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Learning Regions – Providing Support for Networks

Programme Presentation



BILDUNG

Deutschland. Das von morgen.

"Learning Regions - Providing Support for Networks" is a programme of the German Federal Ministry of Education and Research in co-operation with the German states and the European Social Fund of the European Union.



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Introduction//

The Future Task: Organising Lifelong Learning//

International comparative studies reveal that Germany has not yet been sufficiently successful in developing and using all talents, in particular those of disadvantaged people. The educational offer does not appeal to all, although continuing learning has become imperative in a knowledge society. Whether young or old; up-to-date knowledge is indispensable for taking new chances – without it, there is the threat of social exclusion and unemployment. Thus, it is necessary to build the foundations as early as possible in order to be able to develop competencies and gain qualifications throughout a whole lifetime. This requires interlocking all educational sectors and comprehending education as a continuing process. Institutional borders have to be overcome so that learning can take place within demand-oriented structures.

Making Lifelong Learning feasible is the common target of the Federal Government, the states and the European Union. The point is to create the structural conditions for an open access to the learning worlds of tomorrow.

Making Lifelong Learning feasible through networking and co-operation

The Federal Ministry of Education and Research Framework Programme “Lifelong Learning for All” and the recommendations of the “Forum Bildung”, which elaborated strategic proposals for the quality and sustainability of education in Germany, pave the way for a “learning society”. Their main ideas are:

- /// Strengthening the learners’ personal responsibility and self-management
- /// Motivating disadvantaged groups that are currently less involved in education
- /// Strengthening relations between all educational sectors

/// Co-operation of educational providers and users

/// Improving the quality, quantity, and structure of offers, in order to promote user-orientation in particular.

Co-operation and networking offer educational providers and organisers a chance to actively create a structural change for Lifelong Learning. Learners and companies’ changing expectations, individualisation of educational requirements, and reforms in labour market policy demand new offers and innovations that cannot be initiated by single and small providers on their own.

With its programme, “Learning Regions – Providing Support for Networks”, the Federal Ministry of Education and Research promotes regional co-operation and networking. The objective is to bring together important players from different educational sectors in order to jointly develop new offers for Lifelong Learning within the scope of a regional strategy. This includes:

/// General and vocational schools, institutions of higher education, funding agencies and institutions offering out-of school education and off-the-job or inter-firm training, trade union’s and industry training organisations, adult education centres, education funding agencies of the churches, commercial providers and other educational institutions



/// Companies, chambers, trade unions, business development organisations

/// Education guidance institutions, youth authorities, employment offices and other administrations

/// Cultural and socio-cultural institutions

/// Teachers and learners.



The delineation of the regions is determined on location depending on physical and functional relations. It is required that all relevant partners should engage in the networks and follow up on existing experiences and co-operation structures. With this decentralised promotion approach, each network can adapt perfectly to the regional point of departure and develop their own best strategy.

Regional Partnerships Develop into Learning Regions

Through regional cooperation, the players complement each other and benefit from the advantages of their size: for example, joint education marketing activities promote the opportunities of qualified training and further education and encourage greater participation in education in the region. Cross-provider guidance and quality development activities help individuals orientate themselves, and motivate and introduce students to the network. Central learning management systems allow virtual learning at different locations and are also available to smaller suppliers via



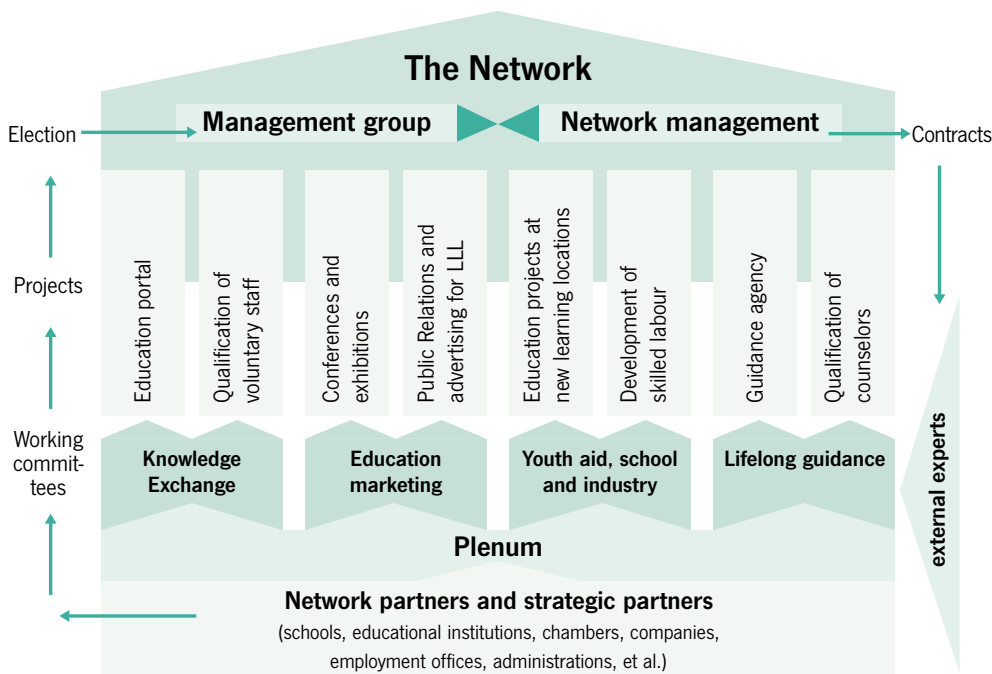
Notes: This data mainly refers to the districts and urban districts included in the Learning Regions. The development of employment figures is based on the data of employees who are subject to social insurance contributions. Illustration of the deviation from the federal average unemployment rate is scaled up tenfold. Differentiation of the district types according to settlement structure refers to the Federal Office of Construction and Regional Planning (Bundesamt für Bauwesen und Raumordnung); here, the nine types were reduced to six.

Sources: Data of the Federal and State Statistics Agencies

the network. Recognition of informal skills and the networking of learning locations encourage the interchangeability of elements of education and fields of life and improve the quality of education programmes. In particular, this can help small and medium-sized com-

panies in the region fulfil requirements in terms of skilled workers, providing their innovative capacity with fresh impetus. Closer co-operation within a regional partnership promotes common ideas and mutual trust – factors that are decisive if institutional

changes are to occur and a learning culture extending beyond the partnership is to evolve. A Learning Region is emerging in which the regional factor is improving education and new, previously obstructed horizons are opening up.



optimal solutions to the structural challenges of Lifelong Learning. Solutions from which not only the promoted networks benefit but which are also adopted and continued by other organisations in Germany and abroad. Another task is to incorporate the results of other programmes in the Learning Regions and put these findings into practice. The structure-building and sustainable approach of this programme is also generating lively interest on an international level.

Results are exchanged in the form of cross-programme thematic networks. They provide the “tracks” along which the results are systematically processed:

/// Sustainable structural and organisational development of regional networks for Lifelong Learning, quality development in networks

/// Education marketing: improvement of exchange processes between suppliers and prospective users, advertising for Lifelong Learning, creation of trademarks

/// Training and further education guidance: orientation, competence and education guidance. Improvement of transparency

/// New “Learning Worlds”: innovative forms of teaching and learning, new learning locations and e-learning

/// New transitions between learning and education phases, recognition of informal learning, improvement of permeability of educational sectors

/// Involvement in and co-operation with small and medium-sized companies

Within the framework of the thematic networks, nation-wide conferences and conventions are organised, individual projects systematically compared, success factors identified and models are presented and processed in a general form. Important media for the nation-wide transfer of results include “inform” – The Learning Regions Magazine and the internet platform www.lernende-regionen.info set up by the DLR project management agency.

Learning Regions – Developing business plans



Support of Sustainable Innovation Networks//

Within the framework of the “Learning Regions – Providing Support for Networks” project, 71 networks are currently being supported. The two selection rounds began in 2000 and 2001 when public invitations to bid were issued. The federal government and the states together selected the most promising concepts for the 12-month planning phase. This phase involved developing the networks and devising innovative measures. In 2002, the networks from the first round and a year later, the networks from the second round entered the four-year implementation phase. In this phase, the networks are implementing their measures: they also have to raise a gradually increasing personal financial contribution of an average of 30%. This requires sustainable forms of co-operation, a business sense and convincing business models. Within the framework of the programme, a network is supported for a maximum of five years, including planning and implementation phases. For the overall programme, approx. 118 million EUR has been made available until 2007, of which approx. 51 million EUR is derived from the European Social Fund.

Within the networks, support is given to one main project which concentrates on developing and coordinating the network. This usu-

ally occurs through a professional administrative office which simultaneously develops central educational programmes and takes care of marketing. Usually linked to the main project are several sub-projects, which are concerned with offering services relating to specific subjects and business fields that promote Lifelong Learning. An average of four to six persons per network are usually responsible for carrying out the necessary expert and organisational work; other persons are also involved on a temporary basis. In many cases, the development of the network is initiated by an adult education center, but also the chambers, institutions of higher education and business development societies often gave the decisive impulses in the regions. In order to ensure lasting co-operation, most networks operate, according to their objective, in the form of registered associations (eingetragener Verein, e.V.), non-profit limited liability company (gGmbH) or foundations. All networks are open to additional members.

Impulses from the Learning Regions

The aim of the “Learning Regions – Providing Support for Networks” programme is to find



At www.lernende-regionen.info you will find the central internet platform with detailed information on all networks and some 350 sub-projects as well as information on programme-wide subjects.

Learning Regions are also directly involved in an international exchange: Some of them operate on a cross-border level or had successfully applied to the R3L initiative (Regional networks for Lifelong Learning) of the European Commission. Four of the 17 European networks are co-ordinated by German networks. Within R3L, a total of 120 partners participate in the exchange of Lifelong Learning issues for a period of 18 months.

The central players within the programme

Overall strategies for Lifelong Learning require a joint procedure for all players involved. Within the management committee of the programme "Learning Regions – Providing Support for Networks" - like in other programmes and initiatives for Lifelong Learning, the federal and state governments as well as the social partners co-operate closely. They jointly select the projects to be promoted and decide on programme development principles. The states actively support the Learning Regions, promote intra-regional exchange and interlocking with their own measures.

The Federal Ministry of Education and Research has charged the project management agency within DLR (PT-DLR) with the supervision of the single projects and the programme-wide transfer. PT-DLR is a service provider within the German Aerospace Centre (DLR - Deutsches Zentrum für Luft- und Raumfahrt), a research enterprise of the Helmholtz association. The project management agency is specialised in counselling and

in the operational business of project promotion. The education research division provides structural innovation support and counselling within the Lifelong Learning policy field. At the same time it supported the expert commission "Financing Lifelong Learning" and supervises the programme "Vocational qualification for target groups with special support requirements" (BQF programme).

The endeavours of the Federal Ministry of Education and Research to develop Lifelong Learning is also supported by other PT-DLR divisions, i.e. the areas "New media in Education" and "Innovative Services", which – among other things – are concerned with international standards for educational services.

In November 2001, a research consortium controlled by the German Institute for Adult Education (DIE) was charged with the scientific support of the programme. Directed by Prof. Nüssli von Rein, the DIE co-operates with the German Institute for Economic Research, Berlin, the Duisburg-Essen University (Institute for Educational Science, Prof. Dobischat) and the Munich Ludwig-Maximilians University (Pedagogical Institute, Prof. Tippelt). The role of the scientific support is, among other things, to analyse the programme's effects and to identify success factors and obstacles for the establishment of sustainable regional networks.



"inform" – The Learning Regions Magazine reports at regular intervals on central programme subjects and the networks' activities.

Policy for a Lifelong Learning System//

The Federal Ministry of Education and Research has launched further initiatives in order to improve the conditions for Lifelong Learning. Their success depends on the development of coherent strategies - this fact was underlined by the joint conference with the OECD on "Policies to strengthen incentives and mechanisms for co-financing Lifelong Learning" in October 2003. On the one hand, emphasis should be placed on the individual and on strengthening their power of demand; on the other hand, a comprehensive, structure-building approach across several policy fields should be followed, making access to education possible for everyone, in particular for those who are currently less involved in learning or for slow learners. This not only concerns public authorities but also social partners, companies, financial institutions and additional players who bear responsibility in this area.

Regarding the general structural conditions for Lifelong Learning, the programme "Learning Regions – Providing Support for Networks" is the largest common measure at the federal and state level so far. This programme interrelates with other initiatives that mainly target the strengthening of the individual's demand and selection options.

This includes, among others:

/// The joint projects at the federal and state level (Bund-Länder-Verbundprojekte): "Further Education Passport (Weiterbildungspass) - Certifying Informal Learning" and "Learning-oriented qualification approval in

further education" within the scope of the model programme "Lifelong Learning" of the Bund-Länder Commission for Educational Planning and Research Promotion (BLK)

/// The Infoweb Weiterbildung, an internet database which has developed information standards and a meta search tool for all further education databases

/// The further education test of the consumer organisation Stiftung Warentest

/// The programme "School-Industry/Working life"

/// The guiding project within the scope of the initiative "Utilisation of the globally available knowledge for initial and continuing training and innovation processes".

The Federal Minister of Education and Research has charged an expert commission to develop recommendations and proposals on issues of resourcing and financing Lifelong Learning. These recommendations were presented on 28 July, 2004.

Both the individual and society benefit from investments in competence promotion and expenditures in Lifelong Learning. In combination with the development of networks and supporting structures, these are the central components of an overall system of Lifelong Learning that is being implemented at a European level.



Klaus Uckel (above), Head of BMBF Lifelong Learning Division, and Christoph Kasten (below), Head of PT-DLR Educational Research Division, at a Learning Regions symposium.

Journeys through the Life-long Learning Landscapes//

The education networks in the Learning Regions are developing regional strategies and new choices for Life-long Learning. Ten networks were used as an example. The reports present players and main focal points in the regions.





7000 km, Ten Networks and Seven Dialects//

A Resume

What sort of people are behind this? What ideas are behind the networks in the Learning Regions? What is so special about Lifelong Learning and how does it work? I started off through the German states with these questions on my mind. With my reports I would like to show you the commitment in the Learning Regions and the institution's transformation which this programme has sparked and supported.

Ten Learning Regions were picked out to serve as an example and as a representative for the others. These regions are located all over Germany and each has a different emphasis, but at the same time incorporates the programme's central theme. After an almost 7000 km trip by car, train and ship, after talking to approx. 200 people – with District Administrators, Network Managers, Project Managers, pupils, companies and counsellors, etc. – and after researching countless pages and many internet websites, I could finally get an idea of what Lifelong Learning means.

What I saw were certainly excerpts or snapshots of landscapes and networks. Individual people and projects come out onto the stage and stand for a short while in the spotlight. Many others remain hidden behind the curtain, in the wings, although they too are important for the show.

Even so, the examples in the report offer enough of a glimpse for innovation and for attempting fundamental change.

Because of the programme "Learning Regions", alliances and joint ventures have been formed which would have been unthinkable even a few years ago. Companies and adult education schools, colleges, chambers, public institutions and many more, are working together in harmony. Not only is co-operation found between the educational areas, but also within these individual areas. Institutional inflexibility is decreasing which provides the prerequisites for offers of improved quality catered to the learners' needs.

All of the Learning Regions which I visited are working on establishing **more transparency** in education, especially in order to reach those who are **distanced from education** or are disadvantaged. This is done with a variety of different means, but always with the same goal in mind, promoting Lifelong Learning. Educational marketing, guidance, quality development and further education databases are the central take-off points. Through intensive collaboration it is possible to create a synergy effect between the Learning Regions in these fields.

All of the Learning Regions agree that it is important to help a **new learning culture** break through. The traditional teacher-student arrangement will be expanded and will be confronted with new forms which promise higher learning efficiency. The variety in the details is without boundaries: new learning locations, new learning materials, new mediators and new media. The learners stand in

the middle with their abilities, wants and perspectives. And learning becomes serious, because it is fun (once again).

At times Learning Regions are also in competition with each other in providing the best solutions to a problem. This is very productive in all cases in which prototypical and optimal solutions have not yet been found. This is where several experiments are carried out simultaneously, different solutions are tried and their success potential examined. Especially on this innovative new ground, the mutual exchange of experiences is exciting and gives new impulses.

Learning Regions create new perspectives and uncover hidden potentials. They are well on their way to strengthening three bonds and providing new impulses: the connection between tradition and innovation through the opening of institutions, the collaboration of education, economy and regional development as well as the co-operation of all education suppliers and those inquiring. They support the structural change in education and create a Lifelong Learning culture. I was not only convinced by this concept; I was inspired; and I now invite you to travel with me to the Learning Regions!

Dr. Dieter Gnahs
Scholar and Assistant Professor for Further Education and Further Education Guidance



The Great Recommendation// Learning Region at Lake Constance

“Lifelong Learning can only be strengthened when informal learning earns more respect.”

Günther Dohmen, emeritus Professor from the University of Tübingen, is in his element. Organized education from schools, colleges and further education establishments are confronted with new challenges. “The more self-determined learners need a supporting infrastructure and help. If possible, an on-site personal search, development and guidance service must be developed and in a form with which the learner is familiar.”

Günther Dohmen is an international popular scientist, counsellor and speaker. He belongs to the group of mentors of the new learning culture and to the creators of the programme

“Learning Regions – Providing Support for Networks”. For three years, this well-travelled man has had a regional hold as the scientific companion in the Learning Region at Lake

Lifelong guidance, new learning worlds

An example



Constance and with it a field for experiment and practice. His signature is on the many aspects of this programme.

Thus all those interested in learning, regardless of age, have the opportunity to visit **Learn service points**, called L-points which are at the heart of the Learning Region at Lake Constance. These are traditional lifelong guidance locations, but also starting points for learn-oriented counselling, competence assessment and development. The L-points are easy to find and open to everyone. Specially trained employees offer information and guidance in everything to do with learning.

The L-point at Überlingen is located in the education centre in Castle Rauenstein. From there, one not only has a breath-taking view of Lake Constance, but also a glimpse into the learning landscape. A terminal offers the possibility of researching in the database www.lernsee.de. A great mass of material in the form of brochures, books and cards deliver references to learning possibilities and the counsellor Ulrike Krebs is there as a contact person. The L-point is used by adults who are searching for new life and employment orientation, by pupils looking for material for their homework, but also by teachers who would like to widen their didactic horizons.

Twelve year old Lisa is an example. She wants to find out more about Jupiter's moons. Mrs. Krebs immediately thinks of the regional observatories that would surely be able to provide some information. A quick inquiry presents the recommendation of a competent website and of the regional experts who deal with the stars. Lisa happily leaves the L-point. A while later, 22 year old Silke appears

who is an office clerk. She would like to know which promotion and further education possibilities she has in her profession. First, the counsellor recommends a "learning-type" test. Silke immediately sits down at the terminal and works her way through the questions. Later she knows that she is definitely a communicative "learning-type" and needs to learn in a group. Distance learning possibilities would not be for her.

Ulrike Krebs recommends her to seek specialist counselling at the IHK (the German Chamber of Commerce and Industry). "They have more information about promotional further education in business."

The L-point can point out revolutionary activities which have been created by the networking of different organisations in the Learning Region at Lake Constance to people seeking advice. For example, a primary school teacher's attention was drawn to the "Green classroom". This is an initiative of the Department for Environment and Nature Preservation of the city of Friedrichshafen which offers environmentally educational events and excursions for pupils and kindergartens. Experienced environment educators organise and accompany the children's hands-on learning and support the teachers with the contents in the preparation and evaluation and provide course material.

One of the initiators is Patrick Trötschler from the Lake Constance Foundation. "The children should learn about the variety in nature,

observe small creatures, and discover life where one wouldn't expect it to be." The children receive work sheets ("Collect five different types of leaves!"), examine trees worked over by woodpeckers and take a good look at a salamander. "The important educational moment is breakfast in the open air." And now and then, eating a salad made from wild garlic which has been collected.

