

BLUEPRINT



“Are We On Our Own?”

Final Conference

**BLUEPRINT for Skills, Cooperation and Employment
in Active Leisure Project**

18 November 2020, 15:00 -17:00 CET _ hosted online by EuropeActive



Co-funded by the
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Agenda

15.00	1	Welcome and Introduction Why have set this question for the theme? Where we left off at SIQAF three years ago.	Cliff Collins
15:05	2	BLUEPRINT project finding, recommendations and reporting 1) The research, development and progression of skills and employment cooperation in Active Leisure (AL) Final video part 1 & Intellectual outputs: <ul style="list-style-type: none"> - 2) Research of EU28 on current use of qualifications in AL - 3) Skills Foresight in the AL Sector - 7) Promoting benefits of learning and employability in AL - 8) Validation of informal and non-formal learning in AL 	Project partners
15:40	3	2) Putting it all into practice Final video part 2 & Intellectual outputs: <ul style="list-style-type: none"> - 4) Scoping of the European Certifying Org. for the AL Sector - 5) Updated qualification for fitness and outdoors for pan-EU use - 9) Testing, trialling and refining development of new qualifications - 6) Application of ECVET and ECTS to new qualifications - 11) Recognition of achievement through a professional card 	Project partners
16.15	4	3) What it means for the future of the AL Sector: the next bold steps Final video part 3 & Intellectual outputs: <ul style="list-style-type: none"> - 10) AL qualifications incorporated into NQFs - 12) Maintaining the role of the Sector Skills Alliance for AL 	Project partners
16:35	5	The future of the Active Leisure Sector: the BLUEPRINT Where we go from here – discussion.	Moderator: Steve McQuaid
17.00	<i>Closing remarks and end of the meeting</i>		

Welcome and Introduction

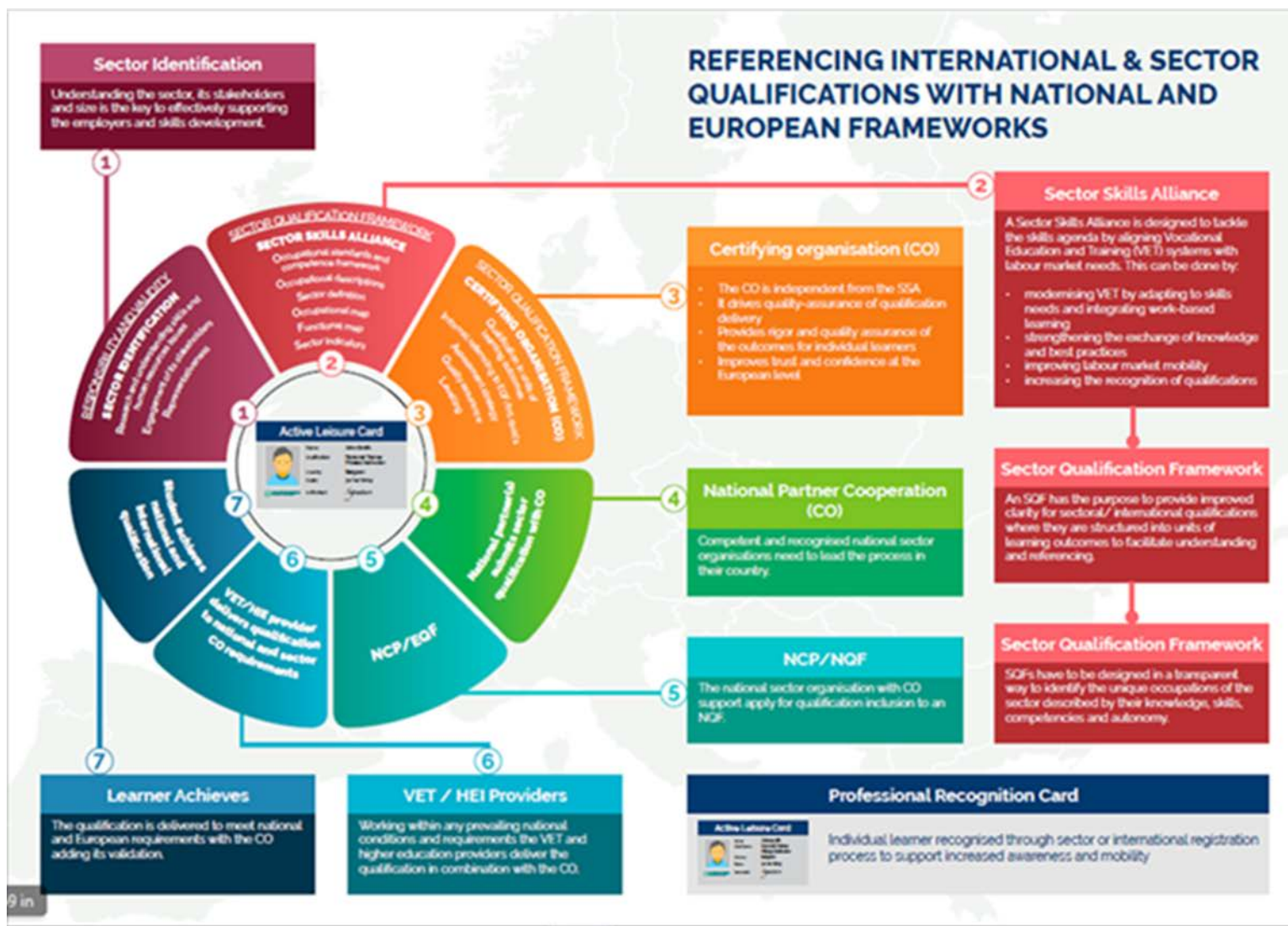
BLUEPRINT for Skills, Cooperation and Employment in Active Leisure

