

DIGI-BREAKER PLUS - Breaking Barriers and Building Community for an Effective, Sustainable and Inclusive Digitalization of Adult Guidance Services



SCALE-UP STRATEGY



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ALL DIGITAL



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List of Abbreviations

Abbreviation	Description
DB+	Digibreaker+
EU	European Union
AD	ALL DIGITAL
DESI	Digital Economy and Society Index



Introduction

The Digibreaker+ project scale-up action focuses on engaging a wider range of stakeholders, achieving greater geographical coverage and amplifying its contribution to a sustainable future by implementing this strategy. The enhancement of green and digital skills among target groups is central to this vision, addressing the twin challenges of environmental sustainability and digital transformation. This scale-up action aims to establish a comprehensive framework for expanding the outcomes and impact of the DB+ project across a broader European context.

Objectives

The purpose of the DB+ scale-up action is to extend and adapt its proven methodology to three additional European countries, ensuring its relevance and impact in new international contexts. Priority will be given to the identification of target countries based on the potential for impact and the opportunities to build strong local partnerships. The possibility to work with stakeholders in the selected countries will build a strategic partnership to pilot and test the adaptation of the DB+ methodology. In addition, emphasis will be placed on promoting green impact, ensuring the implementation of sustainability and green practices in the project's extended activities.

Evaluation and results of the piloting phase

The piloting phase of the DB+ project demonstrated the effectiveness and adaptability of its methodology across diverse contexts and target groups. Conducted in Bulgaria, Belgium, Italy and Sweden, the results of the piloting activities offer a clear roadmap for utilising the project's outcomes to maximise impact in new contexts.

The key insight for the DB+ methodology's best use can be summarised in some essential points such as:



Flexibility



Personalisation



Learner-Centered Approach



Accessibility to Digital Resources

The pilot highlighted the relevance of customising the DB+ tools to reflect the specific socio-economic, cultural and linguistic contexts of the target groups. Additionally, the success of culturally adapted examples, group discussions and interactive sessions demonstrated the importance of learner-centred methodologies. Hence, the structure of the learning pathways should be flexible, and in fact, both short-term intensive courses and long-term programmes demonstrated success, allowing participants to choose between condensed training for immediate skill-building or extended sessions for deeper engagement. Another critical success factor was the possibility of access to digital tools such as laptops, smartphones and internet connectivity. Materials should also be mobile-compatible to increase accessibility for participants relying on smartphones. Providing regular feedback loops was essential to refining the learning materials to ensure that the programme remains responsive to participants' needs.

A need for more practical relatable examples of green skills were revealed from participant feedback: incorporating case studies and real-world applications into the curriculum filled this gap in improving understanding of sustainability concepts.

Moreover, diverse and targeted recruitment methods, such as social media campaigns for younger participants and partnerships with job centers for marginalised groups, proved effective in reaching the intended audience, ensuring inclusivity, especially for those with limited digital skills or access. Finally, trainers were key to achieving successful outcomes: the pilot results showed that comprehensive training programmes equipped trainers with strong digital skills, environmental awareness and cultural sensitivity, ensuring that



trainers could adapt methods to different learning styles and effectively engage diverse groups of participants.

Expansion planning

The scale-up strategy involves selecting three external countries that offer a conducive environment for scaling up the DB+ project, ensuring that its objectives of improving digital and green skills among its target groups are effectively achieved. Specific criteria such as the **availability of technological infrastructure, alignment with sustainability goals** and **the possibility of the development of local partnerships** were applied. An additional criteria for selecting these countries was their membership in the ALL DIGITAL (AD) network, which facilitates partnerships and collaboration essential for the successful scale-up of the project.

Based on these criteria, the following countries were selected:

Spain



As shown in its Digital Economy and Society Index (DESI) ranking, Spain has demonstrated significant progress in digital infrastructure development. The country is actively pursuing sustainability goals, aligning with the European Green Deal, and has a robust network of local organisations committed to digital education and green initiatives.



Additionally, adult education in Spain (Educación de Personas Adultas, EPA) encompasses a wide range of activities, from traditional literacy programmes and basic education attainment to training aimed at employment or leisure. Among its specific objectives, the following is particularly relevant for this document: *"to develop attitudes and acquire knowledge related to sustainable development, the effects of climate change, and responses to environmental, health, or economic crises, while promoting health, healthy eating habits, and reducing sedentary lifestyles"*.