Systematic and network-oriented lifelong guidance show the way to new learning locations. The L-points fulfil this task in the Learning Region at Lake Constance, but also the School network in Constance. A modern secondary school, a grammar school, an intermediate school and a technical school work together there. One of the central tasks is to raise the career qualifications of the pupils and to consolidate their career choice decisions. For that purpose the school network has pulled a further partner on board: the Chamber of Trades' Industrial Academy. There, the eighth and ninth grade pupils have the opportunity to practically test their abilities and inclinations in many different areas.

Social pedagogue Michael Kebesch, one of the two coordinators of this school network, emphasises that parents also have to be drawn early into their children's career orientation. His colleague Tina Reinheimer agrees with this statement: "The affected schools are volatile schools. Children from evacuees, immigrants and poor families form the largest part of the student body."

"The special thing about the Learning Region is that it has lead to the expansion of the pedagogue programme and has created a new level of teamwork."

Dr. Monika Fander,
Singen Education Centre of the
Archdiocese of Freiburg

In the Lake Constance region there are eleven L-points in schools and further education institutions, libraries, youth centres and other locations. L-points are starting places for information, mediation and guidance for everything to do with learning, training and further education.



Guidance choices for Lifelong Learning play a significant roll in almost all Learning Regions. As, for example, in the Learning Network in Berlin Brandenburg with its learning shops in Berlin-Pankow (r.), Berlin-Neukölln and Königs-Wusterhausen.



“Many people haven’t yet taken a personal stock to find out what competencies they have already acquired in all areas of their lives.”

Lydia Tatjana Nitzsche, project management
“Learning Region at Lake Constance

That is why they try to control surfacing social problems through low-threshold choices. One example of this is parent seminars which hope to improve competence in upbringing and also understanding for children. “How do I hug a cactus?” is the title of the seminar which is tailored to parents with children going through puberty. The Head Master of the participating Theodor-Heuss secondary

school, Wolfgang Börsig, welcomes the opening of the schools: “The ideas are abundant, however if we were left alone, we would quickly reach the limits of our organisational capacity.”

Thomas Peter, Network Coordinator for the Learning Region at Lake Constance, sees many things that have been pushed and started on their way. “The Learning Region has created a network between different agents which up until recently would have been unthinkable.” Before, the residents from Lake Constance would have stood with their back to the water and looked towards Stuttgart or Munich in search for innovations. “Today they look towards and over the lake and discover previously hidden potentials.” ■

“A learning network should be an open arena of learning for everyone: solving problems based on the situation, including the meaning of life and developing competence. In this way, learning can and should become the new national pastime.”

Prof. emeritus Dr. Günther Dohmen,
University of Tübingen



A lively discussion on the subject of guidance is currently taking place throughout the programme. Willi Schiedel (Learning Metropolitan Region Hamburg), Frank Tönnissen (PT-DLR), Angelika Janßen-Kühn (Learning Region Waldeck-Frankenberg) and Thomas Peter (Learning Region Lake Constance) during a workshop which focused on business models, counsellor qualification, measuring competence and addressing target groups.

Education Marketing

An example



Further Education Makes You Mobile//

Learning EU Region Lower Rhine

“It is never too late for that”, says a man, in his early 60s, with a determined look. A young woman, with a winning smile and glasses agrees: “Without it, nothing will happen.” A bright boy interrupts saying: “My grandpa still does it.” A wiry man in his mid-twenties admits that he needs it daily. An eighteen year old with a pretty face and red lips speaks from experience: “Without it, you’re nothing.” And then a serious-looking coloured-man of about 30 years old with a Rastafarian hairstyle enters the scene. His comment: “With your weather here, I use every opportunity I can.” Of course, they are all talking about education and are the main characters in a poster advertising campaign. The Learning EU Region on the Lower Rhine is the initiator who wants to use this series to animate interest in Lifelong Learning.



This campaign was the idea of Günther Hendrix's art studio; he is a professional commercial artist from Kleve. The running character which has become the logo for the learning network also comes from his pen. It suitably emphasises the Lower Rhine people's slogan: “Stagnation begins in the head. Further education makes you mobile.” “We want to speak to a wide range of people with these posters

and catch their attention in order to motivate them to learn”, according to Dr. Alois Becker, Project Manager and Head of the Klausenhof Academy in Hamminkeln. He is very proud of his well-noticed and highly praised campaign, and rightly so. The posters have been placed in the public's eye as much as possible by the network partners; however there is no money available for a wider advertising campaign.

ence in the districts of Kleve and Wesel. Further activities designed to improve the transition from school to working include: reports about the Employee Further Education Law for North Rhine-Westphalia (Arbeitnehmerweiterbildungsgesetz NRW) and a German-Dutch project in which Germans are made fit for everyday life when privately or professionally visiting a neighbouring country.

“The willingness of people from all walks of life to train themselves, participate in further education and to professionally qualify themselves, is a necessary requirement for speeding up the needed processes of change in the region of the Lower Rhine.”

Rudolf Kersting, District Administrator for the Kleve district

There are also other ways to reach the public. “We co-operate intensively with the regional media.” Network Manager Dr. Toni Murböck was able to win both local radio stations, K.W. in Wesel and Antenne Niederrhein in Kleve, for regular reporting. Even more impressive is the collaboration with the “Rheinischen Post” newspaper: Since July 2003, the newspaper has published at least one detailed article a month about the Learning EU Region on the Lower Rhine. In this way, three poster themes could be presented to a wider audi-

Another marketing platform in the planning is to distribute “special supplements” in the region's advertising papers, parallel to the daily paper. The network would like to call attention to its project through these media activities and to interest those who have always been distanced from education in Lifelong Learning.

“Learning is fun and education is a treasure which each and every one of us can obtain.”



Advertising for the further education guidance of the Learning Region Lower Rhine (l.) and Schleswig/Sønderjylland in Flensburg (r.).

“The individual orientation for Life-long Learning must be supported by a specific framework and infrastructure which makes it possible for any group in society to enter the education processes.”

Ilse Falk, Member of the German Bundestag

This statement from Dr. Barbara Hendricks, member of the Bundestag and Parliamentary State Secretary at the Ministry of Finance, is also supposed to help the Lower Rhine to get on the education bandwagon. Famous citizens comment on the education network, on the changes in society and on the importance of learning. District Administrators, Mayors, Representatives – they all show that education is important. Seize the day!

Currently a database is being built so that the search for the right education choice for motivated citizens can be made easier. The Lower Rhine area is working hand-in-hand with the learning metropolitan district of

Hamburg which has the “WISY” as a well-established system. The database is supposed to make the regional choice transparent and show the way for those who are interested. “The user experience should be made as simple as possible. The doors to education should open easily.” Dr. Michael Sommer, who is responsible for PR, would like to test the system with future users prior to being put into practice.

However the educational willing should not only cut out paths through the education jungle, but also be able to determine what is growing there and whether it is something for them. That is why consumer protection and quality assurance belongs to the direct task spectrum of this network. Included is a checklist which helps in finding the right thing: “Helping you to help yourself”.

However this is not enough. Dr. Becker places a pile of papers on the table weighing a kilo, exactly 1439 pages. His material collection on the subject of “Quality in Education” must be the most extensive in Germany. It is the result of decades of study into this subject. Now the

Lower Rhine education network can also profit from this nationally-recognised expertise. The network partners not only want to sharpen the inquirers’ judgement capabilities, but want to set up their own quality signals. For example, the planned agreement of criteria, which all choices have to fulfil, also belongs in this category. “The people who participate need to be able to depend upon minimum standards being met.” This activity is closely connected to the development of a consumer protection oriented seal-of-approval in conjunction with the consumer protection agency in North Rhine-Westphalia. And finally, the networks would like to continually improve the quality of education institutions through the further education of teachers which is coordinated across funding agencies.

“No more poking around in the education jungle! We must be able to say to anyone who comes to us: Here is the perfect thing for you.”

Dr. Alois Becker, Learning EU Region Lower Rhine

A further aspect of the quality terminology is the gender check. All educational measures are subjected to a gender self-assessment. Questions such as “Which direct contribution does the measure make towards the improvement of chance equality?” or “Do the teachers use gender-differentiating school materials?” Thus the institutions’ sharpened look will undoubtedly be good for participants through a higher level of participant orientation.

The network “Learning Lower Rhine” clearly shows that education marketing is not only limited to education advertising. It is about a far-reaching user orientation which is based on transparency, quality and trust. Trust to the outside and to the inside. There are many habits and hurdles to overcome, a “mammoth knitting process”, as Dr. Becker colourfully describes. As it appears, the mammoth is moving and the networks give it legs. ■



A learning festival from the Learning Region Bad Tölz in Benediktbeuern.



Lust auf ein neues Lernabenteuer? *

Are you interested in a new learning adventure?
There is always something to learn!



Lust auf ein neues Lernabenteuer? *

Lust auf ein neues Lernabenteuer? *

Theme of the advertising campaign
for Lifelong Learning in the
Marzahn-Hellersdorf region.

How Lifelong Learning Stimulates the Economy//

Learning Region Emmendingen District

“What do you think of when you hear Learning Region?” District Administrator Hanno Hurth answers without hesitation: “I immediately think of economic stimulation.” His district of Emmendingen has, compared with other communities in Baden Wuerttemberg, a comparatively low unemployment rate of almost 6 %. It is clear to him that he is looking good nationwide. Even so the alarms are ringing: “For us, that is simply too high!” Over 40 % of the unemployed are without professional training. “Objectively speaking, there is an education deficit.”

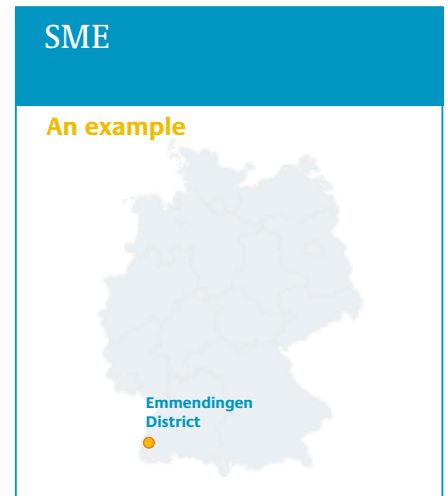
The programme “Learning Regions – Providing Support for Networks” came at the right time in order to permanently solve this problem. The Directing Manager of the district’s Economic Promotion Society, Thorsten Kille, took over the initiative for making the application and is now the head of this network. With a whole line of sub projects, they are specifically working towards informing, orienting and qualifying people in the region. The manpower in the region should be optimally used such that the mostly middle class economy can flourish into the future.

Hanno Hurth has a long-term plan in mind. Already today many young adults are leaving school without having completed their education and a fourth of the vocational trainings are abandoned. Many enter the wrong profession due to a lack of information or don’t live up to their potential for a variety of reasons (i.e. foreign citizens and citizens with language problems). This is already a human and economic concern today, let alone in a few years when the applicant potential will shrink; then companies will be searching for trainees and experts. With the education net-

work in the Learning Regions, the tide should be turned for the better.

The small and medium-sized enterprises (KMU) are one target group because they form the backbone of the domestic economy. A telephone survey by Project Manager Dr. Andreas Feller showed that further education was considered important by companies with more than 200 employees. The smaller companies, on the other hand, neglected this task because of different reasons: no time, no money or lack of motivation on the part of employees. A proposal was tailored especially for these cases: The College for Personal Development.

The College for Personal Development (PE-College) consists of three components; firstly, Managing Directors and Personnel Departments participate in a practice-oriented workshop dealing with company-specific subjects, i.e. “Leading the Workforce/Organisation”, secondly, and directly related, is implementation support at the workplace, and thirdly, the employees participate in a company-specific further education programme. The participating companies deter-



mine to a large extent which methods and contents are used. In addition, the event takes place at a time that fits into the company’s daily schedule. The focal point of the PE-College is the quality promotion of employees, whereby company leadership and strategies are taken into account.

The economy stimulation society and the personnel development agency “Leitwerk Emmendingen” outlines and implements the PE College. It is supported by the Chamber of Commerce and Industry (IHK) and the Chamber of Trade (Handwerkskammer). It will not be a problem to fill the three times twelve places. Project Manager Dr. Feller: “I think,

“If we invest in these young people today, then we have a chance of having the few available entrants so well-qualified that they can be made available to the medium-sized companies as a skilled worker in five to six years.”

District Administrator (Landrat) Hanno Hurth



“A higher development need exists in the change and further development of the education landscape, especially in rural areas. This means that it is important to strengthen the competitiveness of companies in a rural area and not to cut them off from development.”

Thorsten Kille, Managing Director of the Business development organisation (Wirtschaftsförderungsgesellschaft mbH) of Emmendingen district

we have hit a nerve.” Approximately 300 business people alone came to the opening meeting in the Steinhalle in Emmendingen, which was organised by the Business development organisation, the two regional banks (Sparkasse and Volksbank), as well as the District Administration.

Change of scene: from the meeting centre Steinhalle to the youth help centre St. Anton in Riegel/Kaiserstuhl. The Head is Joachim Welter who presents a totally different side of business development: the **Competence-Centre**. It is about helping all those who are entering the job market for the first time, or returning. Teenagers and adults who really don't know what they are capable of doing and where they want to go.

Examples of instruments used are a method suitcase or a questionnaire for self-perception and the perception of others which promotes the participant's own self-perception competence. This will help them to recognise their special strong points and weaknesses, their desires and dislikes through practical experience (i.e. in the form of practical work in a business or visits to a workshop). They are accompanied by competent helpers who stand by them with information and advice.

Thomas Schäfer, Project Worker, sees a particular advantage with this process in that the programme is introduced quite early in the person's biography. Schäfer says the decision of which profession must be prepared for a long time in advance. In that way it can be assured that the individual's production potential is done justice. “The economy greets this initiative because it promises a reduction in the number of people who quit their vocational trainings and also higher work productivity, in the short term.”

Beyond the individual help, others will be sensitized including teachers from all types of school, trainers as well as education and profession counsellors to further education for the problems in transition. These measures provide on the one hand, for the mediation of the competence centre's tools, and on the other hand, the exchange between those responsible and their discussion concerning the procedures in different task fields.

The Learning Tour, a touring exhibit dealing with education, also provides orientation and motivation and will be shown in all of the 24 communities in the district. The learning tour will be presented in connection with event weeks, will open training and qualification

possibilities and thus will awaken the desire to learn.

The Integration Course System which is a network of social, youth and work agencies from schools, social pedagogical institutions and businesses was especially developed for migrant workers. The goal is social prevention, but also the gathering of qualification reserves for the labour market.

The close collaboration with companies opens a new perspective because they search for competent employees and therefore give Lifelong Learning that extra push and wide acceptance. The District Administration's goals will become a reality; the qualification level will be so high in the Learning Regions that the economy will continue to flourish. ■



Approved Education// Learning Region Central-Mecklenburg–Coast

Guestrow has a famous history as a Mecklenburg-like residence city. Numerous buildings tell of this great time: the Renaissance castle, the Gothic cathedral and classical town-hall, for example. And everywhere are references to the Guestrow's most-famous resident, the sculptor, illustrator and dramatist Ernst Barlach. The people of Guestrow are proud of their history, but their focus is on the future; they see themselves as a future-oriented city. Guestrow is a tourist place and provides an increase in living standards through its projects for an ecological city development. At the Learning Region Central-Mecklenburg-Coast, which has its project office in the city, it is also about quality, about quality in Lifelong Learning.

Just now the work group, "Quality in professional further education", is meeting together with three other institutions (schools, professional training, college) which fills the project "Quality in Education" with life. Professor Reinhard Kastl is presenting an experience-report. His education institution, The BilSE Institut für Bildung und Forschung GmbH, has been certified according to DIN EN ISO 9000 ff since 1996. The extra effort at the introduction was very high, but today a certain routine has developed. "I wouldn't want to go without the system. The award is important to us!"



The BilSE Institute is not alone; all of the main participants in the network can present an ISO certificate. Quality development – regardless of which system, ISO, EFQM or IqW – is part of professional obligation and part of service-orientation. The client-orientation leads not only to making further education quality dependent on learning success, but also on transfer success. "The decisive question is: What can the participants do with what they learned in their professional and daily lives?" Project Coordinator Udo Eggebrecht from the ATI Küste GmbH strives to develop special solution models from participant's experiences. "We want to have a say in the quality discussion."

Quality control looks like this; all those involved in qualification processes are included. "Participant satisfaction, the contractor's satisfaction and the mediation rate are all equally important for us". Project Coordinator Birgit Stecker explains that the conferences are evaluated during the process. Reaction to criticism from participants happens immediately. For example, the Company Management at the BilSE Institute, which opens every course, feels responsible. The transfer success of each measure is also checked. "We have almost all of our focus on qualifying the



Professor Dr. Kastl describes the sub-project "Quality in Education".

unemployed and employed. That is why it is important for us to know exactly what the industry requires."

Despite all this client orientation, there is no room for a "cuddling pedagogic". Manfred Soltwedel, Key Account Manager at the CDI German Private Academy for the Economy Ltd. (CDI Deutsche Private Akademie für Wirtschaft GmbH), finds that quality also includes fulfilling an "upbringing mandate", showing professionalism and reaching agreed goals. This applies especially in schools, but also in part to educational areas.



The Community Centre in Götting is a decentralised Learning Centre in the Learning Region of Central-Mecklenburg–Coast.

“This area has many items to work on for the future. Therefore we will not simply accept that young people, who are able to contribute something, leave. I consider it very important that they build on their future right here.”

Joachim Guderian, Managing Director of German Carbon in Teterow

The network also investigates questions of quality on an international level. Together with partners from Finland, Poland, Slovenia, Spain, Switzerland and Denmark, models of self-evaluation are being developed. “We want to look on the other side of the fence and compare ourselves with others.” Professor Kastl sees the Quality project as the network’s central task. “We have already agreed on the central terminology and will work out a general model which can be installed in all areas of the network.”

One of these network areas is located in the small town of Götting near Teterow. The citizens there have personally taken over the fight against the cultural stagnation in the rural area and renovated a house, which was until recently a restaurant, into a **Community Centre**. This place is a decentralised learning centre in the architecture of the Learning network. The citizens are tempted out of their homes through attractive offers and meet each other in the solidly comfortable atmosphere of this community centre in order to chat, to visit concerts and informational meetings. Martina Fehler, the house’s soul, can be so persuasive that many interested

people even come together for a course. Internet courses for women (also premiered in connection with the “Women on line” project) or back-strengthening courses are offered in this way. “We are trying, in a gentle way to have access to those people who often are unemployed over a longer period and isolate themselves.” And then the lady of the house shows us the Feedback Form “Give us your opinion!” which passed the quality test.

From the rural ideal into high-tech. The region’s innovative companies such as German Carbon in Teterow promote **talented secondary school pupils** in the region. They have the opportunity to explore their outstanding knowledge of chemistry or physics in a professional setting. In certain cases, professional perspectives are opened for the pupils, possibilities for recruiting the manpower of tomorrow for the companies. “This area has many items to work on for the future. Therefore, we will not simply accept that young people able to contribute something move away. I consider it very important that they build on their future right here.” That is the motto of Joachim Guderian, Managing Director of German Carbon.

The project is very well accepted: 30 places are available for 90 applications. It is planned that this idea creates an innovation-pool for the regional economy from which companies with high innovative potential as well as companies with a high need for innovation can profit. And the participants also have something to gain from the close co-operation with the business: lessons become more interesting and the pupils more interested. The long-term goal is that 120 talented pupils are

entered into the personnel development plans of small and medium-sized companies. High Quality!

