

# Promotion of lifelong learning

POLICY DEVELOPMENT

PRACTICAL MEASURE/INITIATIVE

 CROATIA

## Timeline

2016 Implementation	2017 Implementation	2018 Implementation
2019 Implementation	2020 Implementation	2021 Implementation
2022 Implementation	2023 Implementation	2024 Implementation

ID number 28791

## Background

The need for significant upskilling and reskilling efforts to offset skills mismatch and labour market imbalances in Croatia is recognised at the European level (European Commission, Education and Training Monitor 2019 - Croatia) and the national level (Strategy for education, science and technology, 2014).

## Objectives

The project focuses on strategic planning and implementation of a comprehensive set of activities for the promotion of lifelong learning and adult education in Croatia.

## Description

The Agency for VET and Adult Education (ASOO) conducted an ESF-funded project Promotion of lifelong learning from 2016 until 2019. The activities encompass a nationwide media campaign, organisation of the annual Lifelong learning week and International andragogy symposium, capacity building for decision makers and adult education teachers, and several dissemination conferences.

In 2017, the Survey on adult education in Croatia included 2 369 participants throughout Croatia to determine the types and modalities of adult education activities, the social structure of adult learners, the motivational factors and the barriers, as well as the learning outcomes and the perceived benefits of participation in lifelong learning. Based on the results of the survey, ASOO developed and published the Strategic framework for the promotion of lifelong learning 2017-21 in 2017. The framework offers an analysis of the current situation in lifelong learning in Croatia, the orientation for the promotion of lifelong learning activities, as well as specific communication plans. These plans outline promotional activities for specific target groups, including students in the formal education system, existing and potential participants in adult education, employers, vulnerable social groups, education policy decision-makers and adult education providers. The main priorities for the promotion of lifelong learning involve raising awareness of the need for lifelong learning as a process of, personal and social development, the benefits of lifelong learning

for easier adjustment to changing labour market needs, career advancement and employability, as well as the significance of non-formal and informal learning pathways. Within the Project, regional coordinators act as multipliers in the promotion of lifelong learning. Through this initiative, ASOO organised the Lifelong learning fair and the Lifelong learning week in 2018 with over 700 participating organisations and 890 promotional events across the country, attracting over 40 000 participants and generating in 5 000 media announcements.

Key stakeholders were involved in the initiative, including the ministry responsible for education, the Croatian Employment Service (HZZ), representatives of employers, higher education and adult education institutions, professional and civil society organisations.

<b>2016 Implementation</b>
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<b>2019 Implementation</b>  In 2019, ASOO organised the annual Lifelong learning fair and Lifelong learning week, with over 378 participating organisations and 747 promotional events across the country. The central topics of the annual International andragogy symposium in 2019 were the Upskilling pathways - New opportunities for adults, and the Curriculum for the development of basic digital, numeric and reading skills of adults in Croatia, published in 2019. 390 adult education teachers and directors participated in other training events organised by ASOO throughout 2019. The project ended in December 2019. Phase II of the project is under preparation.
<b>2020 Implementation</b>  Project continuation (phase II) was approved in November 2020; major activities are foreseen as of 2021.
<b>2021 Implementation</b>  The continuation of the project (phase II) began in June 2021. ASOO organised the 15th Lifelong learning week, the 12th Lifelong learning fair and two cycles of andragogical workshops. During Lifelong learning week, 426 events were organised in which 183 different institutions participated. The central topics of the annual International andragogy symposium in 2021 were the latest trends and current events in the adult education, with special attention to the application of the micro-qualification model, the proposal of the new law on adult education and establishment of a quality system in adult education in Croatia.
<b>2022 Implementation</b>  In 2022, the 16th Lifelong Learning Week took place from 26 September to 2 October. 536 events were held involving 276 different institutions in cooperation with partners (state administration bodies, social partners, the Croatian Employment Service, counties, the local community, associations, cultural institutions, institutions for adult education, schools and other organisations). After the opening ceremony, the 14th Lifelong Learning Fair was organised in the central city park of Bjelovar with the aim of bringing the idea of lifelong learning closer to the target groups of this campaign. At the Fair, numerous adult education institutions presented their adult education programs to the public, offering vouchers for free access to one of the educational programmes. With the aim of improving professionalisation and promoting the exchange of knowledge among teachers working in adult education, the third cycle of andragogical workshops was conducted, from March to June 2022. The trainings were delivered through the Curriculum globALE programme, which consists of five thematic basic modules lasting eighteen working days, i.e. 336 hours. The 10th International Andragogic Symposium (MAS) was held from May 25 to 27, 2022 in Terme Tuhelj. Through the three-day program of the Symposium, the participants, 230 in total, had

