

European **LE**arning **S**yllabus for outdoor **A**nimators

ELESA Project

Project N° 539073-LLP-1-2013-1-BE-ERASMUS-EQR



Press Releases

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The English version of the ELESA Learning Syllabus is the original version and should be considered the official text.

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The management of the ‘Press Releases’ work package was consigned to a working group of three partners: Coaching Ireland, Univ. of Ph. Ed. Budapest and TLU Tallin.

In order to standardise the content of the Press Release it was decided to develop the texts in English. As native English speakers Coaching Ireland took the lead in this work package.

Project partners contributed to the content of the press releases at the project meetings.

Meeting Number	Dates	Location
1	9-11 Oct. 2013	Huldenberg, Leuven, BE
2	2-4 April 2014	Aegina, GR
3	25-26 Sept. 2014	Segovia, ES
4	19-20 March 2015	Budapest, HU
5	23-24 Sept. 2015	Mijoux, FR
Final Conference	25 Sept. 2015	Mijoux, FR

ELESA project meetings

Following the release of each press release, partners were responsible for the follow-up in their own country and if necessary they could translate and issue the information themselves to their contacts in their country.

Partners also generated a list of contacts in their countries and contributed to the list of neighbouring non-partner countries. The Univ. of Budapest supported this process in the Eastern European countries. Tallin ULI supported the process in the Northern European countries and Coaching Ireland in the West and Southern European countries.

With the assistance of all project partners Coaching Ireland developed and maintained a database of contacts from governments, ministries, EU agencies, employer federations, significant employers, national sports federations, training providers and others deemed appropriate. The database also includes contacts in non-partner countries who work in the Outdoors in their country.

Finally the press releases were also uploaded to the project website: www.elesa-project.eu



PRESS RELEASE

European Learning Syllabus for Outdoor Animators (ELESA) Project

The ELESA project aims to develop a pan-European syllabus for the training of outdoor animators. An Outdoor Animator is a term used to describe the professional who works in an outdoor environment leading and facilitating groups and individuals to participate in active leisure. The outcome of the ELESA Project will be to have a strong 'ready-to-use' product that higher and further education institutions, adult education and/or vocational training centres throughout Europe can use. As well as contributing to the professional training of Outdoor Animators, the project will also support the European Qualifications Framework and facilitate transparency of qualifications and mobility of Outdoor Animators across Europe. Tens of thousands of employees and prospective employees across Europe are potential targets of this project and consequently millions of holidaymakers who actively visit Europe every year will be co-beneficiaries.

ELESA Project Description

The thirteen project partners are a mix of training providers (mainly from higher education) and representative bodies from ten European countries – Belgium, Estonia, France, Greece, Hungary, Ireland, Netherlands, Portugal, Spain and Switzerland. The collaboration of training providers and employers will ensure that the learning syllabus produced supports effective training, is relevant to the workplace and is recognised and validated by employer federations. The project follows-on from two previous EU funded projects in the sector – EQFOA (2006-08) and CLO2 (2008-10). See <http://www.ec-oe.eu/projects/> for further details on these projects.

The ELESa project started in October 2013 and will be completed by the end of 2015 with a series of meetings being held in Belgium, Greece, Spain, Hungary and France. Over the two years of the project, the project partners will work through four main work packages:

1. Researching the education environment which supports training and education of outdoor animators in Europe;
2. Designing and developing a comprehensive and innovative ELESa learning syllabus which can be delivered on a pan-European basis;
3. Testing, refining and validating the ELESa learning syllabus;
4. Dissemination of the ELESa learning syllabus to sector decision makers across Europe.

A final project conference will be held in Mijoux, Rhone-Alpes, France on 25 September 2015. The project partners invite those involved in the outdoor activity industry as well as press and media to attend. The conference will facilitate both the dissemination of the ELESa learning syllabus and act as a forum to explore ways of enhancing opportunities for mobility of outdoor animators across Europe.