Moreover, adult training in Spain is delivered through various types of programmes organised by education, employment and local authorities. Local administrations are responsible for providing non-formal education and, in some cases, formal education is provided through agreements with educational administrations. In addition, in Spain there are the Digital Competence Centres, which are public spaces where technology-based projects and initiatives among people are created, connecting them and stimulating their capacity to transform and improve the place where they live. Particularly, the Association "Somos Digital", formerly known as the Association Community of Spanish Telecenter Networks, is an AD member and it can facilitate the implementation of the DB+ scale up strategy; entity constituted in 2008, the objective of Somos Digital is to bring together public administrations, organisations and groups that work in the creation and management of digital competence centres in Spain.



Romania



Although Romania has the lowest DESI ranking according to the 2022 data, the country offers opportunities for impactful interventions due to its developing digital infrastructure and commitment to improving the digital skills of its population.



Romania's suitability for the DB+ scale-up strategy is evidenced by the government's alignment with EU sustainability goals and the presence of local partners eager to improve digital and green skills. Particularly, the promotion of skills for the green economy through initial and continuing vocational education and training is gaining momentum, with several initiatives from the Ministry of Education, which in 2023 developed vocational training standards and curricula for five new green qualifications, including photovoltaic system electrician and urban gardener.



Despite there are very few policy measures supporting the development of non-formal education, the general regulatory framework for lifelong learning in Romania is the Law on National Education 1/2011. This framework identifies key providers of non-formal adult education, including workplaces, cultural institutions (such as museums, theatres, cultural centres, libraries, and documentation centres), cinemas, professional and cultural associations, trade unions and NGOs. This aspect is particularly important for selecting Romania as a candidate for implementing the DB+ scale-up strategy, as the National Association of the Public Librarians and Libraries in Romania is a member of ALL DIGITAL, facilitating partnerships and collaborative efforts for the project's expansion.

Greece



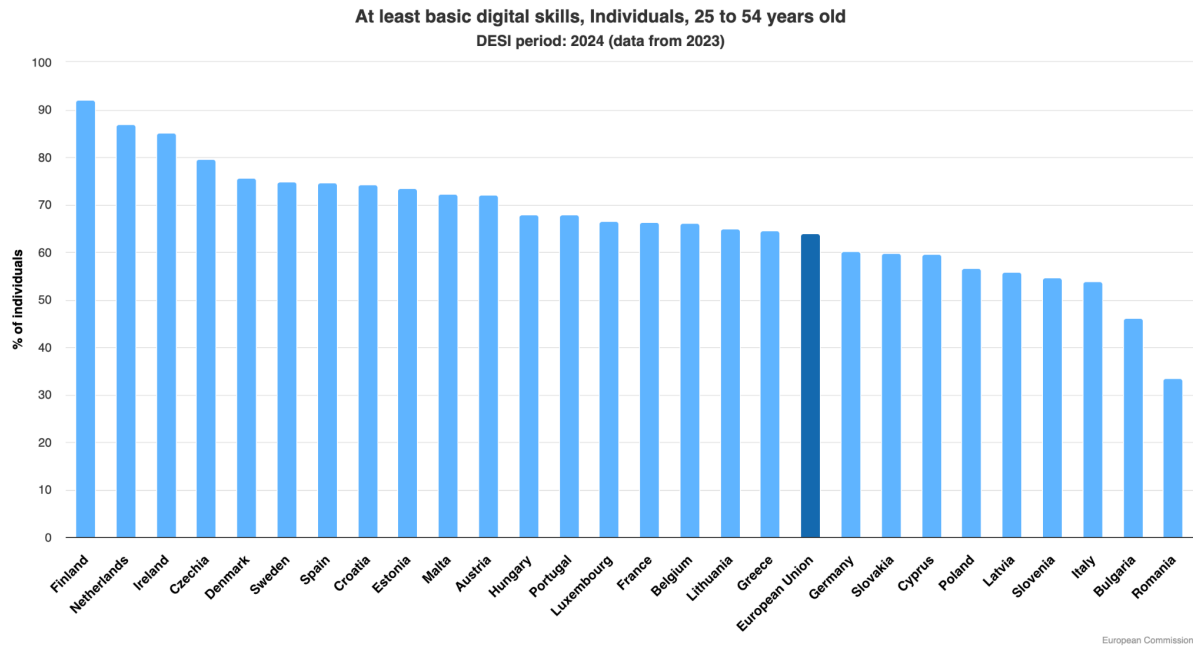
In 2023, 52.4% of the population (aged 16-74) in Greece had at least basic digital skills, which is below the EU average (55.6%) and shows no progress since 2021, the last year of data collection. In addition, from the DESI report 2022 Greece ranks 25th of 27 EU Member States.