The Learning Region of Central-Mecklenburg–Coast offers in addition to the innovations presented, the motivation for fundamental change and the ambition to force economic development and even a good piece of advice. The current internet site is crowned by a saying from Henry Ford: “He who stops learning is old, whether he is twenty or eighty. He who always learns will always be young.” ■



Internet courses for women take place in the Learning Centre in Götting.



Distanced from Education

An example



Pilots for the Disadvantaged//

Step on! Education Directions City of Mainz/District of Mainz-Bingen

“Che cosa posso fare per la mia salute?”¹ Italian citizens were invited into the town-hall in the city of Mainz under this headline this summer. Dottressa Orietta Cano discussed preventive measures and treatment methods for diabetes, heart and circulatory diseases. Those who wanted to could put the rule to the test and have their blood pressure or blood sugar level tested. Turkish-speaking people in the Mainz/Mainz-Bingen region were approached in a similar way: “Seeing well – a whole life long” or “Healthy in later years”.

These events are part of the “**Getting older within migration**” line of seminars created and executed by the education network in Mainz called “Step on!”. “We want to reach people who haven’t seen the inside of an educational building in a long time with these low-threshold seminars”, explains Sandra Cartes from the network. The success supports her statement: more than 100 people came to each of the information evenings. The special place in which the seminars were held also helped: the town-hall.

Of all migrants, 80 % will – contrary to their original plan – remain in Germany when they are older. This fact is the starting point for a further education programme for nursing workers. These working groups are taught the special needs and problems of foreign older people through seminars such as, “Inter

cultural nursing management” or “Culturally sensitive nursing”. Different stationary and ambulant care agencies from communities, the university and from educational institutions work in further education within this network. Sandra Cartes hopes that this effort will eventually add particular building stones to the competent line of trainings.

Change of scenery: from the town-hall to a neighbourhood meeting place for the charity organisation in the Mainz downtown, an area judged as a socially strained living area. More than 50 % of the people in the new city-north area have a low or non-existent school qualification. The meeting café only recently became a **Network-Café**. Several PCs invite people to try out the internet. After a moment of scepticism even the older visitors to the café have trusted themselves to try out the unfa-

miliar computer media. The head of the establishment, Eva Trost-Kolodziejski, explains enthusiastically how an older man with motoric problems only watched at first before he went to the computer. Or that a cleaning woman found her job through the internet. The head of the place continues: “New perspectives are being created through this new media. Subjects are becoming visible and closer.”

Often the awakened interest in this new city meeting place leads to participation in a short and inexpensive PC course or to collaboration on the neighbourhood website, run by the organisation “Neustadt im Netz” (“New City in the Internet”). Everything is reported that is happening in the neighbourhood; organisations, industrial and public authorities working together. That is how networks are being built on the net.

¹“What can I do for my health?”



A network on the net is created by the counselling organisation “Blickwechsel” (“Exchanging glances”) which has been offering **Education and professional counselling for women** for the past 6 months in the city of Mainz and the district of Mainz-Bingen. A regional analysis on the subject of “Women and Gainful Employment” showed clearly that in the year 2000, older and long-term unemployed women have a particular problem returning to the workplace. “Blickwechsel”

offers solutions to these problems. A whole range of institutions co-operate under the roof of Step on!: The Labour Ministry, the communities and educational institutions.

The counsellor, Elisabeth Döbbelin, can’t complain that there is nothing to do. The advice bureau is well-used: more than 100 women have been given orientation help through detailed conversations. “Those searching for advice often appraise their own

competences at a very low level. That is why it is important to concentrate on their strengths.” women returning to work often end up pursuing a profession which is completely different from the original one. Elisabeth Döbbelin describes a concrete example: “A former book-keeper no longer wishes to return to that profession. In caring for her mother, she realised that her strengths and interests lie in a completely different area. Now she wishes to take care of the elderly.”



The networks of the Learning Regions approach people with offers that are tailored to the regional and social basis. As is the case here in the west end of Hamburg, in the neighbourhood called Osdorfer Born, a basis education centre BLiZ was founded with the service network education and learning culture.



Participants at a PC course in the New City meeting place Learning Region of Mainz.

“The core of this project is building a regional education infrastructure which will bring those seeking education and those offering education closer together. In that way more emphasis is put on the inclusion of groups which have otherwise stayed away from education.”

Astrid Sanger, Project Manager for Step on!, The Centre of Scientific Further Education at the Johannes Gutenberg-University of Mainz

After successfully “Exchanging glances”, the women are usually passed on to the educational institutions in order to define their individual qualifications. This is also what happened in the example.

A central tool of the network and thus for the “Blickwechsel!” work has just been completed: the [Education Atlas](#). It is not only designed for women, but for all those in the

region who are interested in education. It offers information about further education choices, about those offering education and general information about further education. In 2004, the Education Atlas was awarded the Further Education Prize for the Rhineland-Palatinate. Catrin Yazdani thinks it is important that the database is easy to use, such that target groups who have been distanced can also work well with it. The political scientist coordinates the network group “Education Marketing” whose main task is to advertise for Lifelong Learning and to mobilise as many people as possible to learning.

Project Manager Astrid Sanger from the Centre of Scientific Further Education at the University of Mainz emphasises that the network is the means to an end: “The core of this project is building a regional education infrastructure which will bring closer together those seeking education and those offering education. We especially want to motivate those people to learning, who have had a dis-

advantaged beginning.” The concrete projects have been a success; the co-operation between players has worked out well. Dr. Uwe Schmidt from the scientific accompaniment for Step on!, can verify this observation: “The connecting of networks develops from concrete measures.”

Astrid Sanger evaluates the afore-mentioned measures as small, but important steps. “We want to make returning to the educational process easy. We want to level the road and to give directions, especially for those who don’t usually move in educational circles.” ■

“Step on! and its partners stand for the strategic further development of a Learning Region in Mainz and Mainz-Bingen which is prepared for the future.”

Jens Beutel, Mayor in the City of Mainz



Self-learning centres can offer new and individual access to learning. As seen here in the Learning Region in Offenbach, detailed guidance by Doris Lenz (bottom left) is undeniably important.

Learning Location “Plattenbau”//

New Multimedia Learning World in Marzahn-Hellersdorf

At the EXPO 2000, several home building companies, working together with the local authority, presented “The Hellersdorf Project”. In a box, a container-like building close to the Hellersdorf Underground station, one can still look at the plans and strategies for the restoration and modification of the largest “Plattenbau” (prefabricated housing) project in Germany. The EXPO project had left its mark: many of the houses are no longer recognizable; they have received new facades and above all new colour.

As it has turned out, the “Plattenbau” is not just a curse, but also a chance. One year after the EXPO, the Learning Region Marzahn-Hellersdorf was launched and started working on life in the housing project. Education and architecture came together.

Co-initiator and Project Manager, Thomas Schmidt, explains that the housing project has surprising advantages for educational use: “Many people live in a comparatively tight space. It is easy to inform the people.

Even in the time of the GDR, the “Plattenbau” buildings were fully connected with cable, in order to establish simple television reception.” That is where the idea for **learning location at home** came from. Its goal was to use the home as a viable player in connection with the workplace and educational institute.

Together with two home building companies and the local authorities of Marzahn-Hellersdorf, the Apollonius Project Office conducted a tenant survey at the end of 2001. Over 65% of the households asked with residents up to the age of 40 already had an internet connection. Whereby the possibility for qualification doesn’t stand in the forefront, the usage of communication and information media does. Thomas Schmidt and his colleague Katja Liebigt come to the following conclusion: “We must work together with our partners to push a development that directs the participant’s gaze towards an extended use-spectrum and to sensitize them for learning possibilities.”

The project can register its first successes with their **Education in cable television**. Thus, pupils from the Leonard-Bernstein High School have produced talk shows and video reports. These were broadcast by Kabel Berlin-Brandenburg into the connected homes and into the classrooms at school. The productions took on the subject of the living conditions in the neighbourhood (“Grey Prefab – Colourful life”). These came about in the framework of a multimedia laboratory,

New Learning Worlds

An example

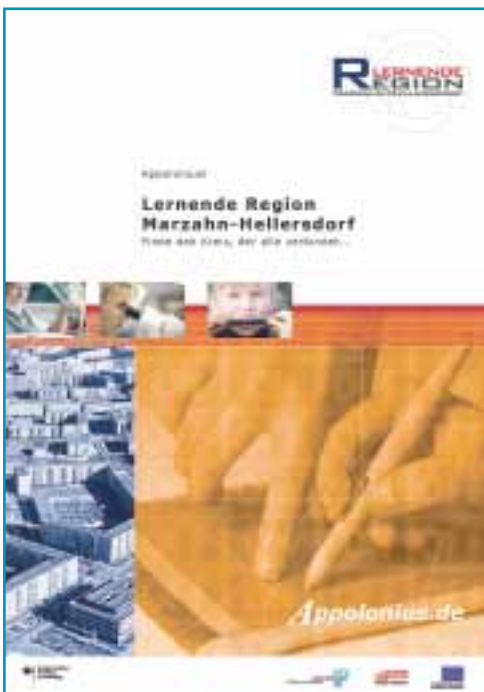


which the young people prepared through a casting workshop. Therefore they were given the chance to test their own capabilities as well as to work out their strengths and weaknesses.

Learning with new media characterises the network of the Learning Region in Marzahn-Hellersdorf. First steps have also been made in the direction of e-learning. A **network-wide learning platform** for teaching programmes already exists and is being used by companies for their internal further education. Together with the Administration Academy in Berlin (Verwaltungsakademie Berlin), media-supported learning situations for administration employees were developed and tested, i.e. for the preparation of the election governing bodies for the European Election in 2004. This introduction to the media-legitimate preparation of contents is to be built upon such that it will become lucrative for schools and colleges – and especially for learning at home.

“Modern communication-solutions choices in “Plattenbau” buildings increase the quality of living and make living in the community of Marzahn-Hellersdorf more attractive, especially for young people, but also for interested seniors.”

Dr. Niemann, Local Authority for Ecological City Planning (Bezirksstadtrat für ökologische Stadtentwicklung)





Multimedia learning choices also define the "Braindays 2003". The shopping centre in Hellersdorf-Middle is being made into a computer laboratory. The old and the young can test themselves and can try out the media world. In addition, there will be performances and an attractive show. Thomas Schmidt says, "With this, a foundation for the **extension of multimedia learning** can be laid. The citizens were made aware of the ideas and offers from the Learning Region through Braindays 2003."

The Learning Region of Marzahn-Hellersdorf's name was taken from the Greek mathematician Apollonius who had developed a circular theory whose scope has become the slogan: "Find the circle that connects everything!" An unusual alliance has begun in order to make the learning location at home more attractive through multimedia con-

nections. It is an alliance between the economy, education and politics which want to change a difficult initial position for the better. **Public and Private Partnership** is a reality here where learning with new media is a link between players who have previously not worked together.

The company adviser Karin Büttner describes the constellation in Hellersdorf: "The participating housing agencies have an interest in increasing the value of their flats through special services, the cable company wants to sell their services, the local authority wants to improve the location and living conditions and the educational institutions want to fulfil their education goals. Everyone profits from this **classical win/win situation**. Apollonius! is supported, because it works."

Within the network of the Learning Region of Marzahn-Hellersdorf, new learning loca-

tions, innovative learning arrangements and the possibility of IT-based learning tools play a central role. That is why their patroness, Ex-Federal Minister Dr. Christine Bergmann, proudly says: "It is important to me that the "Plattenbau" neighbourhoods don't always have the image as if they were a developing area. The opposite is currently the case. We have a young structure and we have a lot of people who participate."

"My company is interested in making the existing interactive service for the homes usable for the development of new and other forms of teaching and learning."

W. Leitsmann, Kabel Berlin-Brandenburg



Networking

An example



Permanent Task Network Management//

Measures Building on Trust in Oldenburg District

The network “learning-for-life” wants to consolidate the learning and living worlds in Oldenburg district and to unfold a broad effect in reference to life. The participants in this network follow the same strategy that goes well beyond simply gathering information about those seeking education. New offers are to be developed: from the education suppliers between themselves and in connection with those who request education. This kind of a process requires trust and a well-defined network culture.

My meeting with some of the network’s partners takes place in the Culture Centre on the edge of Oldenburg. The subject is the network’s setup: **How does it work together?** The conference room is practical, without any real atmosphere. Although, not for long. Project Manager, Angelika Flügge from the network office, brings serviettes, biscuits and a green plant. Soon cups are on the table and the smell of coffee drifts through the room. Now it can begin. There is no better way to start the discussion on this subject.

The network “learning-for-life” consists of around **50 Partners**. The spectrum runs from a practical philosophy initiative (“Aktion praktische Philosophie”) to the orientation level of a school in Hude (5th and 6th grade

classes undergoing a phase of orientation) and the Chamber of Trade (Handwerkskammer) and on to the adult education classes. They all come together with the desire to strengthen a new learning culture: with time-ly learning and counselling structures, with a clear overview of the education offered and with possibilities to make informally-attained competencies visible. Five sub-projects have been initiated for this purpose: the service point for counselling and learning, the demand and supply model “Education 2002+”, “Strong for Children – strong kids”, a countryside agency for media competence, education and tourism (“Landagentour”).

The network’s destiny is guided by a coordination board and by the network office which is

open full-time. A **clear structure with clear responsibilities**, a well-organised framework for the work. What do the players say to that? Karin Pieper from Rural Adult Education (LEB) is responsible for the sub-project media competence. The centre of attention is on the setup of a mobile learning café. Young people and adults should learn how to get along with the different media in order to broaden their professional perspectives. “The work with our co-operation partners is nothing new for the LEB.” Nevertheless: there are now new contacts which would have never come about without the Oldenburg network. For example, the Helene-Lange-School, an integrated comprehensive school which has made a name for itself in media work and helps with further education. The network is not only a positive force in a technical sense: “The sub-project meetings offer an island of comfort in these stressful times.”

“People should pay as much attention to their education account as they do to their bank account.”

Dr. Alfred Fleßner, Project Manager

“The network learning-for-life connects the regional requirements in Oldenburg district and the importance of learning that accompanies life, in order to improve the professional and life possibilities as a whole.”

Karin Pieper, Rural Adult Education (LEB)

Barbara Heinzerling and Rüdiger Jentsch from the Protestant Adult Education agree with her. Their institute has focused on work with migrants and offers a further education series for kindergarten pedagogues on the subject of “intercultural and interreligious life and learning in kindergarten” within the network’s framework. “The network meetings are well-prepared and are run in a pleasant atmosphere.” Both confirm that the work is transparent and clearly structured and the network office is seen as a trustworthy and stable contact point.

There is a realistic view in connection with teamwork in the network as a whole. “The external conditions fuse us together.” In addition, the internal limitations often work positively on teamwork. “At the same time the scramble for money is naturally a point for potential conflict.” Although the understanding of the partnership outweighs that and can unfold its positive influence.

Edda Albers from the Chamber for Agriculture is responsible for the “Landagentour” project. Among other things, decisions are made on the qualification of sources of income through tourists in the rural area. Previously, she could only gather a little net-

work experience, now it is fun to make contacts and to take on new partners (i.e. schools). She sees the network office as intensive, open, competent and helpful. “I receive **hands-on support**.” And it is supposed to be that way, because all those involved didn’t want the network to remain just a lot of hot air.

Obviously the partners are happy with the network and with the network office in particular. What is the secret to their success? Project Manager Dr. Alfred Fleßner responds a bit embarrassed: “The education market is under pressure. There is a sort of co-operation obligation.” Although this co-operation didn’t really start on a good footing. In Oldenburg district there are no previous networks, just competition and solitary work; teamwork was the exception. Then when the adult education centre in Oldenburg took up the initiative and made an application, the scepticism was obvious. “No one believed it would be successful.”

A lot of emphasis was put on setting up a wide-ranging alliance and to attract **active partners**. This was possible; the network grew even bigger and more capable of supporting. Even with regards to the contents of the concept, with its mixture of educational tradition and new learning culture. The internal concept, a mixture of education tradition and new learning culture, also took off.

In addition to the outwardly successful factors, the internal ones can also be cited. The network office certainly had its fair share in that success. “We try to set an example of what we expect from our partners.” That includes measures that help to build up trust, as Karen Duggen says: visits with our part-

ners, **respecting appointments and dependability and a strong product orientation**. “We observe our environment very closely in order to recognise conflicts as early as possible.” This observation strategy has been successful thus far. ■

“This project makes sense. We have a hard time getting at some groups. But these are the ones we need to educate as early as possible, in order to save on future costs in the form of welfare support.”

Lutz Stratmann, Minister for Science and Culture in Lower Saxony and patron of the Learning Region in the Oldenburg district



Knowledge Creates Perspectives//

Education for and with Companies in the Wartburg Region

Maik is 15 and a hopeless case. He isn't doing well in school: major problems in reading and writing. Completion of school is out of the question for him. Constant failures have made him aggressive; his threshold for violence is low.

In technical terms, he belongs to the group of youths who are learning-disabled and show negative behaviour patterns. His chances of finding a vocational training, and later a paying job, are next to nothing.

But Maik did get a new chance and he used it. He moved from his normal school to the promotion centre in Eisenach. This works within the network of the "Learning Landscape" (LernLandschaft) in the Wartburg region closely together with the Technology and Vocational training Centre in Eisenach (tbz) and the Chamber of Trade. There he could test himself in a practical sense and try out different job directions. "And there he finally experienced success!" As his trainer, Peter Brennig

"We would like to become the contact for all issues concerning learning."

Daniela Schenk, "Learning Landscape" in the Wartburg Region / Education Centre of the Thuringian Industry

witnessed the changing process. "Maik became better at school, finished school and today is in a vocational training programme." Manfred Königshof, Consultant for Special Schools, sees practical instruction as the best possibility for stabilizing youths displaying negative behaviour: "They discover their abilities and develop social competence."

It is about preparing them for the job world as early as possible: through project instruction, learning about jobs and through job practice.

Dr. Jürgen Erbe from tbz stresses that the central force in the network of the learning landscape in the Wartburg region is the regional businesses: "The economy welcomes this initiative for social and economical reasons." Even today there is a shortage of trained personnel in many areas. These will develop into a general phenomenon within the next few years because the low birth rate years will catch up with us. "That is why we need to qualify intensively." Therefore it depends on each individual, even Maik. "Knowledge creates perspectives" – that applies to the development of the individual as well as for the economic future of the whole region and it is the slogan for the Learning Landscape in the Wartburg region.

Important to the youths' further development is the choice of profession which is often difficult to arrange. This is where the Learning Landscape in the Wartburg region introduces its sub-project "Strong parents – strong teenagers".

Thomas Giesa, Manager of the Martin-Luther-Secondary School in Eisenach, sees things realistically:

SME

An example





Many Learning Regions offer job-preparation measures for young people in their networks, here in Hamburg and Hanover for example.

"Parents today are often not in a position to give their children advice concerning profession." In addition, many young people are simply not mature enough to work everyday. "We don't want to be a parent school, but want to be at the same level as mothers and fathers in discussing problems, offer orientation and be available for a dialogue." An example is the conference "On-the-Job Demands". The educational manager from Robert-Bosch-Fahrzeugelektrik in Eisenach wants to help parents find the right profession for their children. He will state the technical requirements for beginning vocational training from the company's perspective.

The companies are not just the ones giving impulses and co-operation partners within the Learning Landscape in the Wartburg region, but also areas of action. An investigation by the Berlin Institute for Socio-Economic Structure Analysis showed that in Thuringia in the years 2006 – 2010, the total manpower requirement lies at approx. 70.000 – 80.000. Network Coordinator Neubauer and his comrade-in-arms assume that small and medium-sized businesses will not be able to meet this demand: "Small and medium-sized businesses generally don't have a professional personnel management or the tools to analyse their needs."