Project Duration: 01.01.2018 – 31.12.2020

Funded by Erasmus+ Programme



BLUEPRINT



Welcome and Introduction

“Are We On Our Own?”

Why have set this question for the theme?

Where we left on SIQAF three years ago ?

BLUEPRINT project finding, recommendations and reporting

1) The research, development and progression of skills and employment cooperation in Active Leisure

*BLUEPRINT Video
Part I*

Output 2: Research of EU28 on current use of qualifications based in active leisure

Leading Organisation:



Presented by
Herman Smulders



OUTPUT 2: Research of EU28 on current use of qualifications based in active leisure



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Introduction

The title of this outcome gradually changed into
'The Provision and Use of qualifications ...'

It became clear that for the Active Leisure sector
the use of a qualification is directly linked
to the provider of the qualification.



Tasks Involved

The research was split into 2 main parts:

- Fitness (Louis & Cliff)
- Outdoors (Herman)



Why is it important?

Both EuropeActive and EC-OE have devoted a lot of time (and money) in developing sectoral training standards.

All steps in these processes were voluntary aligned to overarching European concepts such as, EQF, the focus on competences, the use of learning outcomes, etc...

The Active Leisure sector needs to know where it stands regarding the promotion of its qualifications.



Impact

Through focussing on the use of qualifications - particularly for the Outdoors – it became clear that European legislation has / can have an enormous impact on mobility and employability in Active Leisure across Europe.

This impact can be observed at European level but surely also at National and even at Regional level.



Transferability

The EU directives on qualifications are paramount for all economic sectors.

On the other hand, basically due to the rule of subsidiarity regarding educational applied by many Member States, other economic sectors face identical issues.

Most problematic appears to be possible 'protectionism' derived from the unilateral recognition of qualifications by Member States.



Conclusion

It is essential for any employer federation, such as EC-OE or EuropeActive, to focus on both the provision and the use of qualifications.

Moreover, this double track is also noticeable in EU decision making where different DGs operate in the field of Education or in the field of the Internal Market, Entrepreneurship and SMEs.



