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Of the representative office of dvv international

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Foreword



Dear colleagues, friends and partners!

I am pleased to welcome you on the pages of our regular newsletter. On its pages we share information on activities conducted by partners and offices of *dvv international*, both in Central Asia and elsewhere.

In the «News» section you can read about the results of the «Eco dates» project supported by our organization, with experience in the dissemination of oral history methods, presented at a scientific conference «Uzbekistan's history: new research and results», organized by the Institute of History of the Uzbekistan Academy of Sciences together with the Public Council on New History founded under the Ministry of Higher and Secondary Special Education of Uzbekistan and the Society of Historians of Uzbekistan.

The same section contains information about interesting activities undertaken by partners in the republics of Kyrgyzstan and Tajikistan.

For example, in Kyrgyzstan for the members of the Association of Adult Education (KA EA), as well as representatives of the KA EA Executive Directorate training «Methods of diversity management, conflict prevention and peacekeeping support» was held; in Bishkek within project «Chance - Adult Education in the penitentiary system: a chance for a better future» «Adult Education methods and approaches» training was conducted for teachers of vocational schools.

One of the memorable events in Tajikistan was the «Adult Education Week» held annually by the Association of Adult Education (TAEA). The event conducted within the framework of the Week was attended by over 400 representatives of governmental agencies, public associations, mass media and international organizations.

Unfortunately, we cannot provide you with the information on on-going projects in Uzbekistan, as our organization is in the process of re-registration, changing its legal form. However, once this process is complete, we are happy to share our news.

The special section «AE in the World» contains information about:

- Third UNESCO TVET Congress International «Transforming technical and vocational education and training (TVET)» (May 13-16, 2012, Shanghai, China);

- Seminar «Methods and approaches to issues of reconciliation and understanding the events of the past» which took place from May 29 to June 2, 2012 in Hopa, the Republic of Turkey;

- First Summer Academy in the Eastern Partnership Region: Belarus, Ukraine, Moldova (June 23 –July 1, 2012).

I hope this newsletter will be interesting and informative for you.

Romy Lehns,

*Head of Representative office
dvv international in Central Asia*



News

[Presentation of «Eco dates» project results](#)

Every year people celebrate dozens of environmental events around the world. If you look at the environmental calendar, you can count about 60 days which address specific environmental events. Ecological dates is an important method and it is recognized worldwide as an effective tool for environmental education.

On April 2, 2012 during the International Birds Day presentation of a set of «Eco dates» educational materials prepared under a project implemented with the support of *dvv international* in Uzbekistan in 2011 was held at the Birds Protection Society of Uzbekistan.

The presentation was attended by members of public environmental organizations and educational institutions, environmental NGOs, international organizations engaged in environmental education, schoolchildren, university students and journalists. Welcoming remarks at the opening of the event were delivered by Executive Director of Bird Protection Society of Uzbekistan, Mr. R.D. Kashkarov. Then, the «Eco dates» Project Coordinator Mr. O. R. Kashkarov briefed the meeting participants on the content of manuals and methodology that was used during its preparation.

The presentation ended with the dissemination of «Eco dates» package of educational materials among stakeholders.

«Eco dates» package of educational materials include: manual for environmental actions, environmental calendar and CD-ROM with presentations on each ecological date.

All activities described in the manual aimed at raising environmental awareness of both, adults and children, are developed in an interactive mode. Universal methodology of celebrating environmental dates compiled in the form of step by step guide describing all actions necessary to carry out the activities and required resources.

The manual can be useful first of all for public environmental organizations, number of which in our country is more than 100. All of them have a goal to improve public environmental education and participation in organization of environmental actions. NGOs will be able to use the proposed methodology in their work for the most effective celebration of environmental dates.

Hopefully, manual will promote wide celebration of environmental dates in different provinces of Uzbekistan on a regular basis, attracting more public attention to environmental issues.