"We need many fellow instructors, because one person alone will not be able to do anything."

Dieter Althaus, Minister President of the Free State of Thuringia

In the Learning Landscape in the Wartburg region, the sub-project „Fulfilling skilled labourer needs“ addresses this problem. The main focus of this project is to include the SMEs in a strategic partnership with educational institutions, job mediators and counsellors at the Labour Exchange. A possibility is a sort of sponsorship of smaller enterprises by larger enterprises in terms of personnel development. Daniela Schenk from the Education Centre of the Thuringian Industry promises herself advantages in competition through this initial stage of action. "Starting point is a qualification-need analysis. Then we look to see which instruments are needed to improve the situation." First, the existing employees are incorporated, but also the targeted search for additions to personnel will play an important role. "Qualification is a central building block in this concept. We also especially want to test and certify informally attained knowledge and capabilities."

The sub-project fulfilling skilled labour needs focuses on the use of all those involved not least the employed and unemployed in the region. An "early warning system" is to be installed which will allow for early reaction. And with it we want to encourage that this industrial region connects with an old, great tradition and will find its way to new prosperity.

The Learning Landscape would also like to prosper. Dietwald Neubauer sees good possibilities based on the closeness to the economy and the strong orientation towards users: "In the end, the youths of today are the skilled labourers of tomorrow. And the SMEs that we support today are the future innovation supporters and employers." Dr. Beatrix Broda-Kaschube, Scientific Guide in the Wartburg region, agrees with him: "The expectations are very high, but there is a definite constructive atmosphere in the network." ■



New Learning Worlds

An example



Arts//

Learning and Learn Culture in Unna

On the site of the old Linden brewery is hectic activity: lorries, cranes, diggers and labourers who are building scaffolding, walls, plastering and paving roads. The deadline is approaching. Next year the “Centre for Information and Education” (ZIB) will begin building an educational complex which will house the adult education centre and other educational institutions, the city library, the city archives, the Culture Department of the City of Unna and diverse social cultural institutions. And all this on an industrial ruin. The construction is an indication of how important education is for the city of Unna and it is the material connection of a learning network in the Learning Region in Unna.

Although the learning network is not only modernising the hardware as co-initiator Michael Wacker puts it: “Also the learning concepts are on the examining table.” It is obvious that artistic elements are playing a large role. It is especially meant for those target groups judged as “disadvantaged” or “remote from education”. “Cultural education” is not a reservation for the elite, but a

postulate for all”, claims the former North Rhine-Westphalian Cultural Minister Girgensohn in this context.

This claim is taken seriously in Unna and translated consequently through this network. For example, with **photographic business investigation**. Last year a group of young people went on a “photo safari”

through measures of the workshop in Unna. They photographed their work places: workbenches, machines, desks, materials. Or they took photos of their fellow trainees while they were working. The results were documented in an exhibit. Black and white photos of great intensity were shown as witnesses of seriousness and engagement.

Jürgen Lichte from the adult education centre in Unna, describes the results of this project: “The young people receive a different perception through the photographic media. They come to terms with their job environment through a different perspective.” And media competence is also learned incidentally. The positive experiences with this project are documented and flow into the revisions of the education plans for job preparation.

At the moment a group of trainees in the Hotel Katharinenhof are experiencing the same thing. Daniela Schlüter, future restaurant specialist, also takes part: “This is exciting.

“The goal of the sub-project Cultural Art – Learning is to support people in using art and culture to acquire skills and competencies with which they can actively shape and significantly change their job biography.”

Peter Pankau, Project Coordinator
Learning Region Unna

Totally different from school. Much more relaxed.” Her own approach to photography has also changed: “I don’t just shoot anymore.”

“Culture should be brought to the people.” Adult education man Lichte feels himself confirmed when he describes how proud the young people are when they present their works: “Their character has grown.”

Another project, initiated by Sigrun Krauß, the Director of the Culture Department of the City of Unna, goes one step further. Two well-known artists would like to transform the park Kurpark Königsborn into a **“Park of the Senses”** together with classes from two trade schools and supported by the local youth art school. They want to create a tone garden which will offer the visitors additional appeal to this much-loved green area.

A beginning has already been made: 70 pupils have taken part in a museum visit which was meant to sharpen their sense awareness. “Sixty-five of them were in a museum for the first time in their lives”, says Sigrun Krauß. At this beginning phase, their curiosity is being awakened. Then the objects will be drawn up and created at a later phase. Within the concept of these measures the whole approach is emphasised: “Art and culture are the right methods to increase the motivation of those learning, to build on teamwork skills und social competence, creativity, flexibility and to develop the skills for unconventional problem solving in the job world.”

Unconventional ideas are Peter Pankau’s world, the Project Coordinator of the Learning network. That is why he cycles during the Tour de France with 100 other people from one educational institution to another in order to draw attention to advertisement for this **“Tour de Culture”**. Not only was the participation response overwhelmingly positive, but the press reported in detail and with approval. That is why the event will be repeated this year. “We are trying out unorthodox things in order to soften the rigid understanding of education and learning and to support interest and curiosity.” The network’s office always operates in the background: they coordinate the necessary resources, bring together those interested and offers counselling. They are comparable to an advertising agency and guarantee that spectacular and out-of-the-ordinary events will also be a part of the Learning Region in Unna in the future. Peter Pankau, as a former company advisor, finds that easier than most of the “born” education people.

A workshop with 20 young people shows in a concrete example where this can lead to

“Unna is a lighthouse for education and further education. This role needs to be strengthened and to clearly display its importance for the region.”

Wolfram Kuschke, Minister of the State
Government in North Rhine-Westphalia
and Chairman of the Supervisory Board of
the Association “Learning Region Unna”

They are creating masks out of wood and are hoping to draw attention to the current vocational training shortage. After that, the Labour office was able to register 27 new vocational trainings. As a thank you the new training companies will each receive one of the finished masks.

“The new self-confidence should work as an additional motivation to continue searching for an apprenticeship because these young people are preparing for a professional perspective.”

Franz-Josef Ludwig, Labour Office in Unna,
about the participants in a culture workshop

The many art projects are not only education marketing, but also the attempt at founding a new learning culture. Unusual learning ways are supposed to make access easier, especially for those groups who too often remain left behind in the traditional system. Therefore, they are a means for increasing educational participation and are also designed to give traditional learning new impulses. Unna is becoming more colourful. ■





Networking

An example



Building Bridges in and for Europe//

PONTES – Learning in and for Europe Building Bridges in the Euroregion Neisse

I am riding in the Lusatian train from Cottbus to Zittau in the southeast corner of Germany. An article in “Sächsische Zeitung” newspaper describes the attitude of the region: “Three countries celebrate at one point.” It is reported that the people responsible for the European region of Neisse-Nisa-Nysa have decided to celebrate Poland and the Czech Republic’s admittance to the EU on May 1st 2004, in a three-country festival.

Goerlitz, the last divided city in Europe, symbolises the act of bridging. While in the German part, the historical old town shines in new brilliance, the Goerlitz new town (today in the Polish city of Zgorzelec) looks rather drab with its large housing blocks. Temporary wooden bridges are being built across the Nisa for the old town festival, so that it is easier to celebrate together.

The Learning Region PONTES has its place in this multi-historical and current occupation. A clear point is made, even when the name was decided, the Latin name for “bridges”. Dr. Regina Gellrich, PONTES Project Manager, has a vision of a borderless Learning Region in Upper Lusatia-Lower Silesia. “The network sees itself as a bridge builder between the regional players, between the different education areas, between education providers

and user and especially between the education infrastructure of the three countries in the European region of Nisa and the people who live here.”

The chances of that are not so bad. District Administrator Günter Vallentin, at the same time chairman of the municipal community European Region of Nisa, looks back on a long tradition of cross-border teamwork. Even in 1991, a European region was set up and many things have been accomplished since then or at least set into motion.

For example, PONTES can attach itself to and build upon the International Higher Education Institute in Zittau (IHI) in which German, Polish and Czech students attend conferences together. Thus the IHI supports PONTES’ network agency with the develop-

ment of a **Euroregional education and knowledge server**. Dr. Jana Brauweiler from the IHI sees PONTES as a natural ally in spreading their own international education start to new target groups. She is especially excited about the trustworthy teamwork in the network: “One call is enough!”

Cultivation of international contact is not only important for the higher and further education institutions: even the smaller ones are experiencing border hopping. PONTES co-operates with the German-Polish children’s house St. Franziskus in Ostritz, whose children opened the second PONTES education forum with poems and songs in the Polish language. Finally they connect with the German-Czech school co-operation in Hartau/Hradek n. N. (“borderless school” project), in which the schools take turns visiting each other at least once a week.

PONTES’ approach at creating a borderless educational area is also supported by the regional industry. This engagement is not limited to the hypothetical, but also finds financial expression: five well-known regional companies will have their logos presented on the network information as sponsors.



"I can envision that the borders will then no longer be a hurdle, that the signs will represent three or four languages, that there will be so many encounters such that it will be normal for school classes to visit each other and that instruction will be conducted together."

District Administrator Günter Vallentin

One of them is the fit GmbH in Hirschfelde, a producer of dishwashing liquid. Managing Director Dr. Wolfgang Groß, comes right to the point: the European extension creates new expansion chances for fit GmbH. But these chances can only be realised when there is enough specialised manpower available. The Manager is also betting that through PONTES a positive learning atmosphere will be created. "We need people who can easily move linguistically and culturally in our neighbouring countries."

There are already people with this ability, but only a few individuals. One of them is Robert Schiller, a German-heritage Polish man living in the Czech Republic. The man who can

speak three languages works closely with the "Learning Street Energy" ("Lernstrasse Energie"). This programme deals with a commonality in the region: the extraction of coal and turning it into energy. In the "black triangle", coal is a curse and a saviour at the same time: open-cast working disrupts the landscape and the energy plant pollutes the air; however the industry also provides jobs and prosperity.

The "Learning Street" connects learning locations on the subject of energy. Contemporary witnesses are included as well as the large diggers, the energy plant in Turow or a wind generator. Those learning (i.e. school classes) are supposed to connect theoretical knowledge with practical experience through explored learning and at the same time are supposed to get to know different ways of viewing things while learning.

Even Jacek Jakubiec, Secretary for the Polish side of the European Region from Jelenia Gora, draws much hope from the teamwork in the PONTES project. "On the Polish side there is the willingness to build a mirror-image. The idea has been accepted." He hopes that the PONTES activities will help push ahead with the radical modernisation of the Polish education system.

If the controversial path is continued with patience and energy, then a dream of Jeannette Gosteli, Managing Director of the District Development Society in Löbau-Zittau and at the moment busy with the creation of a programme for the future, can come true: "I dream of a competence region. The natural advantages of this region will flow into an education area. There will be networks of the German, Polish and Czech educational institutions which will attract people from completely different regions, i.e. who would like to learn Slovakian or how to get along with different cultures."

PONTES profits in its activities from the broad approval of many central players. The network is especially connected with the reflexions of the territorial bodies and can already build upon international co-operation. The teamwork with Poland and the Czech Republic is a challenge and a driving force at the same time. Presumably the border crossings in this region will soon become so taken for granted, like the fact that one can enter the Lusatian train on the other side of the Nisa, on Polish territory. The train starts off, slow but steady. ■



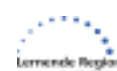
Jeannette Gosteli, Managing Director of the District Development Society in Löbau-Zittau: "The natural advantages of the region will flow into the educational area ..."

"In the PONTES network there is an atmosphere of collective creativity."

Jacek Jakubiec Secretary of the European Region of Neisse-Nisa-Nysa



German, Polish and Czech students at the International Higher Education Institute in Zittau



Short Portraits of the Networks //



The following information on the networks and their projects is only introductory.
 You will find a more detailed map on the last-but-one page. For more detailed information on the Learning Regions – also on their geographic dimensions – please contact the networks themselves.
 Updated: September 2004

Bremen

// ① Bremen Learning Network: Innovation and Competence for the Bremen and Bremerhaven Region



What/ The vision of Lifelong Learning should be deeply anchored into the central spheres of life: city and labour. The following are two examples focusing on this issue:

/// Model project “Working time/Learning time” (“Arbeitszeit/Lernzeit”-AZ/LZ): provides counselling services to works and staff councils on the subjects of on-the-job qualification, elements of company personnel policy, and scheduled works council agreements. Development of a “competence centre” for staff and works council members of the Learning Region.

/// na:ll: limber up employees and employers for the structural changes in working life through counselling, qualification and training

Who/ Project partners are public institutions, senate administrations, the chambers, projects, initiatives, and companies. Project management of the LernNetzwerk Bremen is carried out by the funding agency, the Bremen Chamber of Labour (Arbeitnehmerkammer).

Where/ People interested in education can inquire about information and counselling services via the database “Integrated further education information system (“Integriertes Weiterbildungs-Informationssystem Bremen”-IWIB) at www.bremen.de. With the “Education Portal” project, this further education database will be expanded to the “Bremen Portal for Lifelong Learning”. The Aktiv-Mobil action bus of the na:ll project is used to advise employees within their companies on individual continued training offers. Information on the network and its offers is available at the Bremen project office (within the Chamber of Labour: Arbeitnehmerkammer Bremen, Bürgerstr. 1, D 28195 Bremen; phone:



LernNetzwerk Bremen Project Manager
T. Grotthaus-Hoffmann, na:ll Project Manager
G. Schneider and na:ll counsellor Ralf Lüling

+49 421 36301-913) and the Bremerhaven project office (within the adult education centre: Volkshochschule Bremerhaven, Lloydstr. 15, D 27568 Bremerhaven; phone: +49 471 5904754) ■

➔ www.lernnetzwerk-bremen.de

Hamburg / Lower Saxony

// ② Harburg Learning Worlds - The Education Network for City and County

What/ The network wants to develop labour market-oriented qualification offers and facilitate access to education. It wants to motivate learners to discover new learning fields and to develop a sustainable learning culture. It presently provides:

/// Development of a school network with out-of-school partners (companies, chambers, etc.) and practical support for secondary school teachers on the subject of professional orientation

/// Qualification of women returning to the labour market through e-Learning and practical training

/// Bachelor/Master in skilled trades – Developing dual training systems at a higher education level within handcraft

/// Discovering potentials through inter-cultural training modules for personnel developers and labour agencies

/// Lifelong guidance – Not searching, but finding

Who/ The network currently include 22 different partners, “from A (as in Arbeitsamt) to W (as in Wirtschaftsverein).” The project and network management is subordinate to the Hamburg Chamber of Trade (Handwerkskammer).

Where/ Further information is available at the Hamburg-Harburg project office, Buxtehuder Strasse 76, D 21073 Hamburg; phone: +49 40 35905-840 or -841 ■



➔ www.halewe.de



lernende
metropolregion
hamburg

Nicola Dettmer (on the left) and Gisa Blunck at the education hotline "Bildungsanschluss" of the Learning metropolitan region Hamburg.

Hamburg/
Schleswig Holstein/
Lower Saxony

// ① Learning Metropolitan Region Hamburg

What/ The cross-state network wants to increase transparency in the educational landscape and thus facilitate access to the different measures. The following are exemplary offers:

/// Extension of the further education database WISY and implementation of an education hotline

/// Organisation of the EDU 21 trade fair as a contact forum for industry, players involved in further education and people interested in education

/// "Business game": pupils beginning in the ninth grade playfully practice entrepreneur-

ial thinking and acting.

Who/ The overall co-ordination of the project is carried out by KWB Koordinierungsstelle Weiterbildung und Beschäftigung e.V.; further network partners are Weiterbildung Hamburg e.V., Arbeit und Leben Niedersachsen e.V. and Pinneberg VHS (adult education centre). The activities are supported by about 270 associated educational institutions in Hamburg, Lower Saxony and Schleswig-Holstein, DGB (Federation of German Trade Unions), trade associations, labour offices

Where/ Via the further education hotline "Bildungsanschluss", citizens can independently inform themselves on education providers, professional qualification offers, possibilities of promotion, etc. They can receive online information, under +49 180 5577400, on the Hamburg course database WISY which is complemented by further education offers from the metropolitan region.

→ www.lernende-metropole.de



Hamburg

// ① Billenetz – Education and Learning

What/ The network's concept and offers focus on life in the city districts, called "Education and learning in flow":

/// Model project "school-children": school and family problems can be tackled at an early stage through a close co-operation between the school, youth assistance and city district services

/// Education within the city districts: low-threshold language courses for migrant women that take place within reach and simultaneously offer care and special language support for their children, will improve integration and contribute to the social development of city districts.

/// Knowledge and competence exchange: the network initiates and acts as an agent for the exchange of knowledge and skills on a voluntary basis

/// Co-operation of school and industry: developing close-to-practice teaching materials and joint projects as well as improving pupils' orientation in the professional world.

Who/ The Billenetz consists of more than 40 institutions in East Hamburg: schools, initiatives, job creation companies as well as social and cultural institutions. Project management is carried out by Arbeit und Leben Hamburg e.V.

partner institutions and the region. The project office also provides individual information on the network and its offers: billenetz, Hübbesweg 9, D 20537 Hamburg; phone: +49 40 2190-2194.

Where/ The network's website provides information on its activities, events and dates,

→ www.billenetz.de



The Billenetz plenum



Hamburg

// ① Service Network Education and Learn Culture

What/ Proximity to the learning location and a variety of novel education offers ensure that even groups which are less involved in learning are addressed and that the city districts of Osdorf, Lurup and St. Pauli become more attractive.

/// In the shopping centre of Osdorf-Born, the initiative “BliZ – people from Born learn in the centre” provides lifelong guidance and basic education for Germans and migrants.

/// Part-time further education for women returning to the labour market through e-Learning with meetings in Osdorf: the commercial adaptation course provides basic computer knowledge including accounting, MS-Office and internet

/// In the newly-equipped media and computer room in Osdorf-Born, new cultural techniques are offered to all levels of the population.

/// Intense learning and vocational counselling for young people through self assessment material and a support concept called

“pupils’ coach”: pupils can expand their basic education in a self-directed way and work out their own competence profile in order to ensure realistic professional perspectives.

Who/ A network consisting of 20 institutions in Hamburg West/Centre. Project management is subordinate to the Hamburg adult education centre.

Where/ The projects take place at different locations. Information on the Service Network Education and Learn culture is available at the Hamburg adult education centre (Volkshochschule), Haus Billstedt, Billstedter Haupstr. 69 a, D 22111 Hamburg-Billstedt; phone: +49 40 736171-26 or -27. ■



Ellen Abraham and
Tuija Schulte-Hyytiäinen

➔ www.lernende-region-hamburg.de

Lower Saxony

// ① BELOS – Further Education Network (counties of Bentheim, Emsland, Ostfriesland)

What/ “Improving chances by co-operation instead of competition” is the motto of the BELOS network, which attends to counselling and networking educational institutions in the cross-border Ems-Dollart region. It focuses on new forms of multi-media based learning for young people, women, migrants and older employees. The network guides and supports the target groups’ activities by offering:

/// Online counselling platform and learning at home

/// Sabbaticals for older employees

/// Materials and methods in order to overcome learning disabilities

/// Support during transition from school to vocational training

/// Demand-oriented qualification of migrants for their initial entry onto the labour market

/// Development of common quality criteria.

Who/ Project management is carried out by BELOS – Netzwerk für Weiterbildung e.V. The network currently includes 29 members from the fields of education, policy, industry, trade and school.

