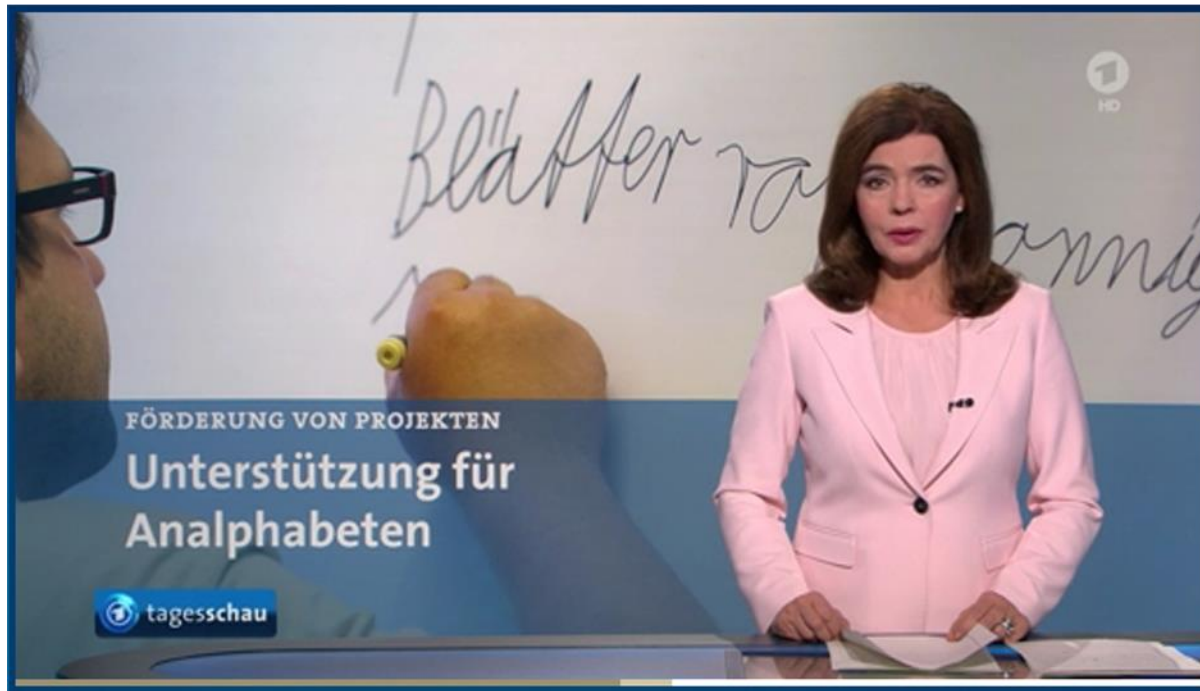
- ✓ over 250 participants with experts in politics, science and practice
- ✓ presentation of the General Agreement and the work programme



Raising public awareness

Tagesschau | 28.11.2016 | 17 Uhr | 20 Uhr

Tagesthemen | 22:15 Uhr



- highest recorded media attention for this topic
- mentioned over 400 times in various media (TV, radio, print, online, social media)

Common fields of action

1. **Awareness raising** – intensify, inform, sensitize, create demand
 2. **Research** – generate new data, expand, link interdisciplinary
 3. **Learning offers** – (further) develop, evaluate, disseminate, transfer (tailored, flexible, low-threshold)
 4. **Professionalisation** – train, qualify, improve quality
 5. **Structures** – (further) develop, stretch, stabilize, interlink with social support structures
- ✓ **Interlinking with other fields of basic skills like digital, health, food, financial literacy, etc.**
 - ✓ **Overall goal: acquisition of new learners**

Strukture and collaboration



Arbeitsprogramm

Definiert Handlungsfelder mit konkreten Maßnahmen und wird jährlich fortgeschrieben

Work programme

Dekadentagung (jährlich)

Vorstellung von Forschungsergebnissen und Entwicklungen, weitere Akteure werden einbezogen

National conference

Partners of the National Decade

 Bundesministerium für Bildung und Forschung	 KULTUSMINISTER KONFERENZ	 Bundesverband Alphabetisierung und Grundbildung e.V.	 KOMMISSARIAT DER DEUTSCHEN BISCHÖFE Katholisches Büro in Berlin	 DGB	 DEUTSCHER LANDKREISTAG
 DStGB Deutscher Städte- und Gemeindebund	 Deutscher Städtetag	 vhs Deutscher Volkshochschul-Verband	 DIE Deutsches Institut für Erwachsenenbildung Leibniz-Zentrum für Lebenslanges Lernen	 EKD Evangelische Kirche in Deutschland	 Stiftung Lesen
 AOK BUNDESVERBAND Die Gesundheitskasse.	 A Arbeit und Leben DGB/VHS	 ib Internationaler Bund Freier Träger der Jugend-, Sozial- und Bildungsarbeit e.V.			