This manual is available in the office of the Birds Protection Society of Uzbekistan at following address: Room #89, Build. #1., Niyazov Str., Tashkent, 100095, Uzbekistan

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[Scientific conference «History of Uzbekistan: new research and results»](#)

On April 6, 2012 Institute of History of the Academy of Sciences of the Republic of Uzbekistan jointly with the Public Council on New History founded under the Ministry of Higher and Secondary Special Education of Uzbekistan and the Society of Historians of Uzbekistan held scientific conference «History of Uzbekistan: new research and results.»

The conference was devoted to the presentation of scientific publications of the Institute of History of the UzAS, published in 2010/2011 in the context of the scientific research prospects of Uzbek historians. The conference also examined the activities of specialists in history of Uzbekistan from the Institute of History of the UzAS (including - members and experts of the Public Council on the new history) and directions of their research. It is well known that successful and productive interpenetration and exchange of experience are of great importance for the establishment of scientific schools, conducting meaningful research, achievement of success in culture, art and literature.

The participants were members and experts of the Public Council on New History founded under the Ministry of Higher and Secondary Special Education of Uzbekistan, authors and peer reviewers of scientific papers presented, employees of the Institute of History of the UzAS, as well as invited experts in the field of history, culture, art studies, oriental studies and education whose interests and research are associated with the study of historical, cultural and scientific heritage of Uzbekistan. The conference was attended by representatives of the Tashkent office of *dvv international* Romy Lehns and Irina Razilova, as well as members of the Oral History Center of Institute of History of UzAS - Ph.D. A.T. Sabirov, Ph.D. Sh.B. Mukhamedov, Ph.D. B.M. Ubaidullaeva, Ph.D. R.R. Nazarov and R.T. Satarov.

Presentations by scientists, round table and discussions with local and foreign experts as well as hearing of presented papers on

the subjects were held within the conference.



The speech of Mrs. Romy Lehns during the conference. Photo by Ravshan Nazarov

Deputy Dean of the Faculty of History, Director General of Information-Analytical Center of Moscow State University named after Lomonosov, Ph.D. in History Alexey Vlasov made a speech «Russia and Uzbekistan. History and modernity. Known and unknown Jadidism.» Then, the presentation of publications devoted to the new history issues: the book-album «The great and sacred independent motherland», «Chronicle of Independence of the Republic of Uzbekistan», «International Cooperation of Uzbekistan in the context of ensuring stability and sustainable development in Central Asia», «History of establishment and development of cooperation of the Republic of Uzbekistan with international organizations», «Oral History in Uzbekistan: Theory and Practice. Issue 1», «Ethno-cultural processes in modern multiethnic city (Tashkent city case study)». Many reports highlighted the great role of oral history methodology in the study of modern history, ethnology and international processes.

The scientific seminar was held within the conference, where report of Mr. A.V. Vlasov «Modern methodology of studying the new history of the post-Soviet countries» was delivered. A lively discussion took place after the report, which was attended by leading scientists of Uzbekistan: Academician A.A. Askarov, Academician Y.F. Buryakov, Ph.D. R.M. Abdullaev, Ph.D, Professor H.B. Bababekov, Ph.D, Professor E.Z. Nuriddinov, Ph.D B.M. Babajanov as well as young researchers, representing the Institute of History of the UzAS, Institute of Oriental Studies, Uzbekistan Academy of Sciences, National University of Uzbekistan, Tashkent State Pedagogical University named after Nizami and other scientific and educational institutions. Overall, the conference was held at a high theoretical and methodological level.

*Ravshan Nazarov,
PhD,
Deputy Head
Division «Modern History and
International Studies»
Institute of History of the AS of RU*

Learning to manage diversity

During May 23- 25, 2012 training «Methods of diversity management, conflict prevention and peacemaking support» was held for the Regional Directors of Training Centers - members of Kyrgyz Adult Education Association (KAEA), as well as representatives of the KAEA Executive Directorate.

The main objectives of the training:

- Increased awareness of key partners - the heads of the training centers on main aspects of diversity and methods of conflict - sensitive work with those;
- Development of basic skills and techniques for diversity management, conflict prevention and peace-building support through the implementation of social initiatives.