Where/ The central contact point for people interested is the project office in the Seminar



House Friederikenplatz, D 26871 Papenburg;
phone: +49 4961 9823810 ■

➔ www.belos-net.de



Lower Saxony

// ① FLUXUS – The Network for Orientation in Life and Profession (Hanover)

What/ The network consists of ten workshops in which exemplary learning projects are being developed. The players are networked both among each other and with players from other workshops. There is a broad offer of learning fields, as for example:

/// Idea workshop school/nursery school: offers for teachers, educators and children concerning Lifelong Learning

/// "Fantastic construction site": courses to enhance artistic and mechanical skills

/// Parents' workshops: development and support of a family centre and a baby course

/// "Seniors Workshop": voluntary engagement of women and men over 50, also for younger people.

Who/ Currently about 100 people from the fields of culture, further education, school, children's and youth work, science, labour administration, welfare and industry are involved in the network. Project management is carried out by the FLUXUS agency within the Education and Qualification Department of the state capital of Hanover.

Where/ Information is available at FLUXUS agency, Friedrichswall 15, D 30159 Hanover; phone: +49 511 168-48559 or -46132. The local radio station "radio flora" reports monthly on current projects. ■

➔ www.fluxus-hannover.de



The media bus

North/West

Lower Saxony

// ② LENZ – Learning Network within the Gifhorn district

What/ In providing its services, the network wants to support the perspectives of development and existence in a rural environment and deeply anchor the concept of sustainable development within the region:

/// Qualification components for women and men from agriculture: "Agriculturalists becoming energy economists", "Women farmers on the Net" or "Guide for rural tourism"

/// Development of a Regional Education Centre for Sustainability (REBINA): qualification measures for companies and their apprentices, unemployed or professional starters on the subject of sustainability as well as the training of multipliers

/// Gender agency: gender trainings and

implementation counselling.

Who/ Twelve regional institutions and companies are co-operating within the network. Project management is carried out by LENZ e.V.

Where/ The homepage provides information on regional education offers for people interested. A multi-media based vocational counselling guide provides support for young people in their specific questions on professional career choice and training possibilities. Project management answers questions about the network's offers: LENZ e.V., Braunschweiger Strasse 137, D 38518 Gifhorn; phone: +49 5371 589997. ■



➔ www.lenz-info.de

Lower Saxony

// ① Learning Region – Bildung21 in Southern Lower Saxony

bildung21.net

What/ The network's aim is to implement a competence development centre with an education server, lifelong guidance as well as networked services and events for educational providers and customers. The sub-projects focus on the promotion of educationally disadvantaged groups by means of innovative education and integration offers, such as:

/// Brückenschlag ("Bridging") – Migrant integration project in the problem area of Göttingen-Grone

/// Courses to supplement secondary school qualifications (Realschule/Hauptschule).

Who/ Project management is carried out by a non-profit co-operative education society, gemeinnützige Bildungsgenossenschaft Südniedersachsen eG (BIGS) Göttingen, which

was specially founded for this purpose. The core network includes 40 regional educational and counselling institutions, some single sub-projects have about 100 affiliated organisations.

Where/ The Learning Festival or the Women's Vocational Fair offer an opportunity for people interested in education to inform themselves of education choices. The database on the network's website provides, among other things, information on supraregional education choices and documents current discussions and developments. Personal counselling is provided by the network's project office, Lange Geismarstrasse 73, D 37073 Göttingen; phone: +49 551 48864-13. ■



➔ www.bildung21.net

Lower Saxony

// ① Learning Region Osterholz district



What/ The network is distinguished by its "co-opetition": more co-operation and competition in order to open and enhance the regional educational optimum.

/// Learning and counselling offers that are related to the professional world, opportuni-

ties to promote children and young people, e.g. by emphasizing in-school vocational counselling and orientation

/// Promoting the use of information and communication technologies by providing modern technologies for new learning forms and developing a local intranet

/// Qualification offers that are open to everybody and within the reach of areas with a high proportion of migrants

/// Creating learning fields and locations of supraregional importance, e.g. by redefining churches as places to learn and experience.

Who/ The network consists of a total of 40 partners from the following fields: municipalities, schools, out-of-school educational institutions, companies, labour administration, business development and chambers. Project management is carried out by the project office LR Osterholz which is sub-ordi-

nate to the project funding organisation, ProArbeit gGmbH.

Where/ At www.bildungsmarktplatz-ohz.de, interested people can inform themselves of the regional educational providers' offers and book courses. Individual information on the network's activities is provided by the project office, Pappstrasse 3, D 27711 Osterholz-Scharmbeck; phone: +49 4791 942233. ■

➔ www.lernende-region-ohz.de





A new choice:
parent courses



Lernende Region Osnabrück

Lower Saxony

// ① Learning Region Osnabrueck

What/ The network's guiding vision is the perfect harmonisation and innovative development of (further) education choices for people within the region as well as greater transparency and accessibility of those services for everyone.

/// Integration of migrants by implementing a central assessment/counselling service and testing office "German as a foreign language"; development and provision of orientation courses for migrants

/// "Education pilots" in vocational schools: pupils help pupils (conveying learning techniques, homework aid, conflict mediation, etc.)

/// Development and co-ordination of parent courses (limits, values, educational styles, communication models, etc.): trainer trainings

/// Potential analysis for vocational orientation (communication abilities, social competence, mechanical skills, etc.)

Who/ The network consists of about 70 public and private educational providers, e.g. university, adult education centres and schools as well as different associations, trade associations and the labour office. The project fund-

ing organisation is the adult education centre (VHS) of the city of Osnabrueck.

Where/ The central contact point for questions on the network is the project office within the adult education centre, VHS, Bergstr. 8, D 49076 Osnabrueck; phone: +49 541 68559-17.

➔ www.lernenderegionosnabrueck.de

Lower Saxony

// ② lernenfürsleben (learning-for-life) - Network to develop and integrate learning and life spheres within the Oldenburg region

What/ The network's main idea is the improvement of individual lifelong guidance and the development of educational infrastructures for citizens in the rural region which are more related to their life spheres. Some exemplary offers are:



/// "Kennen-Lernen-Tische" ("Get-to-know tables") at different model locations within the Oldenburg region

/// Strengthening the social competence of children and young people by developing and establishing inter-cultural nursery schools and a social competence passport

/// Enhancing the media competence of educationally deprived young people and women, e.g. by means of self-created city district reports and learning cafés as mobile media platforms

/// Qualifying migrant women as "mother tongue consultants for health and social affairs".

Who/ Project management is carried out by the network office at the adult education cen-

tre (VHS) Oldenburg. More than 40 associations, companies and institutions from the fields of school, further education, economy, municipalities and welfare are partners in the network.

Where/ The "Servicestelle Beratung und Lernen" ("Guidance and education service office") is responsible for networking and co-ordinating lifelong guidance within the region: network office "lernenfürsleben", VHS Oldenburg, Am Waffenplatz, D 26122 Oldenburg; phone: +49 441 21726-70.

Interested people can inform themselves of the region's further education offers via the education server (currently under construction).

➔ www.lernenfuerleben.de

Lower Saxony

// ② ROBIN – Regional Offensive for Education and Innovation (Weserbergland region)



What/ The network's main idea is the development of a transparent, region and demand-oriented educational landscape with low-threshold offers:

/// Akademie für Wirtschaft und Arbeit (Industry and Labour Academy): identification of qualification requirements, qualification counselling for companies and individuals, qualification of SME employees and disadvantaged unemployed people

/// Rinteln Historic University: a summer university offering an orientation in higher education to pupils beginning with tenth grade, open to interested parties; a winter university

for multipliers focused on activities in pedagogical/social subject areas

/// Education Portal Weserbergland, including e-Learning: modular database (services, projects, players, communication platform)

/// Regional lifelong guidance and local learning centres: identifying education requirements, counselling individuals and companies, acting as an agent.

Who/ The following are counted among the network partners: the Weserbergland districts including all secondary schools, vocational schools and adult education centres,

women's bureaus, the chambers, private funding agencies of education, companies in the region, initiatives, and associations. Project management is carried out within the adult education centre (VHS) of the Schaumburg district.

Where/ The Education Portal Weserbergland and the learning centres provide information and counselling services to people interested in education. ■

➔ www.robin-weserbergland.de

Lower Saxony

// ① VIEL in South East Lower Saxony

What/ VIEL - Learning from the region – Learning within the region – One Learning Region. The network builds on the regional characteristics in order to create new learning locations, curricula and counselling services and to network the different education and qualification fields at a regional level. It focuses on:

/// Implementation of an integrated learning location in the Braunschweig public library: services and counselling for groups and individuals: learning centre AmsL (work place for self-directed learning)

/// Intermediary management using the example of inter-generational and inter-cultural learning in order to test new ways and concepts

/// Implementation of the "Further education network Learning SME" which develops further education concepts, instruments and services for SME as learning locations

/// VIEL server which provides a knowledge market place and an education portal as well as access to a regional education database and online learning systems.

Who/ The network consists of about 120 institutions, funding agencies of education, associations and individuals. Project management is carried out by the Regionale Entwicklungsagentur für Südostniedersachsen e.V. (reson) in Braunschweig.

Where/ The Website offers information and contact addresses to people interested. ■



➔ www.viel-wissen.de

North Rhine-Westphalia

// ① Working and Learning at Lippe and Emscher (ALLE)

What/ The network's offers refer to the subject "Structural change with (further) education":

/// Education advice: four main measures: multi-cultural learning, gender mainstreaming, co-operation in further education, self-learning centres

/// GeBeNet – Counselling network for school and profession: joint activity of all school forms in Gelsenkirchen, youth aid during transition from school to working life

/// Regional further education network Ostvest (RWNO): tailored vocational training for SMEs closely interlocked with in-firm practical experience

/// Education meeting point: model project for the implementation of new media/tech-

nologies into school lessons, adult education and continued training for teachers.

Who/ The network includes the chamber of industry and commerce as well as the chambers of trade, labour offices, trade unions, municipalities, research institutes, educational funding agencies as well as individual adult education centres and schools. Project management is carried out by the DGB Bildungswerk NRW e.V. (national training institute of the German Trade Union Federation in North Rhine-Westphalia), Recklinghausen branch.

Where/ Further education databases of the network partner RAG and the employers' fed-



eration of the Emscher-Lippe region including regional and supraregional offers and information are available at www.treffpunkt-bildung.de and www.weiterbildung-emscher-lippe.de. Information on the network is available at www.alle-lernen.de.

➔ www.alle-lernen.net

North Rhine-Westphalia

// ② LerNDO – Initiative living, learning and working in Dortmund



What/ The network's main goal is an enhanced connection of learning and working by means of life-accompanying learning. The following are some examples of measures which were launched:

/// Education partnerships "School plus": carrying out co-operation projects of school and industry as well as extending a full-time school to become the city district's centre with many education choices.

/// The PORT IN project supports the development of a regional counselling centre for vocational orientation and integration promotion activities for young migrants

/// The "Dortmund Learning Centre" is a project spread across funding agencies to develop a further education office, which provides various information, counselling and agency services

/// In the project "Mentoring old/young", retirees help young people in preparing for their entry into professional life, therefore qualifying themselves as mentors at the same time.

Who/ The network consists of 20 funding agencies and partners from "the centre of the Dortmund education ad qualification landscape"; project management is carried out by SI Soziale Innovation GmbH.

Where/ People interested in education have direct access to the network's offers via the central LernDO office (within SI GmbH, Deutsche Str. 10, D 44339 Dortmund; phone: +49 231 88086415) or via the contact points of the individual funding agencies.



➔ www.lerndo.de

North Rhine-Westphalia

// ① Learning Region Cologne Network



What/ The network's main goal is to enhance transparency on the regional education market. The following is a selection of its offers:

/// Information campaign for a differentiated description of job contents, exemplary in the metal and electronic industry, in particular for girls in vocational training areas that are traditionally dominated by boys: information events, practical courses, screening tests, training recommendations (where appropriate)

/// Development of a model to orientate in the professional world at an early stage (beginning in the fifth grade) for Cologne schools, involving a sustainable interlocking of school and industry

/// Supervision of a promotion project for intellectually-gifted individuals: courses on learning strategies and social competence as well as language courses.

Who/ More than 350 regional players are integrated in the network, among others the City of Cologne, chambers and guilds, the local education authority and private educational institutions, the DGB (Federation of German Trade Unions) as well as commercial enterprises. Project management is carried out by the association Lernende Region - Netzwerk Köln e.V.

Where/ People interested can inform themselves of further education offers via the network's education portal. The database also contains educational institutions, including schools, vacancies for practical courses or apprenticeships. Contact point for individual lifelong guidance is the office of project management: Lernende Region – Netzwerk Köln e.V., Hollwegstrasse 22-26, D 51103 Cologne; phone: +49 221 990829-0. ■



➔ www.bildung.koeln.de

North Rhine-Westphalia

// ① Learning without Frontiers: Networked and Cross-border Learning in the Aachen region



What/ The project crosses the institutional, cultural and national borders by a co-operation of educational players within the border triangle of Germany, Belgium and The Netherlands.

/// "Learning for a euregional future": continued trainings for teachers on cross-border subjects (e.g. regional history) and guides for excursions

/// "Learning for the Job": qualification platform, particularly for older employees, e.g. "Environmentally sound building for architects and construction engineers"

/// "Learning in the context person – environment – home": network of out-of-school learning locations, e.g. outdoor labs

/// Educational guidance in nursery schools, schools and families provided by different funding agencies

Who/ The network links German, Belgian and Dutch partners from school and educational institutions, science and research, trade unions and companies, chambers and the labour office. Project management is carried out by the Centre for Learning and Knowledge Management and the Department of Computer Science in Mechanical Engineering (ZLW/IMA) at the Aachen University (RWTH Aachen).

Where/ Questions on gender mainstreaming subjects can be directed to the network's gender team by fax (+49 2405 45 52 200). Individual lifelong guidance is provided in the adult education centre (VHS), Peterstrasse 21-25, D 52062 Aachen; phone: +49 241 4792121. Any further questions can be directed to: Project Office within the Technology Centre am



Learning at the German-Belgian border. The former customs office building on the highway near Lichtenbusch – Testimonial for continuing advances in "overcoming borders" within the border triangle.

Europaplatz, Dennewertstr. 27, D 52074 Aachen; phone: +49 241 8091172. ■

➔ www.lernen-ohne-grenzen.de



North Rhine-Westphalia

// ① Learning EU Region Lower Rhine

What/ The network's aim is to improve regional further education choices, develop joint structures and motivate for Lifelong Learning:

/// Supporting the transition from school to working life by evaluating existing models; the most adequate model will be presented during trainings for counselling teachers, symposia, etc.

/// Developing e-Learning know-how within the region, by creating the model project "Blended Learning for employees", by training qualified teletutors and by developing an online academy

/// Practice-oriented guide book on gaining competences related to The Netherlands: assistance in learning Dutch to promote employment in The Netherlands

/// Promoting employees' further training by means of need identification, co-operation with industry, issue of a training offer catalogue

/// Developing an online further education database for the Lower Rhine region, issuing an education catalogue.

Who/ The network operates decentrally, with four main players and more than 80 interested educational funding agencies, companies, municipalities, libraries and other players on the labour and education market.

The project is managed by the Klausenhof Academy GmbH in Hamminkeln.

Where/ The network can be contacted via the project office: Klausenhof Academy, Klausenhofstr. 100, D 46499 Hamminkeln; phone: +49 2852 89-331. ■



➔ www.lernender-niederrhein.de



North Rhine-Westphalia

// ② Essen Learning World within the "Essen Consensus"

What/ The work of the Essen network orients itself to the different phases of life and the educational transitions that come with them. Some of its main projects are:

/// Nursery and primary schools make children stronger – developing lasting shared educational responsibility for three to ten year-old children

/// "Essen pupils find their way to working life – developing vocational and individual perspectives in the secondary school beginning with the seventh grade"

/// Project "Art in school" – Change in learning and teaching methods by systematically establishing art and culture in school

/// "Parental education strengthens their children's knowledge – a key to integration and social sharing"

/// "People bringing people into work" - Reintegration of disadvantaged people into educational and working processes

/// "Securing jobs and creating new labour possibilities – Strengthening the competitiveness of SMEs".

Who/ The network integrates more than 70 associations, companies, schools, educational and other institutions. The City of Essen is responsible for the project.

Where/ The central contact point for people interested is the project office: City of Essen, 01-16, Trentelgasse 2, D 45127 Essen; phone: +49 201 88-88715. ■

➔ www.lernwelt.essen.de

North Rhine-Westphalia

// ② AMPEL Network in the Borken district – living-learning-networking

What/ AMPEL stands for “Labour market political development and Lifelong Learning”. In this project, education co-operation is created in order to prepare the regional educational landscape for the future. There are four “teams” working across borders and generations:

/// “Bridging school-labour”: teaching and learning-oriented vocational guidance and life planning services for young people, implementation of a multimedia-based learning workshop

/// “Future enterprise”: developing overall concepts and staff equity participation in SMEs

/// “Transition from labour to seniority” – Geragogical training (qualification measure) for staff working with seniors and education offers to promote older employees’ health

/// “Volunteer work”: basic or expert qualifications (e.g. volunteer tutor for families) for unsalaried working people.

Who/ The network involves 59 organisations, companies and municipal institutions from the fields of labour, education and welfare. Project management is carried out by Berufsbildungsstätte Westmünsterland GmbH für Handwerk und Industrie (vocational institution for trade and industry) in Ahaus.

Where/ The internet platform offers discussion forums to people interested in exchanging information on the subject of regional further education. The network can be personally contacted via project management: AMPEL, Schloss Ahaus, D 48683 Ahaus; phone: +49 2561 699574. ■



Some of the co-operating partners

➔ www.netzwerk-ampel.de

North Rhine-Westphalia

// ① ZIB Network – Learning and Learn Culture in Unna

What/ All of the network’s activities are being developed under the auspices of a market-oriented education and counselling agency with an integrated learning centre (ZIB). The network is backed by a think tank (“New Learn Culture Unna”), together with several partners. The following are exemplary measures:

/// Pilot project “UnnAgitare” involving companies from selected sectors: developing company specific education offers as well as new learning forms, contents and locations

/// “Infopoint Europe”: contact point for European exchange programmes and practical courses as well as inter-cultural and foreign language trainings

/// “Lerntreff Unna”: (self-) learning centre with learning software, partly supported by counselling, partly reserved for groups

/// “KulturArtLernen”: qualifying for jobs in trade and art.

Who/ Am Netzwerk beteiligen sich 27 kommunalThe network involves 27 municipal and private partners from the further education area. Project management is carried out by Werkstatt im Kreis Unna GmbH.

Where/ The network presents itself at attention-getting events, such as “Tour de Culture”. Its central contact point will be the learning centre which is under construction in a former brewery, which also accommodates a variety of educational, health and sociocultural institutions. Those interested can currently contact the project office ZIB Network, Burgstr. 22, D 59423 Unna; phone: +49 2303 256200. ■



The Learning Region Unna in a TV presentation.

➔ www.lernende-region-unna.de

// ① Transparency – Innovation – Precision in the Learning Region Muenster/Muensterland



What/ With its custom-tailored, consistent and transparent guidance in education and further education, the network wants to give new impetus to education and labour policy within the region, e.g. with:

/// BiBeR: trade fair on education, vocational orientation and recruiting for pupils; a presentation and discussion platform meant also for companies, teachers and parents

/// Qualiteach: enhancing qualification possibilities for school teachers in the field of information and communication technologies

/// Living in a foreign region: migrant integration in the Muenster region, general and vocational further education measures for female migrants in order to lay the foundations for employment

/// ORIENT: orientation assistance for disadvantaged pupils on their way to successful school qualification and career (guidance, counselling, in-firm practical courses)



Project management and some important network partners

/// Training to support intercultural competencies: offering networked trainings against discriminating slogans for multipliers in schools, administrations and companies.

