



Totalny dictant

continuous system of adult education
for literacy and the Russian language promotion

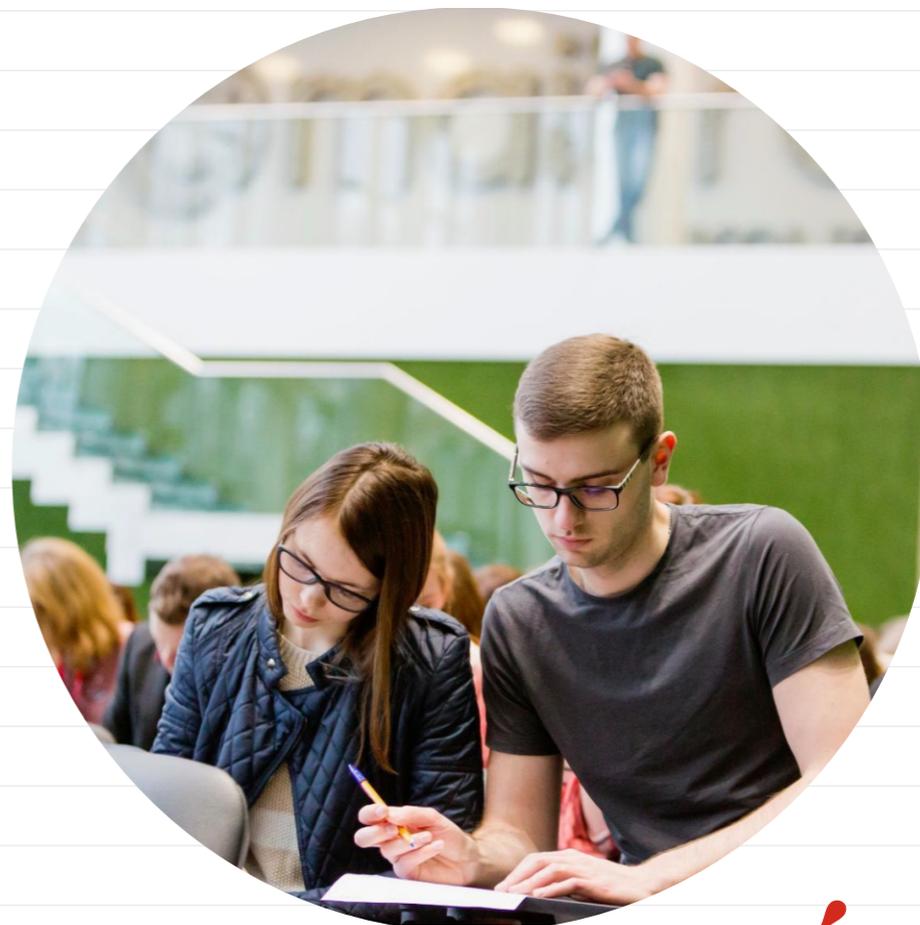
totaldict.ru



Our global educational strategy:

a continuous system of adult education aimed at improving their literacy

This is a real campaign that effectively engages the **government, business, civil society** and other interested parties in the process of solving educational problems and creating a system that is effective and relevant for everyone, while maintaining the ability to scale and replicate to other territories and markets.



Literacy is a key competency that requires constant improvement and development

Issue

“A modern understanding of literacy does not boil down to a simple juxtaposition of the concepts of literacy and illiteracy, but means a continuous process of mastering skills at various levels, depending on the specific context”.

205th session of
the UNESCO Executive Board,
7 September, 2018, Paris



The global educational campaign Totalny Dictant stands at the origins of the entire educational system.

It was held for the first time **in 2004** as a student action in the format of flash mob. **125 people** gathered in the lecture hall of Novosibirsk State University. **In 2019** the action has already taken place in **81 countries** in the world, and almost **250,000 people** have taken part in it. This is the most mentioned public project in the Russian media. Participation in it is always free and voluntary.



Totalny dictant promotes the idea that being literate is prestigious.

The Totalny dictant became a “pioneer” in a series of specialized dictations, which appeared after and in connection with the action. Areas of specialty include: geography, ethnography, and the natural and exact sciences – all in different languages, etc. Universality, the possibility of replication, gamification, and practically unlimited potential for audience growth are qualities that give our initiative an innovative and unique character.



It is held at universities, libraries, theaters, hospitals, airplanes, trains and even at the Arctic station and the ISS. Dictation is read by journalists, actors and other celebrities.

Abvvaathelpedject



The capital of Totalny dictant



Offline and online Russian language courses



Total travel



International Scientific and Practical Conference

A tripartite interest – business–power–society – gives a synergistic effect and solves an important state problem with the involvement of private financing by civil society.

1

The Presidential Grants Foundation which supports the country's best public initiatives

2

Partners and sponsors

3

Self-financing from the project's commercial products

4

An important and intangible resource is the participation of tens of thousands of volunteers around the world, each of whom annually spends from 20 to 200 hours of personal time on organizing the project in their cities and settlement.

Next steps

The next step is the organization of a large all-Russian system of continuing education in the field of the Russian language, based on a unique teaching methodology that increases adult literacy.

In the next three years, we plan to achieve:

- a methodology of adult literacy training;
- a teacher training system;
- an online platform, a system of training and teaching materials.

This system will be available to individuals, and will also be implemented in corporate training for the commerce sector and government.



Next steps

We have three main project priorities for the next five years in terms of development:

1. Forming understanding that literacy is a key competence of a modern person in the context of Continuous Education.
2. Creating and building a system of lifelong education to increase literacy in the broad sense of the word.
3. Forming a loyal and active community around the project, which participates in it at the ideological and organizational level.



**Next Totalny dictant takes place
17, October 2020
We expect 300 000
participants.**

**See you at Paris Peace Forum
2020!**