It should also be noted that the holistic concept of general adult education was only introduced in Greece in 2010 (l. 3879/2010), which highlights that this country doesn't have a long tradition in providing non-formal education for adults. According to L. 4763/2020, the definition of non-formal education in Greece refers to *“learning that is implemented through planned activities with regard to cognitive aims and the time disposed for learning. It may concern programmes related to vocational skills, adult literacy as well as the basic education for early school leavers”*.

In recent years, especially since 2023, Greece has launched several initiatives to educate the population, focusing on improving its digital infrastructure and aligning with EU sustainability goals. The main initiative is the “Greek Strategic Roadmap for the Digital Decade”, developed by the Ministry of Digital Governance of Greece, which sets out the strategic goals to be achieved by 2030 and how their achievement will be monitored, as well as the target paths and key actions that have been developed. Greece is regarded as a good choice for the expansion of the project considering that general adult education is provided by a large number of institutions, fully or partially subsidised by the state, including municipalities and private providers, and the availability of local partnerships dedicated to digital education and green skills due to the latest initiatives recently introduced. Finally, in this competition, IASIS, which is part of the ALL DIGITAL network, could be a good choice for the implementation of the scale-up of the DB+ methodology. IASIS is a non-governmental, non-profit organisation active in the field of Social Inclusion, Mental Health and Deinstitutionalization, which actively participates in the psychiatric reform promoted by the Ministry of Health and Social Solidarity and the European Union.



Adaptability

The flexibility of the **DB+ project’s methodology** makes it suitable for diverse socio-economic and cultural contexts, promoting digital and green skills in a way that addresses each country’s unique challenges and opportunities. Thus the project’s outcomes can be adapted to the contexts of the three selected countries, highlighting the capacity of the methodology to address diverse challenges and improve employability and green and digital skills in regions with varying levels of opportunity and infrastructure.

Spain has experience in managing formal and non-formal education programmes, meaning that the DB+ methodology can be seamlessly integrated into existing systems. Also, its relatively advanced digital infrastructure and the alignment with sustainability goals provide favorable conditions to further enhance digital and green competencies, while also addressing gaps in digital literacy for specific target groups such as unemployed adults.

In contrast, Greece and Romania present different contexts in which the project can have a transformative impact; indeed, both countries face challenges in terms of digital literacy and employability, highlighting the importance of tailoring the DB+ approach to local needs. Future implementations should conduct initial assessments to adapt content, ensuring it meets local needs while maintaining alignment with core project objectives.



In Greece there is the lack of a long-standing tradition in adult non-formal education and this can be addressed by integrating the project outcomes with the focus on building capacity and creating partnerships with local institutions. This approach would support employability by providing practical, targeted training aligned with local labor market needs and fostering digital and green skills, thereby addressing gaps in the country's education system.

In Romania the presence of a regulatory framework for lifelong learning and the increasing emphasis on vocational training for green jobs offer opportunities for impactful interventions and fill critical gaps. The DigiBreaker+ methodology can enhance access to digital and green skills training by integrating it into existing frameworks and collaborating with local partners: future scale-ups in this country should prioritise partnerships with local libraries, learning centres and governments to contribute to building a more resilient and employable workforce.

Replicability

The DB+ tools are designed to be flexible and adaptable, allowing for replication in diverse contexts to align with the specific needs, resources and infrastructure of each country while maintaining the integrity of its objectives.