Output 3: Skills Foresight in the Active Leisure Sector

Leading Organisations:



Presented by
Kévin Haddad (EuropeActive)



OUTPUT 3: Skills Foresight



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Introduction

- EuropeActive (Fitness) with EC-OE (Outdoor) represent the Active Leisure (AL) Sector, with 180 members in 30 EU countries
- IO3: Skills Foresight in the AL Sector
- November 2018 to June 2019 (Updated Sept. 2020)



Tasks Involved

- Desk researches to determine:
 - current skills gaps and shortages
 - future skills needs (priorities for sector development)
 - barriers and obstacles to recognition of skills and qualifications in AL.
- Delivery of an evidence-based report to determine future qualification content.



Personnel Involvement

- 5 managers and 2 researchers to run the 3 main surveys
- 2 managers to review findings and propose outcomes to project team for conclusions



Why is it important?

- IO3 stimulated discussion about the future of the AL sector and supported long-term thinking
- Collected and curated appropriate information by working with AL sector's key stakeholders
- Supported the creation of networks/common action
- Provided information to improve quality of present-day decisions



Key findings: drivers for change and direction of industry

- Outdoor: - Technology
- Communication
- Environment
- Fitness: - Health and demographics
- Digitalisation and technologies
- Social dimension and communities
- Economic dimension and innovation



Transferability

IO3 helps the AL sector to meet future skills and employment demands:

- Outdoor: soft skills in education/certification technology; new formats in qualification.
- Fitness: people skills; digital skills; specialisation and expertise (health); lifelong learning.



Conclusion

- Created the first Sector Skills Alliance for the Active Leisure sector.
- Highlighted absolute need to address soft skills.
- Anticipated evolution towards a more diverse clientele requiring professionals with a more psychological and (re-)humanised approach.



Output 7: Promoting the Benefits of the Learning Experience and Employability (of Young people) in Active Leisure

Leading Organisations:

Presented by

Dr Sergio Lara-Bercial (ICCE)



Output 7: Promoting benefits of the learning experience and employability (of young people) in active leisure



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Introduction

- ICCE is a global co-operative leading the development of sport coaching world-wide
- IO7 aimed to clarify and promote the beneficial role of AL in the employability of Young People
- Work started in Sept 2018 and was completed in July 2019
- IO7 is available in English



Tasks Involved

- 107 involved:
 - ✓ Review of existing policy
 - ✓ Review of academic and grey literature
 - ✓ Development of two drafts
 - ✓ Approval of final document



Personnel Involvement

- IO7 required the following contributions:
 - ✓ Dr Sergio Lara-Bercial (IO Manager and Lead Researcher), Dr Xian Mayo (FEA) and Fiona Larkin (SIC) (Assistant Lead Researchers)
 - Literature review and drafting of main document
 - ✓ Dr Herman Smulders (EC-OE) and Cliff Collins (EA) (Lead Reviewers) and members of all other partners (reviewers)
 - Review drafts and suggest changes



Why is it important?

- AL has been highlighted as a powerful tool for economic recovery and workforce development (European Commission)
- AL has also been recognised as having the potential to impact skill development and employment prospects in young people not in employment, education or training (NEETs)
- IO7 therefore explores the possibilities for Active Leisure to directly enhance the employability of young people within the context of existing EU economic and educational development strategies.