the opportunity to learn about the latest trends and current events in the field of adult education, with a special focus on adult education planning and programming, the Act on Adult Education, the practical implementation of vouchers in adult education, and the development of qualification standards to meet the needs of adult education.

### **2023 Implementation**

The activities of the Promotion of Lifelong Learning project (phase II) were completed in 2023. The 11th International Andragogic Symposium (MAS) took place in Split in February 2023, focusing on the external evaluation of adult education providers, the new policy framework aligned with the Adult Education Act, and the development of qualification standards, which serve as the foundation for adult education programmes. The 17th Lifelong Learning Week took place in April 2023, starting with the Lifelong Learning Fair held at the student centre in Dubrovnik. The fair showcased adult education providers and their educational offer, with support from local stakeholders, including representatives from the city and county of Dubrovnik. During the 17th Lifelong Learning Week, 513 events were organised, involving 220 different organisations, including adult education providers, state administration bodies, social partners, the Croatian Employment Service, local communities, associations, cultural organisations, and others. These events highlighted lifelong learning opportunities and the available financing mechanisms, such as vouchers for green and digital skills.

### **2024 Implementation**

The activities promoting lifelong learning will continue through the implementation of the project Further development of the quality assurance in adult education and promotion of lifelong learning, co-financed by the European Social Fund+ as part of the Effective Human Resources Programme 2021-2027. The project is led by the Agency for VET and Adult Education. The total project value is EUR 10 469 060.56, and it will be carried out from 2024 to 2029. The project activities are oriented at supporting the implementation of new quality assurance mechanisms in adult education and promoting opportunities for lifelong learning in Croatia. Two successful activities from the previous project period will continue, namely the organisation of the Lifelong Learning Week and the International Andragogical Symposium.

## **Bodies responsible**

- Agency for VET and Adult Education (ASOO)

## **Target group**

### **Education professionals**

Teachers  
School leaders  
Adult educators

### **Entities providing VET**

VET providers (all kinds)

## **Thematic categories**

### **Governance of VET and lifelong learning**

Engaging VET stakeholders and strengthening partnerships in VET

### **Supporting lifelong learning culture and increasing participation**

Promotion strategies and campaigns for VET and lifelong learning

# European priorities in VET

## Osnabrück Declaration

Establishing a new lifelong learning culture - relevance of continuing VET and digitalisation

Sustainability - a green link in VET

## Subsystem

CVET

## Further reading

[Project description - Promotion of lifelong learning](#)

Vucic, M.; Piljek Žiljak, O.; Vucic, N. (eds) (2017). Adult education in Croatia 2017. Survey results. [Obrazovanje odraslih u Hrvatskoj 2017. Rezultati istraživanja]. Zagreb: Agencija za strukovno obrazovanje i obrazovanje odraslih.

[Project description - Further development of the quality assurance in adult education and promotion of lifelong learning](#)

## Related policy developments

### 2024 Implementation

## National Education System Development Plan for the period up to 2027

In response to the challenges affecting VET, the National Education System Development Plan for the period up to 2027 proposes a number of measures, building on key reform initiatives from the previous strategic period. The specific measures related to VET (Area 3 of the Plan) include:

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### Type of development

Strategy/Action  
plan

### Subsystem

IVET CVET

### “ ... ” Cite as

Cedefop, & ReferNet. (2025). Promotion of lifelong learning: Croatia. In Cedefop, & ReferNet. (2025). *Timeline of VET policies in Europe* (2024 update) [Online tool].