ELESa Project – Work-To-Date

To date, three meetings of the ELESa project partners have been held. The focus of the first two meetings was on reviewing existing training programmes in the outdoor animator sector in Europe, particularly at Bachelor and Master level, to establish general patterns across Europe. None of the training programmes were identified as being dedicated to the outdoors or being directly transferable to the ELESa learning syllabus, demonstrating the need for an innovative approach to the construction of the syllabus. Subsequent work has involved developing draft learning modules for the ELESa syllabus based on learning outcomes from the previous CLO2 project and identifying effective learning and assessment strategies. Professional technical capacities in 15 activities will also be produced. The ELESa learning syllabus will be validated and tested with all project partners.

ELESa Project – More information

The ELESa project partners invite all those involved in the outdoor activity industry to learn more about the project by visiting the ELESa project website – <http://elesa-project.eu>

Here you will find more information on the project (including a project leaflet in different languages) and news on the progress of the project. You will also find contact information for all the ELESa project partners if you would like to make any inquiries or provide any feedback.

For more information on the ELESa Project contact either:

Dries De Ruytter

KHLeuven - Katholieke Hogeschool Leuven

Mobile 00 32 475 225 266

Phone 00 32 16 37 56 84

[dries.deruytter\(at\)khleuven.be](mailto:dries.deruytter(at)khleuven.be)

Skype dries.de.ruytter

www.khleuven.be

Or

Jean-Yves Lapeyrère

Délégué Général

France Plein Air/SNEPSALPA

La Chacunière

01410 Mijoux

Tél fixe: 00 33 (0) 363 519 468

Tél portable: 00 33 (0) 674 596 087

Mail : jylapeyrere@francepleinair.fr

Skype: jylapeyrere



PRESS RELEASE – 27-04-15

European LEarning Syllabus for Outdoor Animators (ELESA) Project

By the end of 2015, a pan-European syllabus for the training of outdoor animators will be developed. This will be the result of a two-year European project called ELESA. The syllabus for Outdoor Animators can be used by higher and further education institutions, adult education and/or vocational training centres throughout Europe for the training of professionals who work in the commercial Outdoor Activity sector. The ELESA syllabus will also be a reference document for organisations across Europe to review their current Outdoor Animator training programmes and training content and provide a way for organisations to compare their training practice with other EU countries and enhance opportunities for the mobility of learners and instructors within the EU.

Progress

A project partner meeting took place in March in Budapest where work was progressed on the design and development of this comprehensive and innovative European learning syllabus. Draft learning modules were developed and effective learning and assessment strategies were identified. Professional Technical Capacities (PTC's) in 15 activities (e.g. canoe, kayak, alpine skiing, climbing) were also identified and discussed. These PTC's identify the minimum technical ability/competence required by an Outdoor Animator to operate in a commercial setting at EQF Level 5 and could be used to assess Outdoor Animator's technical competence in a range of outdoor activities. While the core focus of the ELESA syllabus is on the development of generic competencies and the soft skills involved in Outdoor Animation, PTCs are important for Outdoor Animators to acquire and thus are included in the project. The PTCs do not replace national awards or training and could be used to evaluate Outdoor Animator's technical competence to operate effectively in the commercial outdoor activity sector. Work on the development of these technical capacities is ongoing and they will be validated and tested by project partners and stakeholders during the final meeting in September.

ELESA Project – More information

For more information on the ELESA project please visit the project website <http://www.elesa-project.eu>. The website also contains contact details for all the ELESA project partners if you would like to make any inquiries or provide any feedback.

A final project conference will be held in Mijoux, French Jura (30km from Geneva) on 25 September 2015. The project partners invite those involved in the outdoor activity industry as well as press and media to attend.



PRESS RELEASE 18TH JUNE 2015

European LEarning Syllabus for Outdoor Animators (ELESA) Conference

Over the last two years, ten European countries have been developing a pan-European syllabus for the training of outdoor animators as part of an Erasmus multilateral project called ELESA. An Outdoor Animator is a term used to describe the professional who works in the commercial outdoor activity sector leading and facilitating groups/individuals to participate in active leisure. The ELESA syllabus will be presented at a conference in Mijoux, French Jura (30km from Geneva) on the **24th and 25th September 2015**.