Transferability

- IO7 show the value of AL in relation to the personal development of young and especially with regards to their employability
- In doing so, IO7 suggests a series of recommendations to those wishing to use AL to increase young people's employability
- This recommendations revolved around 4 key areas:
 - ✓ Recruitment
 - ✓ Development
 - ✓ Employability
 - ✓ Delivery



Conclusion

- IO7 highlights the value of AL as a powerful tool for economic recovery and workforce development (especially for young people).
- However, IO7 questions the readiness of the sector to deliver on this promise and suggests that:
 - ✓ AL providers must be supported and resourced appropriately if they are expected to deliver these additional outcomes
 - ✓ Cooperation between AL providers and the destination employers is required for maximum output
 - ✓ A centralized EU discussion forum is needed to galvanize all stakeholders



Output 8: Validation of informal and non-formal learning in active leisure

Leading Organisations:

Presented by

Steve McQuaid



ICCE

*International Council for
Coaching Excellence*



**Output 8: Validation of informal and non-formal learning
in active leisure**



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BLUEPRINT

Introduction

“Validation of informal and non-formal learning in active leisure”

September 2018 – June 2020



Tasks Involved

“Validation of informal and non-formal learning in active leisure”

- Contextualise
- Explore
- Apply



Personnel Involvement

- 10 formal interviews with existing projects – predominantly other sectors
- Numerous informal interviews – from within and outside sector
- Attendance at Validation of Prior Learning Biennale
- Alignment with other Intellectual Outputs.



Why is it important?

- Our understanding of how we learn and develop is constantly evolving
- A key element of this is to consider the informal and non-formal opportunities we experience every day
- We need to explore how to recognise, validate and accredit relevant learning which takes place.
- This is particularly important in the Active Leisure sector



Transferability

- Range of models and examples which can be applied within the Active Leisure sector
- Range of case studies which can be built upon, or even partnered with, to embed validation opportunities within the sector
- Identification of jurisdictions with mature systems and approaches to validation.



Conclusion

- Agreed steps for the validation process
- Agreed components of the validation system
- Further engagement with an agreed 'mature' jurisdiction specifically in the Active Leisure sector (EQF level 4 Personal Trainer and EQF level 5 Outdoor Animator)
- Purpose of developments should be the 'promotion of workforce development and participation in the labour market'



BLUEPRINT project finding, recommendations and reporting

2) Putting it all into practice

*BLUEPRINT Video
Part II*

Output 4, 5 & 9:

Output 4: Scoping of the European Awarding Organisation for the active leisure sector

Output 5: New/updated qualification for fitness (personal trainer) and outdoors (animator) for pan-European use

Output 9: Testing, trialling and refining development of new qualifications, awarding organisation and recognition of prior learning

Leading Organisations:

Presented by

Julian Berriman



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Introduction

IO4: Scoping of the European Awarding Organisation
(month 4 to month 13)

Determine the organisation to deliver quality assurance and delivery of certificates of achievement to individuals who successfully meet common training test outcomes.



Why

- support mobility of skilled workers in the Fitness and Outdoor sectors, across member states.
- mutual recognition of qualifications can only be effectively applied if those training institutions providing the 'international qualifications' subject to a rigorous external or third-party quality assurance process.



Why

- it is recognised that common assessment practice is particularly important, and has become a key focus of IO4
- building on existing EuropeActive programmes to ensure the optimal implementation of the European educational standards as represented by the Fitness Sectoral Qualifications Framework (SQF)



Certifying Organisation (CO) Definition

A proposed definition

An organisation that designs, develops, supports the delivery of and awards qualifications. Attaining these qualifications involves the achievement of learning outcomes (knowledge, skills and/or competences) by an individual following an assessment and quality assurance process that is valued by employers, learners or stakeholders.



CO Vision

Vision:

To be the leading body in developing, supporting, quality assuring and certificating qualifications of professionals of the European fitness and physical activity and to champion the very highest standards of education provision.



Tasks Involved

Identify role and functions for the CO:

- Qualification development
- Common assessments
- Quality assurance
- Certification



Qualification development

IO5 New/updated qualification for fitness (personal trainer) and outdoors (animator) for pan-European use.