Goal: acquisition of new partners



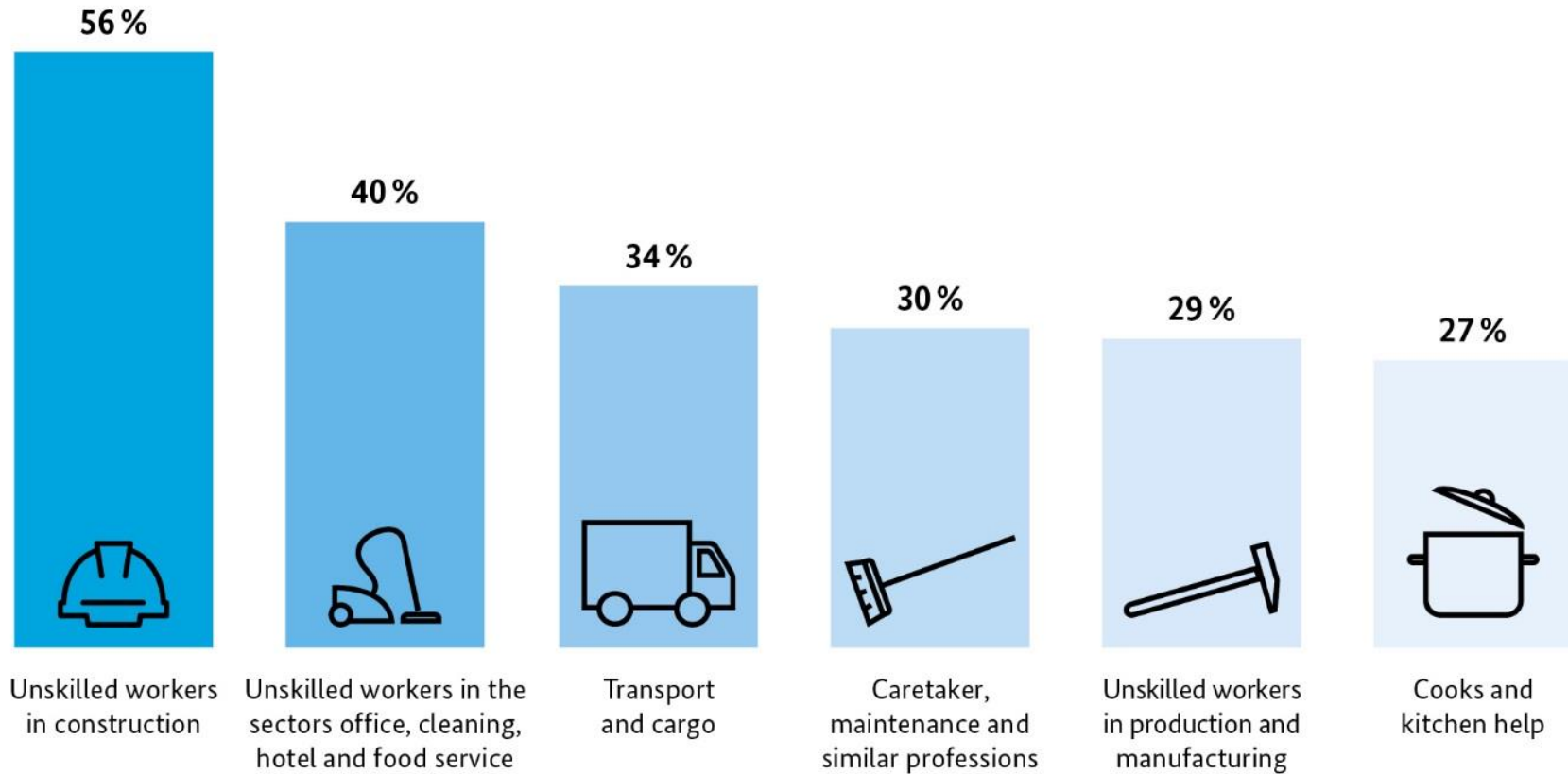
Initiatives and Activities

Federal Ministry of Education and Research (BMBWF) in a leading position

- continuing awareness raising campaign (since 2015 “Nur Mut!”)
- federal and state funding programmes (workbased and social life)
- Research

Initiatives funded by the BMBWF with 180 € million 2016 - 2026

Share of functional illiterates in specific professions:

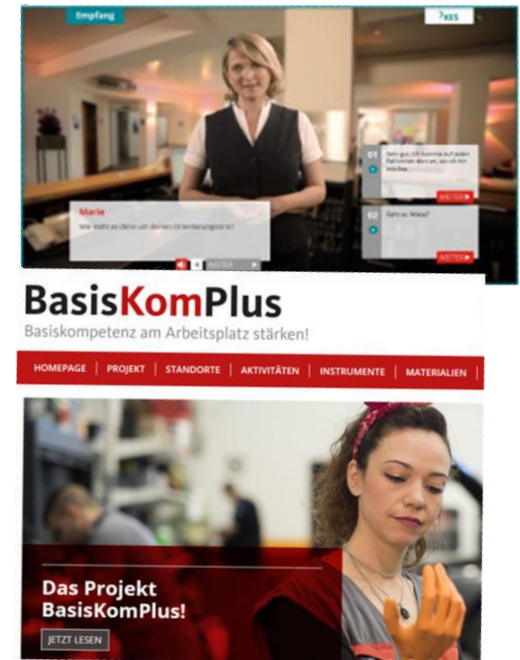


Source: leo. – Level-One study, University of Hamburg, 2012

Workplace literacy

- 28 projects (3-5 years)
- Develop concepts to address workers and enterprises
- Develop learning material
- Qualify teachers and trainers
- Networking (regional, branches etc.)

Goal: implement BS as a regular further education learning opportunity



Access via living environment

- Funding 20 projects in the field of every day life; starting 8/2018
- Cooperation of educational and social institutions (social care, health care, kindergarden, dept advice etc.)
- Sensitising social environment of functional illiterates
- Create new ways of adresssing and offer low-theshold support
- Initiate new structures



Multigenerational houses (MGH)

- Cooperation of BMBF and BMFSJ
 - Launch allowance 5.000-15.000 €/ per MGH for activities to raise literacy and numeracy among adults
 - Information activities, „Lerncafe“, creative and playfull learning opportunities ...
 - 170 MGH are funded in 2018
 - 2018-2020 : 2,2 Mio € / Jahr
-
- ✓ Implement support;
 - ✓ break tabos
 - ✓ Reach more people



Mehr
Generationen
Haus

Wir leben Zukunft vor

Information and awareness raising

- Target groups: functionell illiterates, social environment, public
- Campaign „reading & writing – my key to the world“ (BMBF)
- Campaign of the Länder
- PR- work of projects
- ALFA-mobil



Theater-tournee

Joachim Król reads: „The first human“ from Albert Camus

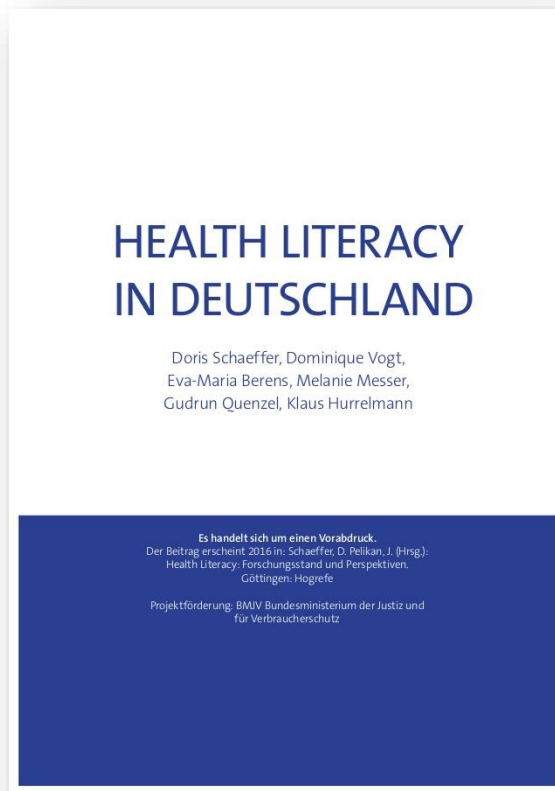


Book fair...



Leipziger Buchmesse 15.-18.03.2018

Health & Food Literacy





AlphaDekade-Konferenz

„Ceate access“

24./25.04.2018 in Hamburg



National Coordination Point

Coordination and support of all partners and their actions securing an overall strategic approach and elaborating synergies together with them.

- ✓ administration and monitoring of the BMBF-funded projects
- ✓ implementation of new funding programmes
- ✓ awareness raising
- ✓ events and conferences
- ✓ www.alphadekade.de
- ✓ European exchange

Since January 2016 at BIBB (Federal institute for Vocational Education and Training)

Meeting of Coordination Points



Exchange experience and Good Practice
Initiate common activities ...

We always welcome exchange and new ideas!

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