During the training practical development and preliminary evaluation of joint project ideas aimed at promoting peace-building, intercultural communication and integration in the communities considering ethnic and cultural sensitivity were carried out by participants as part of Diversity Management approach.



The participants of training «Methods of diversity management, conflict prevention and peacemaking support» are working to develop creativity. Photo by Nadezhda Romanenko

Achieving training goals required consistent study of four program blocks:

- I. The introductory block, which includes greeting the participants, familiarity with the goals, objectives and program of training, building

of community and learning environment, personal motivation and targeting of participants through the development of expectation list.

II. The second block was aimed at mainstreaming Diversity Management (ethnic, cultural, linguistic, religious, etc.), the need to manage with consideration of diversity, understanding diversity and its parameters, multiple identity and multiple identities, ethnic identity in a social context, formation of «us» and «them» intergroup relations, polarization of the groups, issues of inequality and exclusion, management based on cooperation.

The participants learned set of techniques aimed at creating multicultural competencies of the individual. Following exercises were conducted:

- Guided discussion YES! NO! MAY BE ...
- WHO AM I?
- MAGIC SHOP
- WHEEL OF DIVERSITY
- CULTURAL ICEBERG
- EXCLUSION EXERCISE
- CITY OF GEOMETRY

This theme became the basis of discussion about the need for use of innovative Diversity Management approach in the development and implementation of social projects aimed at promoting peacemaking and ethnic and cultural integration at the community level of the Republic Kyrgyzstan.

III. The third block included the development of project ideas aimed at peacemaking and ethno-cultural communication.

Working on «Project Life Cycle» showed that, above all, the difficulty is the initial phase of the project idea development based on the identification of community problems. Obviously, if the problem is not visualized and does not belong to the category of life-support (for example, lack of potable water, health problems of people and other threatening conditions), then in most cases work should be implemented according to the community needs category. Ethno-cultural environment in the micro-societies (unless there are obvious inter-ethnic conflicts) is exactly from the category of those determined by demand.

The discussion on priority of the problems or needs as the starting points of social project development went twice through the structuring of the idea and the process of implementing the project activity in «Project Life Cycle» exercise, as well as through exercise «Factory» followed by a discussion where the priority of the requirements to the definition and formulation of the problem was anchored. As a result, participants agreed that a thorough needs study of the community (through surveys, focus groups, consultations with local activists, etc.) will increase the efficiency of the future project and will allow achieving planned results more accurately.

An important aspect of social design was also considered - the

responsibility of community members in relation to the project concept: a more active part in the project will be taken by those target groups whose interest is based on their own needs rather than on the problems voiced by external experts or social designers.

The second phase of the development of project ideas was related to logical coordination of the selected problem, goal, chosen objectives and the expected outcome of the project. Typically, such work requires time, reflection, analysis, calculations and consultations. Therefore, overall logical framework was developed for the project where each participant prepared presentation based on the possibility of trainer's advisory support as well as help from all training participants.

Each project idea prepared for the presentation went through a stage of a joint group revision and preliminary examination by the trainer.

IV. The fourth block consisted of presentation of design ideas.

Participants were able, with few exceptions, during development of project ideas to keep the content frame within the Diversity Management and promotion of peace-building. The developers agreed that such design problems as the organization of the sewing workshops, office rent payment, organization of joint business, etc. are not directly the subject of project activities within the declared Program and must be revised.

Training results:

It should be noted that training resulted in the following:

- Increased awareness of the participants in the effective management approach considering Diversity Management,
- Participants learned to recognize and define the interests of the parties and consider them in the development of social projects, and implement management activities taking into account the multicultural component,
- Participants recognized the need to calculate the risks, and most importantly were able to develop own project ideas considering multicultural component.