Qualification summary – units of learning outcomes, learning hours, pre-requisites

Level 4 Personal Trainer Qualification

- unit breakdown
- learning outcomes and associated assessment
- updates to standards include in PT qualification – current technology, business practices for PTs
- Levelling and allocation of credits



Common assessments

All assessment criteria linked to appropriate assessments:

- Multiple choice question paper(s)
- Assignment – Developing a personal training business
- Case study
- Skills observations + viva

Learner workbook – assessment details, marking schemes, assessor feedback, observation checklists



Testing and trialling

Output 9: Testing, trialling and refining development of new qualifications, awarding organisation and recognition of prior learning

- Testing and trialling limited by Covid-19 restrictions
- Online MCQ exam – holistic assessment drawn covering all qualification units – currently trialling with a representative group of accredited training providers
- Feedback sought on new PT qualification and implementation of the full assessment strategy



Quality assurance

EuropeActive accreditation process for training providers:

- Verification of content, delivery and assessment
- Application of learning hours requirements in line with credit (ECVET) allocation
- Implementation of full re-accreditation process
- Common online assessment



Certification

- Operational requirements for **registration and certification** of learners
- Commitment to **impartiality** - identify threats to impartiality and how to eliminate
- Clear statement of **scope of certification**, criteria for initial certification, re-certification and for suspension or withdrawal of certification
- **Sufficient personnel** to manage certification processes and maintain records on all certified persons
- Policies and procedures to ensure the **security of any examination materials**
- **Appeals or complaints procedures** in relation to assessment processes or outcomes or complaints against a certified person



Personnel Involvement

The following individuals have contributed to the work of the IO:

- independent qualification development and assessment specialists
- the EuropeActive Professional Standards Committee
- Attendees at EA International Standards Meeting in 2019
- the EuropeActive Accreditation Team Manager
- EuropeActive Systems Manager
- EuropeActive accredited training providers
- Graduates of EA accredited training programmes



Impact and Transferability

- Direct transferability to the EA quality assurance processes
- Translation of EA Personal Standards into a PT qualification
- Instigation of a common assessment strategy
- Underpinning the recognition of a professional card system (EREPS)



Conclusion

- An important if somewhat interrupted process
- A Certifying Organisation as an extension of existing quality assurance structures and processes should be actively pursued
- If we are to bring greater credibility to the certification of active leisure professionals a common training test is long overdue
- Continued trialling of common assessment strategy



Output 6: Application of ECVET and ECTS to new Qualifications

Leading Organisations:

Presented by

Anna Szumilewicz



ICCE

*International Council for
Coaching Excellence*



ENSE

EUROPEAN NETWORK
OF SPORT EDUCATION



**OUTPUT 6: Application of ECVET and ECTS
to new qualifications**



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Introduction

Institution: Gdansk University of Physical Education and Sport, Poland

IO6: Application of ECVET and ECTS to new qualifications

Start date: April 2018

End date: October 2019

Language: English; Polish



Tasks Involved

1. Searching and analysis of **information sources** on ECTS and ECVET systems (including legal acts, project reports, sector documents)
2. **Survey on the use of ECVET and ECTS** in the Active Leisure Sector
3. **Analysis of various methodologies** of assigning of ECTS and ECVET points to qualifications
4. Analysis of potential numerical expression of ECVET points and possibilities of transferring ECVET and ECTS
5. Assignment of ECTS and ECVET points to new qualifications



Why is it important?

1. ECVET and ECTS support **the concept of education mobility, recognition of achievements** from different learning paths and the certification system, both in the area of vocational education and training and higher education.



Why is it important?

1. However, the **weaknesses** of ECTS and ECVET are noticeable.
2. First of all, it is their **limited scope** (not all sectors use it) and the **lack of understanding of their principles** by average citizens of the Member States.