The ELESA syllabus can be used by higher and further education institutions, adult education and/or vocational training centres throughout Europe for the training of professionals who work in the commercial Outdoor Activity sector. The syllabus can also be used as a reference document for organisations across Europe to review their current Outdoor Animator training programmes and training content and provide a way for organisations to compare their training practice with other EU countries. This will enhance opportunities for the mobility of learners and workers in the outdoors within the EU. For more information on the ELESA project and the project partners involved, please visit the project website <http://www.elesa-project.eu>

The ELESA conference in Mijoux on the 24th and 25th September is open to all those involved in the outdoor activity industry as well as press and media. The conference will facilitate both the dissemination of the ELESA learning syllabus and act as a forum to explore ways of enhancing opportunities for mobility of outdoor animators across Europe. For further information on the conference and to register, please visit the France Plein Air website <http://francepleinair.fr/conference-finale-elesa/>



PRESS RELEASE 1st September 2015

European LEarning Syllabus for Outdoor Animators (ELESA) Conference (24-25 September)

The ELESA conference will take place in Mijoux (French Jura – 40 kms from Geneva airport) on the 24th and 25th September 2015. At the conference, a pan-European syllabus (i.e. ELESA syllabus) for the training of Outdoor Animators will be disseminated. This syllabus can be used by higher and further education institutions, adult education and/or vocational training centres throughout Europe for the training of professionals who work in the commercial Outdoor Activity sector. The ELESA syllabus will also be a reference document for organisations across Europe to review their current Outdoor Animator training programmes and training content and provide a way for organisations to compare their training practice with other EU countries. This will enhance opportunities for the mobility of learners and workers in the outdoors within the EU. For more information on the ELESA project, please visit the project website: www.elesa-project.eu

While the core focus of the ELESA syllabus is on the development of generic competencies and the soft skills involved in Outdoor Animation, Professional Technical Capacities (PTC's) in 16 activities (e.g. canoe, kayak, alpine skiing, climbing) were also identified and discussed. These PTC's identify the minimum technical ability required by an Outdoor Animator to operate in a commercial setting and could be used to assess Outdoor Animator's technical competence in a range of outdoor activities.

The ELESA conference is open to all those involved in the outdoor activity industry as well as training providers, press and media. As part of the conference, delegates are invited to **actively participate** in PTC workshops which will help build the ELESA syllabus. The PTC workshops will take place on the 24th. Delegates are encouraged to attend this part of the conference to share their expertise and help develop this important part of the ELESA syllabus.

For further information on the conference and to register, please visit the France Plein Air website <http://francepleinair.fr/conference-finale-elesa/>



PRESS RELEASE 18th November 2015

European LEarning Syllabus for Outdoor Animators (ELESA)

A pan-European syllabus for the training of Outdoor Animators has been developed. This is the result of a two year project involving higher education institutions and employer organisations from ten European countries. An Outdoor Animator is a term used to describe the professional who works in the commercial Outdoor activity sector leading and facilitating groups/individuals to participate in active leisure.

The ELESA syllabus was presented at a conference in Mijoux (France) on the 24th and 25th September 2015. Sixty-five delegates from 19 countries attended the conference. The final version of the syllabus will be available (in nine languages) before the end of November.

The syllabus contains 12 module descriptors which focus on the 'soft skills' of outdoor animation and covers such topics as safety, communication, work practices, the environment and animation skills. Learning outcomes for each module are identified and teaching/learning strategies and assessment strategies are suggested. While the core focus of the ELESA syllabus is on the soft skills involved in Outdoor animation, Professional Technical Capacities (PTC's) in 16 activities (e.g. canoe, kayak, alpine skiing) are also identified. These PTC's identify the minimum technical ability required by an Outdoor Animator to operate in a commercial setting and could be used to assess Outdoor Animator's technical competence in a range of outdoor activities.

The ELESa syllabus will help standardise training across Europe for Outdoor Animators and promote the mobility of learners and workers. Higher and further education institutions, adult education and/or vocational training centres throughout Europe can use the syllabus to train professionals in the commercial Outdoor activity sector. The syllabus can also be a reference document for organisations across Europe to review their current Outdoor Animator training programmes and compare their training practice with other EU countries, thus enhancing the mobility of Outdoor Professionals throughout Europe.

Finally, the ELESa syllabus will also serve as a useful tool for all matters related to skills, knowledge, competences and qualifications within the Active Leisure sector.

For more information on the ELESa project, please visit the project website: www.elesa-project.eu or <http://ec-oe.eu/>