Who/ The network involves about 30 partners from the region's educational landscape

(e.g. schools, chambers, municipalities, educational funding agencies, federations and associations). Project management is carried out by the Muenster Chamber of Trade: Handwerkskammer Muenster, Bismarckallee 1, D 48151 Muenster; phone: +49 251 7051187.

➔ www.lernende-region-muenster.de



// ① RegioNet OWL

What/ The network wants to increase the education choices of disadvantaged groups through new strategies and to improve interfacing in education. The following are some examples:

/// "Change": gaining competencies for ones' personal and economic transition situations

/// Vocational selection – Vocational orientation in the form of offers for young women in IT professions and trade apprenticeship dropouts; potential analysis for pupils and continued trainings for teachers

/// Social integration by promoting language skills: promotion of migrant participation in

educational offers through cultural events and language courses for migrant families on the one hand, and further education offers for multipliers and teachers on the other hand.

/// Participation – Citizen commitment: implementation of a modular course system for people who are volunteers in the fields of environment, health and media.

Who/ About 150 players are engaged in the network. Project management is carried out by the district authority (Landrat) of the Lippe district.

Where/ The central contact point for questions on the network is the project office, Felix-Fechenbach-Str. 5, D 32756 Detmold; phone: +49 5231 62-5600.

➔ www.regionet-owl.de

Schleswig-Holstein/Lower Saxony/ Mecklenburg-Western Pomerania

// ① Learning Network Drei-Länder-Eck (Three-Regions-Corner)

What/ The integration of educationally deprived groups and inter-cultural education are two focal points of the network's offers:

/// Developing an inter-cultural factory for teaching and learning with staff members from different societies: testing internal continued trainings (inter-cultural communication, Diversity Management Training, etc.) in the course of the production process; training of external people, e.g. factory managers or foremen

/// Courses for disadvantaged employees in the regional service area, including various on-the-job training phases, e.g. as a tourism guide, in recreation and public transport, for

the preservation of cultural assets or as museum conservators

/// Guidance of young people during transition from school to working life through "senior partners" from companies.

Who/ The network includes education providers, commercial enterprises, general and vocational schools, municipal institutions and civil society groups from Schleswig-Holstein, Mecklenburg-Western-Pomerania and Lower Saxony. Project management is carried out by the Beschäftigungs- und Qualifizierungsgesellschaft Stormarn mbH (BQS).

Where/ People interested may contact the network via the project office: BQS, Industriestrasse 19, D 23843 Bad Oldesloe; phone: +49 4531 181549. ■

➔ www.drei-laender-eck.net

Schleswig-Holstein

// ② Learning Neumuenster

What/ Neumuenster citizens should have more fun in learning – for their lifetime. This is the aim of different Neumuenster organisations. The following measures are provided by the network:

/// Informally-gained competencies are documented in an education passport and give disadvantaged people an edge when applying for a job

/// The "Lernladen" (learning shop) is the central contact point for counselling and information in the network

/// The "virtual education portal" opens the door to learning by giving a survey on education choices and providing interactive self-learning services

/// Companies are networked with further education funding agencies

/// Making the transition from school to working life more effective by interlocking the involved parties: a competence centre provides application trainings, vocational experience in practical trainings and self-assessment supervision for pupils

/// Project: "Quality development in nursery schools".

Who/ The network's partners consist of 25 players from schools, adult education centres, companies, independent and church-based funding agencies, and chambers. The Beratungsgesellschaft für Beschäftigung in Schleswig-Holstein (BSH) is in charge.

Where/ Contact via: BSH mbH, Memellandstrasse 2, D 24537 Neumuenster, Mr. Reben-

storf; phone: +49 4321 9772428 or the learning shop, Gänsemarkt 1-3, D 24534 Neumuenster; phone: +49 4321 2698640, eMail: lernladen@foni.net ■



➔ www.lernendes-nms.de

① Learning Network Norderstedt/Segeberg



What/ The network wants to motivate for Lifelong Learning, especially working with and for those people for whom learning is not - or is no longer - taken for granted:

/// Counselling and supporting young people and women in particular during vocational selection and reorientation

/// Experimental and learning workshop (ELW) offering training in new technologies for everyday use, e.g. in the "open PC hour" for senior citizens.

Who/ More than 35 educational funding agencies, schools, companies, information centres and associations are engaged in the network. Project management is carried out by the Norderstedt lernt e.V. which is located at the Norderstedt adult education centre (VHS).

Where/ The central contact point for learner need identification and counselling is the Experimental and learning workshop: ELW, Rathausallee 50, D 22846 Norderstedt; phone: +49 40 53595946. ■

www.lernverbund-norderstedt.de

LERNVERBUND NORDERSTEDT
Lernen für die Zukunft der Region

Rathausallee 50
22846 Norderstedt
Tel.: 040/ 535 95 946
<http://www.lernverbund-norderstedt.de>
Mail: info@lernverbund-norderstedt.de

Ansprechpartnerin:
Cornelia Hindel
Tel.: 040/ 535 95 946
Mail: hindel@lernverbund-norderstedt.de

Beratungszeiten:
Mo – Mi 8.30 – 13.00 Uhr
und nach Absprache

Noch ein Wort an Eltern, LehrerInnen, Bildungseinrichtungen, Jugendzentren...

Der Lernverbund richtet sich an alle Jugendlichen, die auf der Suche nach einer beruflichen Perspektive sind. Unser vorrangiges Ziel ist es, durch eine Kompetenzanalyse mit den Jugendlichen gemeinsam eine Perspektive für den Einstieg in das Berufsleben zu entwickeln.

Ich war gerade beim Lernverbund zur Kompetenzanalyse ...

Jetzt weiß ich was Sache ist und in welchen Beruf ich will.

Lernende Regionen

Norderstedt

LERNVERBUND NORDERSTEDT
Lernen für die Zukunft der Region

Bundesministerium für Bildung und Forschung

→ **www.lernverbund-norderstedt.de**



// ② Learning Network Schleswig/Sønderjylland

What/ The network's aim is the common utilization of educational and labor market structures in Denmark and Germany as well as the creation of a common identity as a Learning Region. The following projects are part of the network:

/// Learning agency: counselling centre which serves as a guide in all questions of learning

/// German-Danish childrens' museum: from children for children

/// Communication centre TheoPrax: acting as a project agent between industry and pupils/students, continued trainings for teachers in project management

/// Cross-border school projects and accompanying information events

/// Organisation of learning events, e.g. Flensburg pedagogical forum and technology transfer event "Higher education for the region".

Who/ About 100 co-operation partners in the Schleswig-Flensburg and Sønderjyllands Amt (DK) region are involved in the network: schools, nursery schools, institutions of higher education, cultural and educational institutions, municipalities, commercial enterprises, recreation providers, and individuals. Project management is carried out by the Flensburg adult education centre (VHS).

Where/ Interested people can inform themselves on the network's website which provides a database on learning, trainers and rooms. The network can be personally contacted via project management: Learning Region, Rathausplatz 1, D 24937 Flensburg; phone: +49 461 851528. ■



Berlin/Brandenburg

// ① Learning Network Berlin-Brandenburg

What/ The network's main concern is the development of new infrastructures for Lifelong Learning in Berlin and Brandenburg:

/// Learning shops provide personal and virtual lifelong guidance (individual discussions, emails and chats), access to an information portal which offers the possibility of inquiring about education and further education services, and action weeks on learning-related subjects, e.g. "learning methods" or "further education from the entrepreneur's point of view":

/// Employment of education managers who act as links between industry and education funding agencies

/// Symposia on subjects of Lifelong Learning.

Who/ Project co-ordination is carried out by the LernNetz Berlin-Brandenburg (LNBB) e.V.

More than 35 partners from municipal and senate administrations, adult education centres, funding agencies, companies, labour offices, and foundations from the Berlin-Neukölln and Berlin-Pankow regions and the Dahme-Spreewald district are engaged in the network.

Where/ Individual lifelong guidance, also considering promotion possibilities, is provided to those interested in the learning shops in Pankow (Stargarder Strasse 67, D 10437 Berlin; phone: +49 30 40003212), Königs Wusterhausen (Cottbuser Str. 53 b, D 15711 Königs Wusterhausen; phone: +49 3375 522838), and Neukölln (Karl-Marx-Str. 131, D 12043 Berlin; phone: +49 30 68054377). The Learning Network can be contacted under +49 30 28409219. ■



Learning shop in
Königswusterhausen

➔ www.lnbb.de

Berlin

// ① Apollonius! Learning Region Marzahn-Hellersdorf

What/ In the Berlin district Marzahn-Hellersdorf, one of the largest settlement of prefabricated high-rise buildings ("Plattenbau") in Europe; a learning network with a district-wide communication and learning platform is under development. The following are two of its outstanding services:

/// Converting flats in "Plattenbau" settlements into new learning locations: implementation of a central learning platform (e-Learning software, video, project archive), developing a seal of approval for regional education services, linking flats to educational institutions

/// "Developing companies in a learning way": networking local SMEs and their know-how, elaborating a curriculum for SMEs.

Who/ Project management is carried out by Helliwood Medienzentrum. Sub-projects are conducted autonomously by selected co-operation partners from industry, further education and independent funding agencies. A total of about 20 institutions participate in the network whose core consists of six partners.



Where/ Those interested can inform themselves of the network's services via its internet platform. If they want to participate in the projects, they can also contact the project office:

Helliwood Medienzentrum Berlin NordOst, Torgauer Strasse 27, D 12627 Berlin; phone: +49 30 99401824. ■

➔ www.apollonius.de



// ① Education Network Berlin for gender-oriented Education and Employment

What/ The network follows the principle of a scientific-technical education during all phases of life and education, in particular for girls and women; while at the same time motivating boys and men to take greater responsibility in children's education:

/// Project days for girls on the subject of solar technology

/// Courses for boys introducing jobs in the field of care and education

/// Continued trainings for teachers to make them more sensitive to a gender-specific approach to these subjects

/// School-oriented services, e.g. by qualifying unemployed female teachers for scientific-

ly oriented afternoons at schools and entertaining projects themed "science in unusual places" for a more general audience

/// Target group-oriented learning platform.

Who/ The network currently involves 20 partners: companies, federations and institutions from education and employment. Project management is carried out by the association LIFE e.V. – Frauen entwickeln Ökotechnik

Where/ The project's homepage provides information on current education offers and events of the network partners. The network office staff is available for further questions regarding

the network: Bildungsnetz Berlin, Dircksenstr. 47, D 10178 Berlin; phone: +49 30 308798-16. ■



Introducing engineering to girls

www.yilmaz-foto.de

➔ www.bildungsnetz-berlin.de

Brandenburg/Saxony

// ① Regional Education forum in the Industrial area between Elbe and Elster

What/ Players from the three districts of Oberspreewald-Lausitz, Elbe-Elster and Riesa-Großenhain co-operate in the network in order to strengthen the regional economy through qualified specialist intervention, among others things:

/// Educational counselling for SMEs related to their needs

/// Development of education choices specific to the region

/// Finding access to groups who are educationally deprived

/// Promoting key competencies of older employees: qualification measures for older engineers and education counselling for proven experienced staff

/// Co-operation between schools and companies: an exemplary model of vocational preparation courses, counselling services for teachers on out-of-school education offers in the IT sector and implementation of IT work-

ing groups in school, at times especially prepared for girls

/// Availability of e-Learning possibilities for education funding agencies and those seeking education.

Who/ Presently, more than 100 partners from schools, further education and counselling institutions, companies, regional corporations and federations participate in the network. Project management is carried out by the association Regionales Lernforum im Wirtschaftsraum zwischen Elbe und Elster e.V.

Where/ Information on project results, current activities and education services is available on the network's internet platform.



Dr. Roloff/Infoort

Further information is provided by the association office: Elsterstr. 1b, D 04910 Elsterwerda; phone: +49 3533 4034. ■

➔ www.lernforum-elbe-elster.de

Brandenburg

// ② Learning in the Uckermark district– Seeing chances (LUCHS)



What/ The network wants to inspire broad levels of the population for Lifelong Learning in a rural region close to the Polish border.

/// “LearningForum Poland”: qualifying teachers and multipliers in language, intercultural competencies and co-operation management; developing a pedagogic concept for vocational school classes; setting up an online database on German-Polish education offers

/// “Service PLUS”: Qualifying employees and independent workers from the service sector in regional and touristic questions: workshops, excursions, e-Learning offers

/// “SCOUT – School makes you fit”: Vocational orientation for pupils from seventh to tenth grade and supporting their parents by means

of a vocational selection passport, practical courses in regional companies and a counselling centre.

/// “KLU – Uckermark Creative Lab”: Creative courses and journeys for young people who are less involved in education in order to strengthen their problem solving competencies and self-reliance.

Who/ More than 30 partners from the field of education, industry and municipalities are engaged in the network. Project management is carried out by the Agency for Structure and Labour of the Federal State of Brandenburg (Landesagentur für Struktur und Arbeit, LASA Brandenburg GmbH).

Where/ Central contact point: LASA Brandenburg GmbH, Waldstr. 31, D 17268 Templin; phone: +49 3987 208822. ■



➔ www.luchs-um.de

Brandenburg

// ① Network for Education and Qualification – Future for the Lausitz Learning Region



What/ The network aims at enhancing the region’s economic development and projects within the enlarged EU. The following is a selection of its offers:

/// Installation of learning islands: one or several workstations (if possible with internet access) providing a wide range of printed and audio-visual media on one specific subject (presently: languages, law and history). In addition, a survey on further education offers which is provided by regional institutions on the respective subject.

/// German-Polish education and counselling centre: cross-border professional training for industry and trade.

Who/ 33 municipal and commercial partners are currently engaged in the network. The centre for human ecology of the Brandenburg Technical University of Cottbus initiated the project and is carrying out project management.

Where/ An education portal provides access to a regional course database. The project work is presented on public events and specific fairs. Expert discussions, e.g. on educational concepts and innovative models as well as public relation activities, contribute to anchoring the network’s name and offers in the region’s awareness. The central

point of contact for people interested in education is the project management office, Erich-Weinert-Str. 1, D 03046 Cottbus; phone: +49 355 69-4170. ■



➔ www.lernende-lausitz.de



Brandenburg

// ② LeNeOS LearningNetwork Oderland-Spree

What/ The network's main goals are to promote the population's ability to act and be employed, and their identification with the region. The following are some examples of the network's activities:

/// Individual lifelong guidance for disadvantaged persons, in particular for female welfare recipients

/// The Centre for Inter-cultural Competence of Bad Freienwalde offers a model project on German-Polish vocational training, among other things

/// Self-assessment tools for the personnel development in SMEs

/// Development of further education and e-Learning components in the field of information and communication technologies

/// Developing a specific youth education

service agency offering various activities for children and young people.

Who/ The network includes schools, educational institutions, private education providers, companies, labour offices, chambers, municipalities and regional policy makers. Project management is carried out by the Frankfurt/Oder chamber of industry and commerce (IHK).

Where/ The network's education portal offers e-Learning courses, e.g. in foreign languages. Individual counselling is provided by the project office in the educational centre of the IHK Frankfurt/Oder: Puschkinstraße 12b, D 15236 Frankfurt/Oder; phone: +49 335 5621170, fax: +49 335 5621206.. ■



➔ www.leneos.de



Mecklenburg-Western Pomerania

// ① Learning Region Central Mecklenburg - Coast

What/ The network's five sub-projects expound on offers from different educational sectors which are related to each other within the network:

/// KREATIV: Promoting the creative learning of talented pupils by integrating innovative fields of the regional industry

/// "New ways to labour and profession" (motive-motivation-competence): Strengthening key competencies of job-seekers with the aim of reintegrating them into the initial labour market, developing and implementing further training modules

/// Educational coaching for SMEs: targeting timely, subject and need oriented personnel development

/// "Learning in the country": A project offering specific educational contents at decentral learning locations (Warnkenhagen commu-

nity centre, Schwiesow recreational and cultural meeting, Lohmen tourism information) for anyone interested in learning in a rural region

/// Quality in education: Developing and implementing quality management systems in selected educational institutions.

Who/ Project management is carried out by BilSE Institut für Bildung und Forschung GmbH in Güstrow. The network integrates 55 partners – companies, educational providers, chambers, associations and federations.

Where/ Information on the network is provided by the project office, Am Augraben 2, D 18273 Güstrow; phone: +49 3843 236113 ■



The co-operation between school and industry plays an important role in the network

➔ www.lernburg-kueste.de

Mecklenburg-Western Pomerania

// ② Learning Network AKZENT in the Region Ostvorpommern/Hanseatic City of Greifswald/Uecker-Randow



What/ The letters of the network's name stand for the following guiding ideas: general education, communication, co-operation, development, curiosity, and drive. The network develops the following central offers:

/// Development of a learning centre in Anklam (House of Education): Location for educational offers, network co-ordination, central counselling office for people interested in education

/// "Working and learning in the Western Pomeranian agriculture (ALLVons)": a six-month modular training on the subjects of pest management, machine operation (incl.

GPS), nature protection and landscape conservation; and for executives: expanded modules on management resource scheduling, etc.

/// Pilot project "Integrative secondary school qualification (Realschulabschluss) and vocational orientation (InSA)": course for young people from German and migrant families closely guided by a welfare worker.

Who/ The network integrates different educational providers (e.g. schools), companies, trade associations and business development institutions. Project management is carried

out by the adult education centre (VHS) of the Ostvorpommern district

Where/ Individual educational counselling is provided in the House of Education (Haus der Bildung) in Anklam, Mühlenstrasse 8d, D 17389 Anklam; phone: +49 3971 210213. Further learning centres are located in the Greifswald and the Uecker-Randow adult education centres (VHS). ■

➔ www.lrov.de/Netzwerk.htm

Mecklenburg-Western Pomerania

// ① Network "Effectively Creating the Training Potential of the Baltic Sea Region" (EGOS)



What/ The network mainly aims at promoting technical and mathematical-scientific education:

/// Developing a regional network "Mathematic and scientific fundamental education" with the engagement of schools, institutions of higher education and industry

/// Developing web-based learning modules on mathematic-scientific subjects from primary to higher education

/// Creating modules for the technical fundamental education of pupils in industry and trade

/// Specific trainings for engineers preparing them for added-value processes

/// Establishing a modular (further) education offer for engineers

/// Developing an interactive portal for gaining additional qualifications.

Who/ The network integrates 40 schools, adult education centres, institutions of high-

er education, independent funding agencies, research establishments and commercial enterprises as well as municipal institutions and federations.

Project management is carried out by HWS – Hochschule Wismar GmbH.

Where/ Those interested in the individual network offers can contact the Wismar Hochschule, Philipp-Müller-Strasse, D 23966 Wismar; phone: +49 3841 753-139. ■

➔ www.egos-wismar.de

Conference on "Lifelong Learning in the Central German region" with former Parliamentary State Secretary Christoph Matschie (BMBF) on 19 February, 2004, in Zschopau



Saxony

// ① Education Forum South-West Saxony

What/ The network operates across educational sectors offering services for both its partners and learners:

/// Citizen's academy in the House of Education and Culture: Educational and cultural network which organises education events and tests multimedia-based education services, among other things

/// "Crossing borders in a learning way": organising events with the Czech Republic in order to promote inter-cultural communication, exchange/meeting of specialists, and political education

/// Learning workshop: practical and company-oriented forms of learning that aim at supporting vocational orientation, training specialists, and promoting entrepreneurial spirit

/// Networking academic and professional

institutions and developing social-pedagogic concepts for those who are handicapped, learning-disadvantaged or remote from learning.

Who/ More than 60 educational institutions, municipalities and associations are integrated in the network. The project is managed by the Chemnitz Technical University – faculty of philosophy – professorship for adult education and in-company further education..