Impact

- Better **understanding of ECTS and ECVET** systems and **its use** by various stakeholders of Active Leisure Sector
- Development of recommendations on **numeric expression of ECVET** points
- Development of recommendations of **transferring** ECVET and ECTS in active leisure sector qualifications
- Development of **methodology for assigning** of ECTS and ECVET points to active leisure sector qualifications
- **Assignment of ECTS and ECVET** points to new qualifications



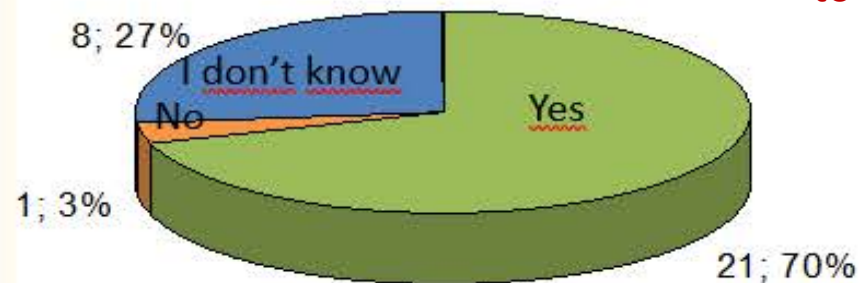
Opinions of the participants of the 2018 International Standards Meeting on the use of ECVET in the fitness sector



Do you use ECVET in your country?



Are there any legal regulations to use ECVET in your country?



Do you consider such credit system as a useful tool?

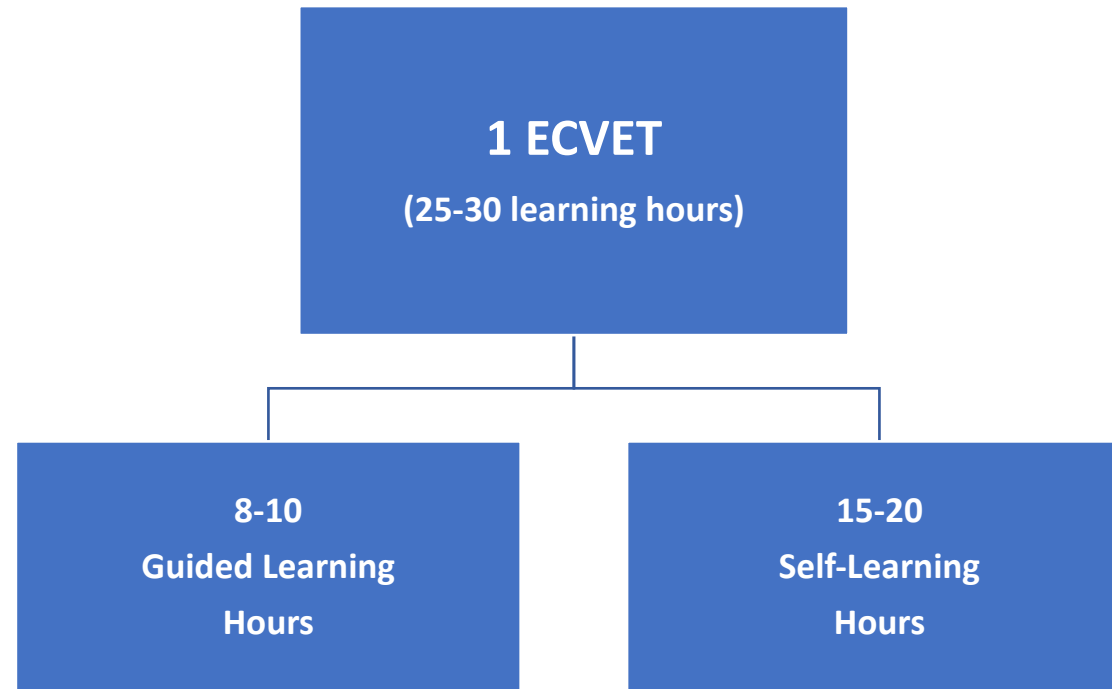
The importance of the educational credit features for various stakeholders of educational process