In Spain, the replication process can primarily focus on scaling the existing tools and methodologies with minimal modifications since the educational and digital infrastructure is relatively advanced. Collaboration with established local stakeholders, such as educational authorities and non-formal education providers, can facilitate key adaptations, such as translating materials into the local language to ensure integration and accessibility. Also, the presence of the support of the stakeholders allows an easy and straightforward training of trainers to scaffold the replication and adaptation of the DB+ methodology. Additionally, the strong digital ecosystem in Spain and the use of advanced digital tools and platforms can make replication effective.

In Greece and Romania, however, the replication process will require more significant adaptation due to infrastructure limitations and varying levels of digital literacy. The DB+ methodology can address country-specific needs by adapting tools and strategies, thanks to the adoption of the learner-centred approach which ensures proficiency replicated in varying contexts. For instance, in Greece additional efforts will be needed to build capacity among local stakeholders considering that the general adult education has a relatively recent



history. It may be necessary to enhance the project outcomes by incorporating initiatives that raise awareness about the benefits of digital and green skills training, for example, during the recruitment process. Digital tools may need simplification to ensure accessibility for individuals with limited digital skills, and training programmes may require a slower pace or additional support to accommodate diverse learner needs.

Similarly, in Romania, the project must prioritise foundational digital and green skills due to the fact that digital infrastructure is underdeveloped and non-formal education has specific structural challenges. To deliver training programmes tailored to regional needs and to address the growing demand for sustainable jobs, collaborations with local providers will play a critical role. Cultural institutions and NGOs can play an essential role in implementing Romania's recent introduction of green vocational qualifications and provide an opportunity to align the project with national sustainability efforts.

However, replication of the DB+ methodology in different selected contexts may face limitations and challenges. The first challenge to address may be the economic disparities: selecting countries with different levels of economic resources highlights the importance of securing additional funding from EU programmes or partnerships to overcome financial barriers effectively. Another limitation is infrastructure gaps: Greece and Romania may face problems in replicating projects due to limited access to digital tools and internet connectivity. A good solution to mitigate these challenges in this case is to include mobile-friendly learning resources, in addition to the already existing possibility to take the DB+ course offline. To this end, translation of existing materials into local languages is also essential. Finally, it is important to establish and train local stakeholders in Greece and Romania, where existing networks may be less robust. Workshops and capacity building sessions can ensure effective collaboration and sustainability and ensure the replicability of the DB+ methodology.

Focus on the Green Impact

Overall, while the core methodology of DB+ remains consistent, its green impact will vary based on each country's specific economic focus and existing environmental strategies. By tailoring the project's implementation to local contexts and in order to achieve a meaningful green impact in the scale-up strategy, green literacy should be fully adapted to the specific needs and priorities of each selected country. Based on the piloting phase of the project's



implementation, it is evident that participants require more real-world, practical training to enhance their green skills. In this way the DB+ project scale up strategy can effectively support the EU's broader goals of digital transformation and environmental sustainability, setting the condition for developing a cascade effect at the EU level.

The green impact in Spain can be emphasised by the advanced infrastructure and proactive environmental policies already existing like those focusing on renewable energy technologies, energy efficiency and sustainable practices in construction and manufacturing. For example, through the DB+ project, participants can be trained in areas such as the importance of solar panel installation, energy auditing and sustainable urban planning, enabling them to directly apply their knowledge in industries already transitioning to greener practices.

To implement DigiBreaker+ in Greece, a good point of connection could be the Greek Strategic Roadmap for the Digital Decade, aimed to enhance digital infrastructure and align with EU sustainability goals. Greece faces unique challenges in its green transition, such as limited progress in certain sustainability areas and a high dependency on non-renewable energy sources. Accordingly, the scale up of the project in this country can focus on providing training in areas such as sustainable tourism and renewable energy development. For instance, training programmes can emphasise sustainable tourism practices, waste management and water conservation techniques.

Similarly, Romania has identified challenges in areas such as water management and climate change adaptation and is making efforts to improve environmental sustainability. Alongside this, Romania is emphasising the development of a green workforce that can be supported by the DB+ methodology, offering training programmes tailored to Romania's specific environmental needs such as green construction practices, energy-efficient building techniques and forest management. Modules on renewable energy, eco-friendly urban development and climate-resilient agriculture can empower participants to address local challenges.

As indicated in this scale up strategy, by adapting its green impact to the contexts of each country, the DB+ methodology can effectively support the EU's



broader goals of environmental sustainability while driving meaningful change at the national, regional and local levels.



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