The above training demonstrated once again **the necessity to continue the dissemination of multicultural education technologies both in capital and rural areas as well as training of trainers-teachers and equipping them with the necessary methodological tools**. Rural teachers do not have the necessary knowledge and support materials which allow working with a multicultural component. It is important to continue to disseminate the methodological tools along with the training of trainers-teachers on application of the technologies;

Dissemination of innovative educational technologies on multicultural education is definitely in need of external expertise and technological support. However, the number of specialists in multicultural education in the field and rural areas should be increased, giving them the possibility of additional training and

professional development. It is obvious that it is necessary to transfer methodological tools for building individual multicultural competence through preliminary training of social managers and educators at different trainings, workshops, etc.

*Lydia Shulgina,
Expert on multicultural education,
Trainer and consultant*

Adult Education methods and approaches in the penitentiary system

During June 13-16 training on «Adult Education Methods and Approaches» was conducted in Bishkek within «Chance - Adult Education in the penitentiary system: a chance for a better future» Project supported by the European Commission, to develop penitentiary system's vocational education teachers' skills of organizing and conducting training courses for prisoners.

This training featured a third stage of training of teachers of vocational schools, and set the goal to give the participants knowledge on methods of organizing professional



courses with the use of modular programs and materials.

Team work of participants during the training "Adult Education Methods and Approaches". Photo by Nadezhda Romanenko

During the training, students carried out an analysis of knowledge and skills acquired in previous stages of training, more deeply studied the specifics of Adult Education and effective training methods on the chosen profession.

Participants analyzed in detail what are the specifics of the prisoners, their psychology, factors affecting the effectiveness of Adult Education; they got an idea about the differences between traditional and interactive training as well as forms and methods of training sessions allowing for interactive audience.

The training covered issues related to development of students'

motivation during training sessions; how to identify problems and overcome difficult situations and manage emerging conflicts.

Participants gained training planning knowledge and skills based on the training goals and objectives, use of programs and materials of training modules. They could use developed modular training programs, investigate own educational topics and issues to conduct trainings with prisoners.

There was full range of interactive methods involved in the training process, including multimedia presentations, discussions, work in small groups and syndicates, role playing and exercises, implementation of various practical tasks. Participants had an opportunity to participate in discussions, express opinions and make presentation of working group discussion results. This contributed to a more profound understanding of the Adult Education training techniques.

They were also asked to develop and conduct their own mini classes, using the methods of Adult Education based on developed modular training materials. Video training method was used during practical training part. Mini classes prepared by listeners were captured on video and discussed with the participantst on the basis of feedback provided.

The participants included 20 teachers of vocational schools trained on modular programs and materials.

Unfortunately, despite the long work in vocational education, the majority of participants had no prior understanding of the characteristics of Adult Education and had not been trained in methodology; thus the interest in knowledge provided was very high.

During the conversation with the participants a shortage of special literature in the college library stock was revealed: there was no literature and manuals needed for teachers and students related to areas of training; lack of access to Internet resources existed. Five teachers were assisted in opening their own e-mail address; instructions on the use of Internet resources and major public databases were given. All participants received a set of handouts.

To summarize, we can say that the training was successful, and, as shown by the final participants' assessment the goals were largely achieved. Now, a lot depends on the participants, the administration of vocational schools and institutions where they work. It is planned to start training courses for prisoners in September this year, where teachers will be able to apply the knowledge acquired.

*Mikhail Khadaev,
Project trainer and expert
General Manager
Market Skills Development Centre*

Adult Education Week in Tajikistan

Adult Education Week, held annually by the Adult Education Association of Tajikistan (TAEA) is becoming increasingly important and popular event among the country's population. After all, the lifelong learning issues especially become urgent at the times of socio-economic shocks and financial and economic crises. The labor market of the country has limited capacities with rapid demographical increase and large annual infusion of new workforce, while economic situation is that the government year after year raises the retirement age; and a person is forced to look for work at the age over 60 years, because the pension is too small and many are forced to feed their families. At this, the need for training is increasing both among young people and people in middle and retirement age.