Where/ The network presents its concept and offers at Citizen's Academy locations and at public events. Additionally, interested people can contact the network via the internet or call the project management under +49 371 531 4250. ■

➔ www.bildungsforum-suedwestsachsen.de



Saxony

// ② Education Management in the Learning Region Zwickau

What/ The network focuses on the subjects of vocational training and vocational orientation:

/// "Supporting education – ITL3": Vocational schools work out concepts to better integrate IT technologies into teaching, learning, and school organisation processes.

/// Juwel 3: Integration of pupils and students into company processes thus preparing them for working life in the region

/// "Continued employee training": Elaboration of educational measures for employees

in co-operation with SMEs

/// Tailored qualification of people who are unemployed or threatened by unemployment, e.g. through the contact and counselling centre for companies and job seekers.

Who/ More than 40 institutions from the fields of school, education, industry and culture are integrated in the Zwickau network. Project management is carried out by the Sächsische Aufbau- und Qualifizierungsgesellschaft mbH Zwickau (SAQ).

Where/ The network's contact and counselling centre: Horchstrasse 2, D 08058 Zwickau; phone: +49 375 2229.

Further information on the network and the names of contact persons are available on the network's homepage. ■

➔ www.lernende-region-zwickau.de

Saxony

// ① Learning Leipzig –
Redefinition of a Region

What/ The network's aim is to actively create a regional structural change by means of a new learning culture. The following are some of the network's sub-projects focusing on "New learning locations" and "Counselling":

/// "Learning in the 'Obstlandregion'": Transforming the monastery of Sornzig into an experience-oriented learning location



/// Educational partnerships between school and industry in Colditz: Improving pupil's practical relation to everyday working life in regional SMEs through optional subjects offered at secondary schools (Mittelschule-/Gymnasium)

/// Tourism academy: modular further education systems for SMEs

/// Developing a network of information centres ("i-Punkte") for education and career counselling

/// Creating a regional agency for education, counselling, and project development in the Delitzsch district

/// Co-ordination centre for pupil-managed company activities

/// Learning workshop for multipliers.

Who/ The region's educational players have formed a syndicate. Project management is carried out by the professorship for adult education of the Leipzig University.

Where/ People interested in education can inform themselves about further education and e-Learning offers via the network's Web portal. Information centres can be found in: Angercrottendorf, Leutzsch, Plagwitz, Kleinzschocher, Sornzig, Pegau, and Groitzsch. ■

➔ www.leipzig-lernt.de

Saxony

// ② PONTES – Learning in and for Europe,
Building bridges in the Euroregion Neisse

What/ The network's main vision is the development of a cross-border Learning Region in the Euroregion Neisse. The following are some examples of the network's activities:

/// "Neighbourhood and Language": Concepts across all educational sectors in order to learn the neighbour languages along with trilingual practical courses, teacher's trainings, etc.

/// "Learning moves Enterprises" – lifelong guidance for SMEs in order to identify further education needs and arrange demand-oriented modular qualification offers, with a focus on the EU eastern expansion

/// "Border-region learning location": cross-border pilot project designed to link together themes and experience-oriented learning locations ("Lernstrasse Energie").

Who/ Approximately 90 German, Polish, and Czech institutions from all educational sectors, industry, administration, associations, and federations in the Euroregion Neisse are integrated in the network. Project management is carried out by the PONTES agency at the Stiftung Internationales Begegnungszentrum St. Marienthal (IBZ).

Where/ The network can be contacted via the project office: PONTES agency, St. Marienthal 10, D 02899 Ostritz; phone: +49 35823 77-252. The network's website is also available in Polish and Czech. ■



➔ www.pontes-pontes.de

// ② Learning Agora Dessau-Anhalt-Wittenberg

What/ The network wants to launch a learning offensive which will contribute to sustaining the improvement of the situation for (educationally deprived) citizens regarding their qualification, employment and living conditions. The following are some examples of the network's activities:

/// "Gardens as Learning Locations": Re-cultivation and utilization of gardens as event locations, experimental learning locations, and museums

/// Further education agency: Tailored further education offers for skilled workers and engineers; promoting "tandem learning" between long-term and new employees

/// "Culture tourism as a chance to learn": Cul-

tural locations and educational institutions are co-operating in demand-oriented further education and in the organisation of special events (symposia, festivals, excursions, etc.).

Who/ Project management is carried out by the Kolleg für Management und Gestaltung nachhaltiger Entwicklung gGmbH. The network includes more than 80 partners: commercial enterprises, schools, educational institutions, labour offices, municipalities, chambers, trade unions and associations.

Where/ Those interested can contact the project office "Learning Agora", Humperdinckstrasse 16, D 06844 Dessau; phone: +49 340 220 5990 or

the project office of "Gardens as Learning Locations", Parkstrasse 7, D 06846 Dessau; phone: +49 340 617 330 or the project office "Further education agency", Brauereistrasse 13, D 06846 Dessau; phone: +49 340 5029 264. ■



➔ www.agora-des-lernens.de

// ① MIA – The Central German Industrial Region is setting up – Learning Region Saxony-Anhalt

What/ The transformation processes in the chemical industry are forming the most important regional background of this industrial area. The following is a selection of the network's services:

/// "English for kids": English language courses for children aged 3 to 8 and the development of supporting measures for parents, grandparents and educators

/// "eHospital" – e-Learning services for children and young people in compulsory schools who are in long-term hospital stay or rehabilitation

/// Vocational preparation projects for pupils: PRAXIS-WAHL (Practical course including additional job information) and In Baz (project with pupils, apprentices, and their teachers at general and vocational schools)

/// Safeguarding of a company's knowledge

base by providing counselling services on knowledge management and developing inter-generative education co-operatives.

Who/ There are 14 institutions from education, school and labour participating in the network. Project management is carried out by QFC – Qualifizierungsförderwerk Chemie GmbH.

Where/ Information and counselling on the issues of educational services, vocational orientation and co-operation of learning locations is provided by three "Learning Region Meeting points" in Zeitz (phone: +49 3411 726933), in Weißenfels (phone: +49 3433 347339), and in Merseburg (phone: +49 3461 305878). Further information is provided on the network's webpage. ■



➔ www.projekt-mia.de

Saxony-Anhalt

// ① Learning Region Southern Saxony-Anhalt



What/ The network aims at developing a heterogeneous field of regional further education in a demand-oriented and sustainable way, while at the same time, considering all citizens, even those who are disadvantaged:

/// Establishing a Community College as a regional centre of Lifelong Learning and competence development for employees and employers, which also operates internationally

/// Measures to enhance vocational orientation, e.g. excursions to companies, lectures in schools, etc.

/// Providing access to e-Learning services via

the education portal of the Learning Regions
/// Developing new, cross-sectoral learning forms and strategies

/// Integration of the “Locations of Reformation”: appropriate information for young people on Martin Luther’s country and works, in co-operation with schools, nursery schools, tourist institutions, etc.

Who/ Approximately 40 players from industry, science, public and political life are engaged in the network. Project management is carried out by the Technologie- und Gründerzentrum in Lutherstadt Eisleben.

Where/ Job seekers can inquire about and book the services offered, e.g. through the co-operating district adult education centres via the education portal; this database is being expanded to include all regional educational players. The Regional Centre with its affiliated, decentrally organised information points will become the network’s central point of contact: Bahnhofstr. 14, D 06295 Lutherstadt Eisleben; phone: +49 3475 745835. ■

➔ www.tgz-lr.de

Saxony-Anhalt

// ② Structure of Education - Competence Centre Wernigerode



What/ The network wants to provide citizen-oriented services to help promote the general and vocational capacity to make decisions. In order to do so, it is developing an educational competence centre which addresses young people during vocational orientation, entrepreneurs and educational providers in the

region. Its main tasks are:

/// Providing individual counselling in educational questions for citizens from the region

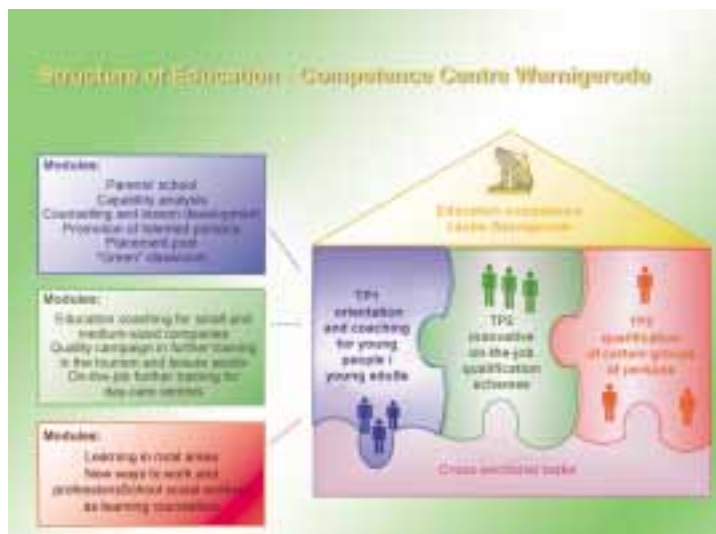
/// Developing and testing new, modular and demand-oriented education services

/// Web-based information on regional education services.

Who/ There are 16 companies as well as educational, industrial and political institutions which co-operate under the motto “Consolidated Education for the Customer” in order to realise the ideas which were formed in sub-projects. All network activities are managed by the project co-ordination office in the Wernigerode Kreisvorstandshochschule (KVHS).

Where/ The central point of contact for questions regarding the network is in the co-ordination office in the KVHS Wernigerode, Unterm Ratskopf 53, D 38855 Wernigerode; phone: +49 3943 691513. ■

➔ www.lr-wr.de





Saxony-Anhalt

// ② Networked life-accompanying Learning in the Altmark region (VerA)

What/ The network wants to make a name for itself in providing an example for the successful reorganisation of an “education culture for all” in a sparsely populated area. The following four interlocking projects were developed:

/// Qualifying teachers in order to acquaint young people with political, cultural and economic subjects

/// Developing IT modules for teachers and apprentices

/// Improving the personnel development in SMEs: providing innovative Blended Learning courses to introduce personnel development methods

/// Co-operation manager training for enhancing the co-operation between handi-

craft businesses, identifying the qualification needs which result from this co-operation.

Who/ There are 34 project partners participating in the VerA network. Project management is carried out by the Innovations- und Gründerzentrum des Altmarkkreises Salzwedel (IGZ).

Where/ Information on the network and its projects is available at the project management office: EBB InnoKomp GmbH Technologiepark Altmark, Arneburger Straße 24, D-39576 Stendal, phone: +49/3931/681950



➔ www.lernende-region-altmark.de

Thuringia

// ② Learning Region Ilm district

What/ The network's vision is to take into account the various living conditions within the region, to align the educational providers' services with the demand and to remove fears of contact:

/// “Discovering by learning – learning with pleasure”: making the sector of mathematic-scientific and historic environmental education available for interested people of all age-groups, e.g. by experimenting on the usage of renewable energy or organising environmental education field trips

/// Diverse media science model projects, e.g. mobile computer lessons for nursery school children, media education for women from

the country or media science for handicapped learners in the national centre for education promotion

/// Lifelong guidance in schools, working life and industry: Continued training and personnel development for SMEs and vocational orientation for young people provided by general and specific counselling services.

Who/ More than 30 education funding agencies, associations, foundations and companies are co-operating in the network. Project management is carried out by the Learning Region Ilm district at the Ilmenau Technical University.

Where/ Those interested can contact the network via the project office: AM Helmholtzring 1, Haus M 406, D 98693 Ilmenau; phone: +49 3677 691766.



➔ www.lernregion.net

Thuringia

// ① Learning Region Saalfeld-Rudolfstadt



What/ The network's idea and measures are combined under the slogan: "Education, success, living – the future of the Saalebogen".

The following are some of the network's offers:

/// Pupil's academy: supplemental educational

offer for talented, interested or slow learners

/// Interlocking school and industry through vocational orientation, practical courses and the development of self-reliance

/// Meeting the regional demand for skilled workers, e.g. by offering a modular supplemental qualification for skilled labourers in the metal industry

/// Motivating groups that are less involved in learning, e.g. in local motivation centres.

Who/ The project is managed by a foundation on business development, qualification and provision of employment in Saalfeld-Rudolfstadt (Stiftung WQA). Approximately 60 general and vocational schools, chambers, municipalities, funding agencies, and com-

mercial enterprises participate in the network.

Where/ People interested in education can inform themselves of regional further education offers via the network's education and marketing platform. The project management's office can be contacted personally: Schwarzbürger Chaussee 12, D 07407 Rudolfstadt; phone: +49 3672 823870. ■

➔ www.immer-lernen.de

Thuringia

// ① LearningLandscape Wartburg region



What/ The network's aim is to become the central point of contact for all questions of Lifelong Learning as well as to enhance and safeguard the region's economic, social and cultural attractiveness:

/// Together with the parents' academy, the project "Strong parents – strong teenagers" wants to promote understanding and a dialogue between parents and children/young people, e.g. through events ("My child's media world") and the development of a parents' self-help network

/// Intensive vocational preparation through early and close co-operation between schools, companies and the Eisenach Centre for Technology and Vocational Education for pupils needing more support

/// "Meeting the demand for skilled personnel": Developing new structures of co-operation between education funding agencies, companies, labour administration and other relevant players.

Who/ The network includes 22 educational institutions, companies and institutions of public administration. Project management is carried out by the BWE Bildungswerk Eisenach GmbH.

Where/ Information on the network is available at the network's office in the Gründer-und

Innovationszentrum Stedtfeld, Am Goldberg 2, D 99817 Eisenach; phone: +49 3691 621185.

Individual career counselling is provided by the network management: LernLandschaft Wartburgregion, Ernst Thälmann Strasse 72, D 99817 Eisenach; phone: +49 3681 613630. ■

➔ www.ll-w.de





Thuringia

// ② Learning Region “Between Rennsteig and Rhön”

What/ The network’s aim is to enhance the citizen’s social, personal and medial competencies regarding the qualification demands of the regional industry, thus creating a new learning culture. The following are some of the network’s offers:

/// Promoting multi-linguistic skills by offering language courses, expanding international town and school partnerships, arranging stays abroad

/// “Vocational orientation model schools”: intensive vocational preparation through competence analysis, theoretical and practical

cal vocational information provided by different funding agencies, practical courses

/// Demand-oriented qualification in the commercial-technical and touristic sector provided by the establishment of competence centres with special educational offers.

Who/ There are 160 federations, municipalities, chambers and educational players engaged in the network. The educational federation, Moderne Berufe für Europa/Südthüringen e.V., is carrying out the project management.

Where/ Interested people can inquire about regional educational offers via an education database. The project office is located in the IT and Multimedia centre, Friedrich-König Str. 05, D 98527 Suhl; phone: +49 3681 351398. ■

➔ www.lernende-region-thueringen.de



Baden Wuerttemberg/Bavaria

// ① Learning Region Lake Constance

What/ The network’s aim is to identify, demonstrate and link education-related knowledge and competency thus making them accessible and usable. The following are some examples of the network’s activities:

/// Supporting and guiding system for pupils during the transition from school to vocational training/working life, e.g. by means of counselling; close, subject-related co-operation with out-of-school partners or projects across different kinds of schools

/// Introduction of a “Qualipass” for young people aged 12 to 15 years in order to record practical experiences and competencies they have gained out of school

/// Counsellors within various “Lernservice-/L-Punkte” (Educational service points) around the lake support learners when planning their individual learning strategy and selecting adequate offers

and others from the district towns of Constance, Friedrichshafen and Lindau participate in the project. Project co-ordination is carried out by the Bodensee Standort Marketing GmbH, Constance. There is extensive cross-border co-operation.

Where/ The “Lernsee-Portal” provides link compilations, dates, and informal learning locations on the subject of education. It additionally offers learning type tests, vast information on the project and its model projects as well as an education database. People seeking advice can turn to the existing L-Punkte in Lindau, Überlingen, Tettnang, Lindenberg, Kressbronn, Gailingen, Gottmadingen, Radolfzell, Gailingen and Friedrichshafen. ■



➔ www.lernende-region-bodensee.de

Who/ More than 300 partners from schools, associations, further education institutions

Baden Wuerttemberg/Bavaria

// ② Learning Region Schwäbisch Hall-Ansbach



What/ The network's activities are focused on groups that are educationally disadvantaged or educationally deprived as well as on overcoming the "information border" between Bavaria and Baden Wuerttemberg. The following are some examples of the network's offers:

/// Blended Learning in the commercial-technical sector for women who are returning to the job

/// I-PRO further training concept for SMEs: Development of six modules within product development and product management regarding the subject areas of economy, envi-

ronment and design

/// Providing chronically ill or aged people with media competencies, particularly in order to gather information on disease patterns and possible remedies

/// QUAM - Integration project for women with a migration background: Modular training in the fields of housekeeping/health/child education and social-pedagogic guidance.

Who/ The network includes institutions of higher education, adult education centres, social institutions, commercial enterprises and labour offices. Project management is

carried out by the Business Development Organisation of the Schwäbisch Hall district (WFG - Wirtschaftsförderungsgesellschaft des Landkreises Schwäbisch Hall mbH).

Where/ Information on the network is available in the project office, WFG Schwäbisch Hall, Haller Str. 29/1, D 74549 Wolpertshausen; phone: +49 7904 941266 ■

➔ www.lernenderegion.net





What/ The network's main goal is to strengthen the region's industry by distinguishing it as an education location:

/// A system of integration courses for migrants: Co-operation between the social welfare office, the youth welfare office, the labour office, nursery schools, schools, social-pedagogic institutions, and companies, in order to provide language and culture courses, guided tours through the community, support in bureaucratic affairs

/// Competence centre: Mobile programme to provide information, counselling and support in order to facilitate the entry into vocational and educational systems

/// Education Tour through the 24 communities of the district offering career counselling and low-threshold education services

/// Personnel development course (PE-Kolleg): Courses offered for human resource managers of SMEs to enhance professional business management skills and demand-oriented staff qualification.

Who/ The education network includes more than 25 public and private bodies providing educational services, e.g. schools, chambers of trade, church-based institutions, the labour office, and others. Project management is carried out by the Business Develop-

Baden-Wuerttemberg // ② Learning Region Emmendingen district

ment Organisation of the Emmendingen district (WFG - Wirtschaftsförderungsgesellschaft des Landkreises Emmendingen mbH).

Where/ The central point of contact for people interested is the WFG Emmendingen office, Bahnhofstr. 2-4, D 79312 Emmendingen; phone: +49 7641 451671. During the Education Tour 2004 interested people can get relevant information on the spot. An education portal including a further education database and practical training exchange is permanently available. ■

➔ www.lernreg-em.de



What/ The network's main goal is to facilitate access to working life and society for groups that are educationally deprived by providing networked education offers:

/// Information events for specific target groups on the subject of education, e.g. "Competence through children and career" for men and women during parental leave

/// 6x6 entry module within the logistics sector: 6-days training for unskilled and semi-skilled workers in 6 companies on 6 different logistics issues.

Who/ The project is funded by the association Berufliche Qualifizierung und dauerhafte Integration bildungsferner Gruppen e.V. It operates in co-operation with twelve municipalities, chambers, employee's and employer's federations, schools, and educational

institutions. In addition, more than 60 volunteers are helping in the network.