The features of educational credit ¹ :	The stakeholders of an educational process:		
	Employers	Learners	Educational institutions (HE and VET)
	need the credits for:		
set of learning outcomes has been assessed and validated according to an agreed standard	Confirmation of good preparation for professional roles in the labour market		
is awarded when the individual has achieved the defined learning outcomes	Mobility of education and planning of an individual learning path		
expressed in a quantitative value (e.g. credits or credit points) demonstrating the estimated workload an individual typically needs for achieving related learning outcomes		<ul style="list-style-type: none"> • planning time for learning • comparing educational offers of various institutions • choosing the preferred way of learning (based on guided-learning or self-learning) 	planning the educational process (including scheduling classes, booking classrooms and educational equipment, planning working time and teachers' salaries, setting prices and promoting the educational offer)

Council Recommendation of 22 May 2017 on the European Qualifications Framework for lifelong learning and repealing the recommendation of the European Parliament and of the Council of 23 April 2008 on the establishment of the European Qualifications Framework for lifelong learning. Official Journal of the European Union (2017/C 189/03).



Proposed structure for 1 ECVET point expressed as learning hours



Personal Trainer qualification (4 EQF)

No.	Core learning outcomes areas (learning units)	Assessment methods	Guided Learning hours ¹	Estimated Total Time (per unit) ²	ECVET ³	ECTS ⁴
1.	Role of the PT	Theoretical and practical evaluations	8-10	25-30	1	1
2.	Functional anatomy	Theoretical and practical evaluations	8-10	25-30	1	1
3.	Physiology	Theoretical and practical evaluations	8-10	25-30	1	1
4.	Nutrition	Theoretical and practical evaluations	8-10	25-30	1	1
5.	Psychosocial aspects of health & fitness	Theoretical and practical evaluations	16-20	50-60	2	2
6.	Health & fitness assessment: collecting and analysing information	Theoretical and practical evaluations	16-20	50-60	2	2
7	Training adaptation & exercise planning & programming	Theoretical and practical evaluations	16-20	50-60	2	2
8	Business and marketing skills for personal trainers	Theoretical evaluation	8-10	25-30	1	1
TOTAL			88-110	275-330	11	11
Estimated Total Qualification Time			275-330 spread over a minimum of 4-6 months⁵			

¹Time of 45-60 min;

²Expressed in learning hours (guided and self-learning combined)

³1 ECVET is approx. 8-10 Guided Learning Hours + 15-20 Self Learning Hours (25-30 learning hours in total).

⁴1 ECTS = 25-30 learning hours;

⁵ To ensure the effectiveness of the education process, we recommend minimum 4-6 months of learning to obtain the PT qualification. This period also seems rational due to the time needed to accumulate knowledge and, practical and motor skills.

Opinions of the participants of the 2019 International Standards Meeting on assigning ECVET and ECTS points to qualifications in the fitness sector

The assignment of ECVET and ECTS credits to EA standards/qualification may...



Transferability

Our solutions can be used in any other sector
and in any educational system
(higher education, vocational education and
training,
formal, non-formal and informal education).



Conclusion

1. Our survey showed that in the fitness sector the use of ECVET and ECTS **was negligible.**
2. The positive result was that both before and after assigning ECVET points to fitness qualifications respondents **positively assessed this tool.**
3. **This encourages to continue the development of education accumulation and transfer systems in active leisure and other sectors.**



Conclusion

1. **We should combine two approaches to education:** a modern concept that focuses on learning effects achieved by the learner and a traditional approach, also taking into account the educational process itself.
2. In this work, we proposed, in addition to assigning ECVET points to qualifications, also **their numerical value through learning hours (guided and self-learning hours)**, similarly to the assumptions of ECTS.



Output 11: Recognition of individual achievement through a professional card system



Presented by
Cliff Collins



**Output 11: Recognition of individual achievement
through a professional card system**



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BLUEPRINT

We all like to be recognised for our achievements

- Demonstrates personal commitment
- Improves employer recognition
- Supports mobility (recognition across qual. systems)
- Stand-out in a tough labour market
- Improves earning potential
- Part of a career structure

Needs to be independently awarded



There is no legal framework for
Active Leisure ... but we've been at
it 15 years

Why is there still a challenge to
prove or establish who you are, and
what you are able to do?



