



### **PRESS RELEASE**

## **Participation of Emphasys Centre at the International Educational Fair of Cyprus 2017 “Education and Career” – Presentation and Dissemination of the UPSKILLEAD Project Upskilling Adult Educators for Digital Lead (Erasmus+ KA2 in ADULT Sector 2016-1-SI01-KA204-021588)**

The “Emphasys Centre” has participated in the **International Educational Fair of Cyprus 2017 “Education and Career”**, organized by the Ministry of Education and Culture of Cyprus and the Cyprus Chamber of Commerce and Industry (KEBE), between the 17th and 19th of February in Nicosia.

The International Education Fair of Cyprus is one of the biggest events organized in the field of education and training, as most of the participants are well-established organisations, higher education institutions and public-authorities. The Fair is regarded as the gate where the representatives of the higher educational institutions meet and attract Cypriot and international students living in Cyprus and wish to study either locally or abroad. The Fair also hosts every year public services and semi-state bodies to inform the public and especially young people regarding potential career and employment opportunities. Furthermore, the Fair offers the opportunity to providers of services addressed to students and young people such as educational and career services to approach students and young people.

The “Emphasys Center” as an approved by the Cyprus Ministry of Education and Culture, Educational and ICT Training Centre participated in the Fair with its own booth aiming:

- To present the educational programmes and career services provided to young people, students, and professionals (GCE A' Level Computing, ECDL, National ICT Exams, custom-made and in-service training etc.).
- To present the involvement of the Research Department in the preparation, coordination and implementation of European Research Programmes mainly under the Erasmus+ Programme in all sectors: Education, VET, Higher Education, Sports and Youth.

During the International Fair the project ‘UPSKILLEAD’ was presented individually on a specific time and has attracted the attention of interested people. The Emphasys team disseminated the project using all the relevant material that were designed for the needs of the fair, such as leaflets, posters, banners, presentations, petition lists etc. It is important to note that a Petition in relation to the promotion of the main aims of the ‘UPSKILLEAD’ project was initiated which will be an ongoing activity until the end of the project which can be implemented by other partners as well. A great number of signatures were collected as part of the Petition which is shown below.

Several important stakeholders, key people and official bodies, as well as parents, teenagers, teachers, youth workers and many others visited Emphasys’ booth and were informed about the ‘UPSKILLEAD’ project’s aims, objectives, products and expected outcomes. Among the visitors were the Permanent secretary of Ministry of Education and Culture, Members of Parliament, Representatives of the Ministry of Education and Culture, Representatives of the Human Resource Development Authority of Cyprus, Members of the Cyprus Computer Society, ECDL Examiners, Career Counselors and others.



It has to be noted that teachers and adult educators were greatly impressed by the project's idea and initiative and those who showed interested, were also invited to participate in several activities planned for the next months.

Overall the International Fair presented a great opportunity for the dissemination of the 'UPSKILLEAD' project to a large number of interested people (estimated to be more than 10,000).

For more information you can visit the official website of 'UPSKILLEAD' project [www.upskilllead.eu](http://www.upskilllead.eu), the project's Facebook page [www.facebook.com/upskilllead](http://www.facebook.com/upskilllead) or Emphasys' website [www.emphasyscenter.com/upskilllead](http://www.emphasyscenter.com/upskilllead).

**Dissemination material:**

The leaflet contains the following sections:

- Rationale:** The EU 2020 strategy for smart, sustainable and inclusive growth acknowledges the importance of adult learning and skills development as key drivers to respond to the current economic crisis, to strengthen learning and to the broader economic and social strategy. The economic crisis has highlighted the need for more adult learning and skills to enhance the impact of the 2020 Strategy by enabling adults to improve their ability to adapt to changes in the labor market, to be more employable and to become resilient to labor market changes. Adult learning is currently the number one challenge reported by young Europeans, who are also more likely to be employed than their counterparts in the EU. Moreover, the current EU2020 target of 15% for 2020 is a good challenge for adult learning.
- Aims:** Based on the above the project aims to provide Adult Educators with training in a comprehensive professional development programme to qualify their digital skills, which will be offered as an online learning programme and a blended learning programme.
- Target Groups:** The target groups are Adult Educators involved in adult learning, who will acquire their digital skills and use of technology, enhance their professional competences and be able to transfer their skills to their students. The target groups are Adult Educators who will benefit from digital skills to be developed through the online and blended learning programmes.
- Results:**
  - 1. A comprehensive digital competence profile with technical and professional skills that will be continuously updated and relevant.
  - 2. A comprehensive digital curriculum programme and training material which will include components such as: 1) 100+ and 100+ and 100+ digital skills for the workplace.
  - 3. A comprehensive digital curriculum programme and training material which will include components such as: 1) 100+ and 100+ and 100+ digital skills for the workplace.
  - 4. A comprehensive digital curriculum programme and training material which will include components such as: 1) 100+ and 100+ and 100+ digital skills for the workplace.

Leaflet

The poster features the title 'Upskilling Adult Educators for Digital Lead' and the Greek subtitle 'Ανοβάθμιση ψηφιακών δεξιοτήτων των Εκπαιδευτών Ενηλίκων'. It includes the project logo and contact information for Emphasys.

Poster

The banner features the title 'Upskilling Adult Educators for Digital Lead' and the Greek subtitle 'Ανοβάθμιση ψηφιακών δεξιοτήτων των Εκπαιδευτών Ενηλίκων'. It includes the project logo and contact information for Emphasys.

Banner

The petition is titled 'Erasmus+ KA2 Strategic Partnership in ADULT UPSKILLEAD - Upskilling Adult Educators' CT Competences (2016-1-UN31-KA204-021588)'. It lists four points of support for the project:

- To promote the digital agenda in the area of Adult Learning.
- To raise the quality of Adult Learning and thus meet the ET2020 Target for 15% participation in Life Long Learning opportunities.
- To offer re-skilling and up-skilling opportunities for Adult Educators and Trainers' to upgrade their digital competences to meet the needs of the digital era.
- To offer a comprehensive professional development programme accompanied with new teaching material, an assessment procedure, a learning platform and interactivity opportunities for the exchange of good practices.
- To introduce the recognition and validation of the digital skills of Adult Educators through the pilot-testing of new validation mechanisms.

Petition



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Submission Number: Code: 2016-1-SI01-KA204-021588



**Photo Gallery:**



Permanent Secretary of Ministry of Education and Culture



Member of Parliament



Representative of the  
Human Resource Development Authority of Cyprus



Career Counselor of the  
Ministry of Education and Culture