This TAEA's action fills the information gap of Tajikistan with the content. Main purpose of the event is to activate the intellectual potential to attract public attention to the existing capabilities of both formal and informal education and the integration of domestic and foreign experience in adult education. Here are just some of the activities of the AE Week conducted during May 14-19, 2012:

Talk show on First National TV Channel

On May 16, 2012 the First National TV Channel aired first talk show on Adult Education issues. Representatives of the Ministry of Labour and Ministry of Education, employees of research institutes, education specialists, public figures and students took part in the talk show. Contrary to expectations, the controversy around the Adult Education issues was earnest. The eternal questions about the «adult» age limit, informal and formal education, coverage, professions in demand, educational capacity, technical capability of the Adult Education Centers, training programs, employer and his/her participation in the expert's learning process, labor migrants and their qualifications and people of retirement age were the discussion subjects. I hope that the talk show will be the beginning of a large discussion in the country about Adult Education issues to be addressed.

Gerontology Day in Dushanbe



Gerontology Day was conducted on May 15. The purpose of this event was to promote non-formal Adult Education, attracting public attention to the problems of the elderly in the Republic of Tajikistan.

When retired many elderly people do not know what to do; instead of active way of life, when work took most of the time and gave the opportunity to earn, now comes earned rest but with a meager pension. As a result, due to the loss of outworld relationships they are left to themselves and fall into social isolation. The main reason that leads to such social isolation of the elderly and people with disabilities is the lack of access to information and new knowledge through further education; that makes equal access to labor impossible.

The event was organized by the TAEA with the financial support of the *dvv international*, Central-Asian Gerontological Center, Caritas Social Centre of Tajikistan, National Volunteers Center of Tajikistan with the assistance of the State Institution «Adult Education Center of Tajikistan» and the Ministry of Labour and Social Protection of the Republic of Tajikistan; approximately 60 active elderly people participated in the event. They demonstrated their abilities and skills on pottery, choral singing and legal education. Among the guests were over 50 representatives of governmental agencies, public associations, mass media and international organizations to attract public attention to the expansion of opportunities for elderly people in Tajikistan.

Note:

In 2012 the European Association for Education of Adults (EAEA) awarded Grundtvig Award to the Central Asian Center for Gerontology in category «Outside Europe», noting its contributions and achievements in Adult Education. This award is given to organizations that were able to provide the best achievements of the Adult Education projects. This year's theme, determined by the Prize Organizing Committee was «Innovative Approaches in Adult Education and Training – Activating Elderly Learners». Gerontology Center implemented its pilot project for active elderly people in Dushanbe and was aimed at continuity of expertise and the revival of national traditions in the potter's art through the professional exchange between the generations.

Gerontology (from Greek. Γέροντος, «old man» + ... logy) - science that studies the social, psychological and biological aspects of aging, its causes and ways to combat it (rejuvenation). Emerged in the early XX century.

Round table in Jabor Rasulov District

On May 18 in the Center for continuing education of J. Rasulov District a roundtable discussion on «Ways of cooperation and collaboration between educational institutions to promote Adult Education in Sughd» was held. Participants of the event discussed the creation of an effective Adult Education system at the Centre through increased cooperation and effective interaction between educational institutions of the district.

Twenty-two representatives of the local district government, the regional department of education of Sughd Province, the Sogd Province Agencies of Labor and Social Protection and Migration, local communities, NGOs, employers and the media took active part in the roundtable.

*Gulru Azamova,
Program Manager
dvv international office in Tajikistan*

AE in the world



[Third International UNESCO TVET Congress «Transforming technical and vocational education and training \(TVET\)» \(13-16 May 2012, Shanghai, China\)](#)

On the recommendation of the National Committee for UNESCO of the Republic of Uzbekistan representatives of secondary special and vocational education participated in the Third International Congress of Transforming technical and vocational education and training (TVET) on the theme «Developing skills for work and life» including the rector of the Institute for Continuing Education and Retraining of secondary special and professional education system Mr. Tashpulatov S.Sh., heads of regional departments of secondary special and vocational education of Ferghana and Samarkand provinces Mr. Ismailov B.Kh. and Holmukhamedov M.M.