Where/ The network's education portal provides information on institutions from the fields of education, counselling, employment services and child care. The 25 "Education Info-Points" act as "door openers" in order to inform about regional education offers and education providers. Educational institutions, public and private counselling centres, the chambers, and the labour offices also provided information. The addresses of the Info-Points are available on a flyer and at the network's web portal. ■

➔ www.lr-hf.de

Baden Wuerttemberg // ① Learning Region Heilbronn-Franken: Education network

Baden-Wuerttemberg

// ① Learning Region Zollernalb



The Learning Region introducing itself to business owners

What/ The network wants to support people and companies in the Zollernalb region (South-West of the industrial metropolis of Stuttgart) in tackling the continuing changes in economic and social areas. In this context, the following offers are being tested:

/// Propagation of WBT and Blended Learning offers (e.g. for in-company further training) via the "Education Service Centre"

/// Strengthening the citizen's online competencies, e.g. through Blended Learning offers, e.g. for handicraft enterprises, authorities or people aged 50 years and over

/// Promoting young people on their way into working life through mentoring and a "Qualipass", instructor qualification courses, project work of talented pupils for and with companies, expanding contacts during transition from higher education to professional life

/// Improving the labour processes in multicultural companies and nursing quality through inter-cultural education, e.g. by qualifying unemployed women.



Who/ The association Lernende Region Zollernalb e.V. is responsible for the network which includes about 30 companies, institutions and municipal organisations.

Where/ Further information is provided by the project office or at regional education trade fairs: GiMA consult Gesellschaft für integriertes Management mbH, Detenhaldenstr. 57, D 72336 Balingen; phone: +49 7433 997410. ■

➔ www.lernende-region-zollernalb.de

Bavaria

// ② Dachau Competence Agency (KAD)

What/ Under the motto "It's clever ...", the KAD (Dachau Competence Agency) strengthens the regions' identity as an education location. At the same time, KAD stands for the common roof under which the 4 sub-projects are drawn together.

/// "Dachau perspective": Networking secondary school (Hauptschule) and labour market in order to come to a realistic vocational orientation and a tailored and successful vocational integration

/// Integrative nursing model: Within the scope of a school trial, lower secondary school pupils (Hauptschüler) are qualified as nursing aides during a two-year basic nursing training that combines care for the elderly, health and child care. Upon successful completion, participants are granted access to higher nursing qualifications

/// Competence 2007: Promotion programme for above-average motivated pupils in co-operation with local commercial enterprises

/// "Active Region" sees itself as a platform in the Dachau region to upgrade the region as a life, working, and recreation area, to enhance



the feeling of identity, and to support volunteers through demand-oriented (further) education. Current certified courses: training as a tour guide for historical, cultural and nature sites; local history researcher courses

Who/ More than 20 foundations and institutions from the educational, labour, social, and business sector participate in the network. Project management is carried out by the Dachau adult education centre (VHS).



Where/ The central point of contact is the project office within the Dachau adult education centre, VHS, Dr. Engert-Str. 4/II, D 85221 Dachau; phone: +49 8131 79358. ■

➔ www.kaddachau.de



// ① Learning Region Cham

What/ The existing network structures within the district are being expanded to become a Learning Region:

/// Education in an honorary office: certified further education for volunteers

/// Competence passport for pupils: Proof of technical and methodical competences as well as personal and social competencies which were gained in and out-of-school

/// MoMeL: Online learning platform for the (further) training of mechatronics engineers

/// "New learners at new learning locations": Decentralised education services offered by associations and companies which include the utilization of municipal locations as places of learning.

Who/ Approximately 35 regional schools, municipal institutions, education providers, other networks and associations are participating in the network. Project management is carried out by the project office Learning Region Cham within the adult education centre (VHS).

Where/ An education database provides bundled information on the education provider's offers. For any questions on the network's services please contact the project office within the VHS Cham, Mittelweg 13, D 93413 Cham; phone: +49 9971 760760. ■

➔ www.lernende-region-cham.de



// ① Learning Region Nuremberg-Fuerth-Erlangen

What/ The network develops new ideas and approaches focusing on the subjects "Promotion of linguistic and social competence" and "Popularisation of New Media". The following are some examples from its many offers:

/// Small enterprises operate a learning network which is co-ordinated by an external education expert. The companies and their staffs benefit from the co-operation and from new learning and teaching methods, e.g. e-Learning

/// Migrants with low-level German skills who have not yet participated in available courses are reached by providing German lessons at unusual locations within their reach

/// Education offers in Erlangen at new learning locations (e.g. youth house or home for the aged) on the subject of media competence, in particular for groups of people who are educationally deprived.

Who/ The network includes approx. 130 partners from all educational sectors of the region. Its core partners are the Cities of

Nuremberg, Fuerth and Erlangen who are represented by the Nuremberg Education Centre (project management), the City of Fuerth (Dept. I – School, Education and Sports) and the Erlangen adult education centre (VHS).

Where/ The development of the projects can be followed on the network's website. The model projects and the network introduce

themselves at symposia, trade fairs, city district festivals and futurology conferences. Questions will also be answered by the project management within the Educational Centre: Bildungszentrum Süd, Wölckernstr. 6-12, D 90459 Nürnberg; phone: +49 911 2317350. ■



➔ www.lernende-regionen.de

Bavaria

// ① Learning Region Schwandorf – Fit for the Future

What/ The network's intention is to involve as many citizens from the region as possible in formal and informal education programmes and to close existing gaps in counselling:

/// Family-Profession-Education: Further training for men and women during their parental leave, using e-Learning offers after a detailed consultation with their employers

/// Citizens from small communities can benefit from selected education offers due to the co-operation between parishes, associations, and education funding agencies

/// Co-operation of several kinds of schools and educational institutions in order to introduce girls to commercial-technical professions and studies

/// Co-operation of IT learning locations:

Schools and funding agencies provide young people with IT competencies thus enhancing their employability and access to education offers.

Who/ The association Lernende Region Schwandorf e.V. is responsible for network management and the projects. About 80 federations, schools, political and municipal institutions, educational institutions, and companies co-operate within the network.

Where/ Individual counselling and information on the network is provided by the Learning and Advisory Agency of the Learning Region (LUBA), Hüttenstr. 1, D 93142 Maxhütte-Haidhof; phone: +49 9471 306820.

In addition, education counselling is offered by the Bildungstreff, Wassergasse 13, D 92431 Neunburg v. Wald; phone: +49 9672 925671. The Schwandorf municipal library offers an Education Service Station (LernServiceStation) which allows access to the new "Web-portal Education". ■



➔ www.lernreg.de

Bavaria

// ① Learning Region Bad Tölz district

What/ The network's vision is to gain people from all levels of the population within the region for participation in Lifelong Learning. The following are some of its selected sub-projects:

/// FiF Academy: Supporting men and women during parental leave to catch up with their work by offering modular further training courses on communication, time management, utilization of IT technologies, finance, and law

/// "Honorary post on the upswing" – internet-based exchange of volunteers

/// Competence 50+: Training and preventive programme to facilitate the transition from working life to retirement

/// "Mental health": Database providing an overview of assistance for mentally ill, addicts, and mentally unstable people within the region

/// The youth project "S.t.e.p." supports pupils at the school-job interface to identify their strengths and to plan their vocational future.

Who/ The project management is carried out by Lernende Region Tölzer Land (LRTL) gGmbH. The network includes the 11 company shareholders and 65 partners.



Where/ The network campaigns for its concept and offers through advertising measures (posters, flyers) and the organisation of a learning festival. Those interested may contact the project office, Prof.-Max-Lange-Platz 6, D 83671 Bad Tölz; phone: +49 8041 7993740. ■

➔ www.lrtl.de

// ② Cross-border Learning – Learning Regions Hersfeld-Rotenburg/Werra-Meißner



What/ Cross-border learning in the districts of Hersfeld-Rotenburg and Werra-Meißner includes the following education offers:

- /// Survey of out-of-school learning locations
- /// Pupils teach parents how to operate IT applications
- /// "Production schools", e.g. in the scope of a bicycle workshop for young people who are tired of going to school
- /// Training and employment of inter-cultural

agents for migrants

/// Cross-generational environmental education units for nursery schools, schools and adult education (seminars, project weeks, practical trainings, etc.).

Who/ More than 70 public and private funding agencies of education, companies and initiatives participate in the network. Project management is carried out by the national education authority for the districts of Hersfeld-Rotenburg and Werra-Meißner.

Where/ Further information on the "Cross-border learning" network is provided by the project office within the national education authority: Staatliches Schulamt, Rathausstraße 8, D 36179 Bebra-Stadt; phone: +49 6622 914-1214. ■



➔ www.bildung-hrwm.de



// ① Learning network Rheingau-Taunus region

What/ Learning and networking are to become key qualifications within the Rhine-Taunus district in order to gain a lasting head start in development:

- /// Supporting and developing biographic self-directing competencies: Compact course for young people who leave school and welfare recipients
- /// Support through volunteers during job entry: Seniors support young people and young adults
- /// Supporting single mothers and fathers who are on welfare to cope with everyday life
- /// Language course for women migrants with qualified child care

/// Modular further trainings on personnel development for SME managers and company owners

/// Self-learning workshop: Learning location with multimedia workstations, training programmes and literature, in particular on the subjects of IT and technology; counselling provided by an education guide.

Who/ Project management is carried out by the adult education centre VHS Rheingau-Taunus e.V. The network includes 42 co-operation partners: federations, organisations, chambers, companies, authorities, associations, schools, and others.

Where/ People interested in education can contact the following three VHS branches: Geisenheim (chauvignyst. 21, D 65366 Geisenheim; phone: +49 6722 5039-0), Taunusstein, project office (Erich-Kästner-Str. 5, D 65232 Taunusstein-Hahn; phone: +49 6128 9277-25), and Idstein (Schlossgasse 8, D 65510 Idstein; phone: +49 6126 51336). ■

➔ www.vhs-rtk.de

Hesse

// ① Learning Region – City and District of Kassel

What/ The network's aim is to establish a sustainable learning and education network within the very heterogeneous regional structures. The network offers focus on:

/// Improved vocational orientation, e.g. through a so-called Vocational Godparent Model (BerufsPaten-Modell) (volunteers support 8th and 9th grade pupils), the Beirut Café (employees and apprentices introduce their jobs to pupils and parents), and a component catalogue (research aid for teachers)

/// Co-ordination office "Handicraft and Europe": Increasing mobility in the handicraft sector through a company database, preparatory (educational) measures (inter-cultural knowledge, language), and an agency for practical trainings and stays abroad

/// Qualification and further education choices

for employees from gastronomy and tourism
/// Agricultural sector: Pupils are educated in agricultural enterprises.

Who/ The network includes 14 institutions from regional development, chambers, adult education centres, labour administration, handicraft, and others. Project management is carried out by the Lernende Regionen Kassel Stadt und Land e.V.

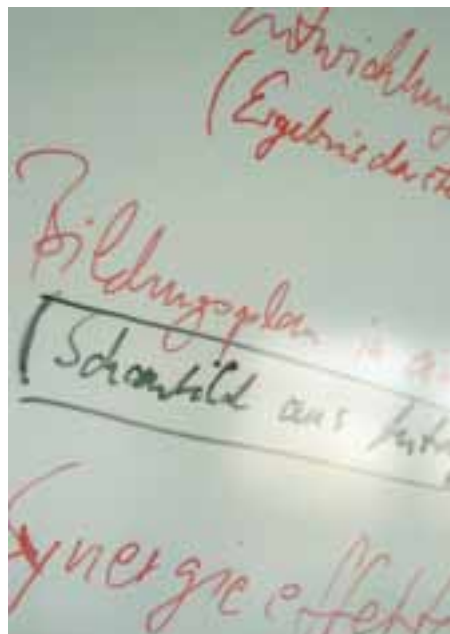
Where/ Those interested can inquire online at the education portal about education choices. The central point of contact for people interested in education is the project office, Bahnhofstr. 26, D 34369 Hofgeismar; phone: +49 5671 5075-39. ■



➔ www.lernende-region-kassel.de

Hesse/Bavaria

// ① Learning Region – Main-Kinzig and Spessart



What/ The network's concepts and projects aim at extending the existing education spectrum and promoting life-accompanied learning, thus contributing to regional development.

/// Modular qualification "Cultural and nature guide" for people in upheaval or orientation, e.g. men and women after parental leave or the unemployed; the training is organised by several companies and educational players

/// Education partnership industry/school: Supplemental qualifications for high-performing apprentices and pupils, e.g. "project pilots" with special skills in presentation or project management; further education for teachers and trainers in the field of team and project management.

Who/ More than 35 regional and supra-regional partners from education, industry, administration, culture and welfare are currently represented in the network. Project management is carried out by GfW - Gesellschaft für Wirtschaftskunde e.V. in Hanau.

Where/ The education portal provides information on all regional education players and offers. The central point of contact for questions on the network is the network office, Martin-Luther-King-Str. 1, D 63452 Hanau; phone: +49 6181 9975227. ■

➔ www.bpmks.de



// ① Learning Region Offenbach – Open Learning Network

What/ The network's aim is to enhance the regional education infrastructure through a close co-operation between public institutions, private providers and non-profit organisations. The following offers are being developed:

/// Implementation of a self-learning centre providing PC workstations with a broad selection of self-learning software in the fields of vocational training, general education and languages. On-the-spot support by education counsellors

/// Development and maintenance of the further education database "Rhine-Main Education Network" and "Lerno", the internet signpost for education

/// The Forum for Innovation and Potential Support uses the opportunity of various events to address SMEs on the subject of "New Learning forms – Companies serving as learning locations".

Who/ The network includes 17 partners from regional schools, associations, organisations

and companies. Project management is carried out by the City of Offenbach (Employment Promotion Office, adult education centre).

Where/ The further education database www.bildungsnetz-rhein-main.de provides an online search with approx. 10.000 further education courses. At www.lerno.de users will find a signpost for internet-based learning.

Individual education counselling is provided in the self-learning centre, Berliner Str. 77, 63065 Offenbach. ■



➔ www.offeneslernen.de

// ① Learning Region Waldeck-Frankenberg

What/ The network's aim is to enhance the infrastructure of general, cultural, political, and vocational education and to increase transparency for education users through particular products and services:

/// School-Region-Company: Organising vocational practical trainings for pupils and creating a company database

/// Assessment centre (strengths/weaknesses profile) for the vocational orientation of pupils before graduating

/// KomBi: modular qualification including IT and language training for young unskilled and semi-skilled workers

/// Electra: Blended Learning offers for all people interested in education.

Who/ The managing committee includes twelve co-operation partners (providers of general and further education, companies, social partners, and the district authorities). Approximately 80 people are involved in the network. Project management is carried out by the district's handicraft federation, Kreishandwerkerschaft Waldeck-Frankenberg.

Where/ The "Education market place" allows interested people to inquire about regional vocational and practical courses and gather information on the education providers. The central point of contact is the Learning Region's project office, Lindenstrasse 36, D 34537 Bad Wildungen; phone: +49 5621 2896 ■



➔ www.bildung-machts-bunt.de

Hesse

// ① LUQ Learning and Qualification –
Frankfurt – Offenbach - Hanau

What/ The network aims at social and vocational integration and appeals to learners at all stages of life with a particular educational need when between different educational sectors. The focus lies on literary-linguistic skills and media competencies:

/// Continued trainings for pedagogues to promote language skills in nursery schools and schools.

/// “New bridges to a job”: Intensive vocational and education counselling for young people until they have started an apprenticeship

/// “In-company qualification for working life”: Employees make use of on-the-job trainings, to reduce their literacy and educational

deficits, and improve their literary-linguistic and medial skills

/// “Gallus Learning district”: Strengthening the Frankfurt city district in an exemplary way by establishing a counselling and coordination centre for all educational questions, and an education atlas.

Who/ The network includes 20 partners from schools and institutions of higher education, municipal institutions, chambers, and associations. Project management is carried out by the Frankfurt adult education centre (VHS).

Where/ The network advertises its offers by organising learning festivals in the city district of Gallus. The project’s counselling centre provides information on the regional further education possibilities to those interested: Ottostrasse 23, D 60329 Frankfurt; phone: +49 69 27227614. ■

➔ www.vhs.frankfurt.de/projekte





Rhineland-Palatinate's Prime Minister Kurt Beck visiting the Learning Region Trier. At his right: Project Manager Günter Heil; at his left: Project Manager Carl-Ludwig Centner.

What/ The qualification network "Learning Region Trier" aims at promoting personal development, the capability to act and the employability of citizens in the Trier region. The following are some of its measures:

/// Operating an internet portal to facilitate orientation within the regional further education spectrum

/// Establishing regional marketing activities to promote motivation in further education

/// Promoting transition from school to job through teacher continued trainings on the subject of vocational orientation, among other things

/// Offers for target groups which are educationally deprived, e.g. alphabetisation modules and preparation for secondary school qualification (Hauptschulabschluss) for young single mothers

/// "French Contact point": e-Learning, project work and exchange to achieve mutual cultural and linguistic understanding.

Who/ The network includes 27 partners – municipalities, institutions of higher educa-

tion, adult education centres, vocational schools, federations, chambers, and the Euro-Info-Centre.

Project management of the Learning Region Trier e.V. is sub-ordinate to the Trier Chamber of Trade.

Where/ The regional further education offers can be inquired via the database. The educational trade fair "Job and career 2003" offered information on training, job, and further education for people of any age who are "eager for knowledge".

Individual information is available at the project management office: Loebstrasse 18, D 54292 Trier; phone: +49 651 207-103 and 207-116.

➔ www.lernende-region-trier.de



What/ The network's main vision is to complement the existing range of education offers by labour market-oriented further education offers and to make these various offers more transparent to the citizens: Education atlas: Internet-based education portal providing the opportunity to search for courses and providers and educational information

/// Netcafé@Neustadttreff.de: Internet café with low-threshold offers to enter into the PC and internet world

/// Further education offers for nurses: "Inter-cultural competence within nursery", 1. General Action Day "Care for the Elderly" in Mainz, and others

/// Health events for migrants in their national language

/// "Blickwechsel" ("Exchange glance") counselling centre: Vocational and educational counselling for women aged 40 years and over

/// Information literature on (further) training in the media and nursery sector.

Who/ The network includes about 60 institutions from the fields of education, politics, administration, industry, and welfare. The project management is carried out by the Centre for scientific further education at the Johannes Gutenberg University of Mainz.

Where/ The education atlas at www.step-on.de provides information on the regional offer and the Step on! Network. The central point of contact for individual education guidance is the counselling centre "Blickwechsel", Leibnitzstr. 20, D 55118 Mainz; phone: +49 6131 905940.



➔ www.step-on.de

Rhineland-Palatinate

// ① Step on! Education Directions in the City of Mainz / District of Mainz-Bingen

Saarland

// ① Saar Learning Network

What/ The network wants to stimulate the education demand in different life spheres of the region. The following are some examples of the network's activities:

/// "Curious for knowledge": inter-active learning and thriller game



/// Go2Live: Offers for young people in the fields of media and technology at new learning locations, e.g. a popular clothes shop in the Saarbrücken centre.

/// KomBi.ak: Education offers for employees on the subjects "Job and Internet", "Business economics", "Politics and Society"

/// ARGUS.ak: Medial realisation of the Saar Health Network

/// TILL: Practice-related learning and teaching in the fields of technology, business economics and languages

/// LOTOS: Supporting a close connection between people and nature.

Who/ The project management is carried out by the German Research Center for Artificial Intelligence (Deutsches Forschungszentrum für Künstliche Intelligenz GmbH - DFKI) in Saarbrücken. The network includes partners



from schools, insitutions of higher education, public and private further education institutions, municipal and socio-cultural institutions, chambers, companies, and trade unions.

Where/ Apart from the central internet platform, some of the network's projects provide their own target group-oriented websites. Questions on the network and its projects can be addressed to the project office: DFKI, Stuhlsatzenhausenweg 3, D 66123 Saarbrücken; phone: +49 681 302 64810.

➔ www.saarlernnetz.de



Representative for many others:
People from the Learning Region networks



The map shows one central city or locality for each network (normally the network co-ordinator's headquarters) with a short description of the region. However, some of the networks extend considerably beyond and include other localities.



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