Third TVET Congress was in the spot of the international community. The Congress was attended by approximately 800 international participants from over 70 countries. In addition to UNESCO, the representatives of the International Labour Organization, the Organization for Economic Cooperation and Development, the World Bank, the European Training Foundation, the Asian Development Bank, African Development Bank, Association for the Development of Education in Africa, and others participated in Congress work. To participate in a round-table discussions more than 100 senior officials of ministries, agencies and representatives of high level large business were invited, along with the ministers.

On the first day of Congress, on May 14, 2012, a plenary meeting was held at which the Director-General of UNESCO, Ms. Bokova, Minister of Education of China as well as representatives of several countries of European Union, Asia and America that participated in the Congress delivered speeches.

During second and third days of the congress work was conducted within the following sections: dealing with the education problems to improve the skills of health workers; training platform for the needs of national and rural economies: problems and solutions. Particular attention was paid to strengthening the role of global UNEVOC network in the world.

In the course of the Congress round-table discussions on cooperation between training institutions of different countries were held, such as France - UNESCO (Jean Oduz), the European Training Foundation (Arjen Dey), Russia - UNESCO, the National Observatory of Vocational Education (Olga Oleynikova, Amir Bilyaltdinov), Belarus - Institute of Vocational Education (Arkady Shklyar), Moldova - Ministry of Education (Michael Shlenticchi, Loretta Handrabura), Bangladesh - Ministry of

Education (Chovduri Mufad Ahmed), China - Ministry of Education (Luke Zhang) and others.

The discussion covered issues related to the professional activities, namely, training and retraining of personnel, exchange of experience in the provision of educational services, etc.

Great interest among the roundtable participants was raised by questions related to training in new professions on the basis of modern equipped professional colleges that are implemented in our country.

Congress participants expressed a desire to increase the effectiveness of UNEVOC centers in the area of information exchange and strengthen partnerships at the international and regional level.

*Tashpulatov S.Sh,
Rector of the IAT and SSVE EC*

[BRIDGES OF HISTORY: Seminar on «Methods and approaches to issues of reconciliation and understanding of the past events»](#)

The organizer of the event was a Regional office of *dvv international* in the Caucasus and Turkey (Tbilisi). Meeting in the form of a seminar was held in the town of Hopa (Turkey) from May 29 to June 2, 2012. Among the guests were members of the organizations and projects of *dvv international* in Armenia, Azerbaijan, Bulgaria, Cyprus, Georgia, Germany, Turkey, Ukraine and Uzbekistan.

On the first day the following presentations and reports were made: by Professor Bülent Bilmez (History Foundation) on the latest developments in working with the past and methods of teaching history in modern Turkey; joint presentation of the results of the Turkish-Armenian Reconciliation Project by colleagues Matthias Klingenberg, Lusine Kharatjan, Tamar Nalchi, Ismail Keskin and Seda Griogryan (detailed steps for this project implementation are available at www.speakingtooneanother.org).

The participants were also presented with the presentation of David Gogishvili on historical project on Stalinism in Georgia - SOVLAB (www.sovlab.ge); presentation of Gayane Shagoyan - Armenia total(itar)is; documentary from Azerbaijan by Babek Mammadov about Afghan war veterans. Meeting participant from Cyprus, Irene Hoplarou shared experience on a large project - «Home 4 Cooperation» (www.ahdr.info), supported by major international organizations that aims to reconcile the Greek and Turkish communities in Cyprus. Historical project in the south-eastern Europe for mobile exhibitions was presented by Vanya Ivanova (www.historyproject.dvv-international.org).

Finally a local journalist and writer Cemil Aksu made presentation where he spoke about the history of Hopa region.

The goal of the next stage of the meeting was to develop joint

understanding of what is network, what types of networks exist and what are the advantages of being part of the network. On this issue, participants conducted discussions to identify common ground. The study tour to Muslim-Georgian villages in Bordzhke District near Artvin and meeting with the editor of the Turkish-Georgian magazine «Pirosmani» were very useful.

The issue of support of a historians' network and parties interested was important for all participants, as it was reflected in three key phases of the subsequent discussions. In the first phase, current situation and shared values were discussed. The objective of the second phase was to determine the vision of the network and its uniqueness. In the final phase specific steps to keep the network efficient were discussed.

On the final day of the workshop the participants were presented with fundraising, joint cooperation, website development prospects and branding proposals. The logical outcome was the adoption of a joint memorandum on the establishment of the research group «BRIDGES OF HISTORY». There will be the research network of organizations, groups and individuals working with the past and engaged in contributing to the development of democratic societies in our countries. At the end of the day participants traveled to the Gamlihemshin District, where they visited Armenian village and got familiarized with the cultural characteristics of the local population.

*Ramis Sattarov,
Employee of Center «Oral History»
Institute of History of the UzAS*

[First Summer Academy in the Eastern Partnership Region \(Belarus, Ukraine, Moldova\)](#)

Summer Academy (SA) was held from June 23 to July 1, 2012 in hotel «Crimean Dawns» («Krimskie Zori»), which is located in the southern resort town of Alushta (Crimea, Ukraine).

«Adult Education for Development: establishment and development of AECs» - that is how the main theme of the SA was formulated. Representatives of 11 countries (Belarus, Ukraine, Moldova, Germany, Latvia, Armenia, Azerbaijan, Georgia, Kyrgyzstan, Tajikistan and Uzbekistan) participated in this event.

Key issues for the SA were:

- Basic andragogy or lifelong learning
- Different models of AEC: rural and urban, municipal and social.
- How to establish an AEC: situation analysis, goal, rationale, structure, themes and results.
- AECs as civil society institutions.

- Ensuring the sustainability of AEC: target groups, partners, organization of work, availability, supply and administration.
- The concept of social marketing and its elements.
- The concept of social marketing and its possible forms for AEC activities.
- Targeting: socio - political objectives, quality objectives and financial objectives.
- Strategies to achieve objectives:
 - Service strategy (illustrated by survey), argumentation and identification of the local market
 - Corporate Identity management

Visiting trainers/experts: Ingrid Mikishko - Expert in Adult Education (Latvia) and Olga Fittsum - Director of the National University of Weimar District (Germany). The experts not only had good theoretical knowledge but they are practitioners with many years of experience. This circumstance helped to fill the content of the program with examples from actual practice.

Participants worked in groups and prepared presentations. An interesting task was to come up with the Summer Academy logo. The winner was the version of the group comprising of representatives from Ukraine and Moldova.



Summer Academy Logo designers. Photo by Olga Nikolskaya

The SA program included the «Gallery» format (representative from each organization prepared presentation stand or electronic presentation and within 20 minutes presented the experience of his/her organization). At the end of each day, participants listened to the presentations with great interest and exchanged information and experience.

An integral part of the SA was cultural program, which included a tour by boat on the South coast of Crimea, a walk along the Alushta embankment and visit to Massandra palace of Emperor Alexander III, now the Palace Museum. Participants with great pleasure attended «Crimean Dawns» hotel beach and bathed in the Black Sea admiring the scenery of the Crimea.



Summer Academy participants. Photo by Olga Nikolskaya

One of the most memorable events in the cultural program of the SA was «Evening of Cultures». Participants took that evening very serious - each representative of a state wanted to present their country and its culture in bright and original way by a performance in their native language, national dance or through the preparation of national meals.



The performance of Moldova participants during “Cross-cultural evening”. Photo by Olga Nikolskaya

The evening was great fun: participants with great pleasure took part in the performances; they were taught the elements of national dances, tried Central Asian plov (rice) as well as sweets brought by participants from their countries.

During the SA participants could feel the importance and urge to establish and develop a network of adult educational institutions, as well as to obtain sufficient background information on the proposed topic.

More information about the First Eastern Partnership Region SA will be available soon at the Regional representative office of *dvv international* in Ukraine: <http://dvv-international.org.ua/>

*Nodir Rakhimov,
Project Coordinator
dvv international Representative office in Uzbekistan*