Sector characterised by vocational training and professional experience
Started journey from SIQAF to develop an Active Leisure card
We've got occupational standards, quality assurance processes & credibility
Now need a process of recognition

Output 11: Recognition of individual achievement through a professional card system



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This is the thinking behind our European qualifications – PT & OA with cert. org.
The certificates = individual recognition
True EPC only through Directive
EREPS operates for fitness

- Signifies a trainer = agreed standards
- Required to work with a Code of Ethics
- Lifelong learning requirement
- Verify on a public register of members/personal profile



Questions

Do we need any further regulation?

Do we need statutory protection of title?

Can we be more convincing as a sector?

Can we stop the 'jungle' growing?

Are we on our own? – it's ours to decide.



Thank you

**Output 11: Recognition of individual achievement
through a professional card system**



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BLUEPRINT project finding, recommendations and reporting

3) What it means for the future of the Active Leisure sector: The next bold steps

*BLUEPRINT Video
Part III*

Output 10: Active leisure qualifications incorporated into NQF's

Leading Organisations:



**Output 10: Active leisure qualifications
incorporated into NQF's**



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Presented by **Herman Smulders**



BLUEPRINT

Introduction

IO 10 was developed to support the mobility of skilled workers in the Fitness and Outdoor sectors, across Member States. It was perceived as an integral part of the BLUEPRINT project to ensure that an individual who had trained in one Member State could easily move to another one, and transition into new employment with as few barriers as possible.



Tasks Involved

IO 10 was an opportunity to explore what might be possible to support the initial intentions for the harmonisation of qualifications cross the Active Leisure Sector.

As the new EU Skills Agenda was published, it was clear that it was unlikely for there to be any direct relationship between international qualifications and EQF in the foreseeable future.



Personnel Involvement

Apart from the EU Skills Agenda set-back, the partnership was also confronted with the Covid-19 set-back.

On behalf of the consortium, Cliff Collins and Herman Smulders reflected on 'where Active Leisure is in 2020 with the use of qualifications on National Qualification Frameworks (NQFs)'. The results of this reflection were published in English on 28 August 2020.



Current position

Current position of the use of Active Leisure qualifications/occupational standards

FITNESS (Personal Trainer) In use	OUTDOORS (Animator) In use
Belgium (Flanders and Wallonia)	Belgium (Flanders)
UK	France
Poland	Greece
Netherlands	Portugal
In development	
France (CQP)	Republic of Ireland
Republic of Ireland	
Czech Republic	



Transferability

As other sectors have shown (such as the European Federation for Welding, Joining and Cutting), it is possible to work almost entirely outside of the EQF and NQFs for their training and certification for workers to be effective and the respected norm for their industry.

**Output 10: Active leisure qualifications
incorporated into NQF's**



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Conclusion

Despite the financial and moral support from the Commission over the last +/- 15 years, the Active leisure sector will have to look for other pathways to harmonise its qualifications and most probably will have to return to the old system by contacting each MS one by one.



Output 12: Maintaining the role of the Sector Skills Alliance for Active Leisure

Leading Organisations:



Output 12: Maintaining the role of the sector skills alliance for active leisure

Presented by
Kévin Haddad, EuropeActive



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BLUEPRINT

Introduction

- EuropeActive
- IO12: Maintaining the role of the Sector Skills Alliance for Active Leisure (SSA for AL)
- Oct. 2018 to Oct. 2019 (but durability beyond)
- EN



Sector Skills Alliance for Active Leisure

Sub-sector
Outdoor

Sub-sector
Fitness

Supporting sectoral growth
and employment for the future

**Output 12: Maintaining the role of the sector
skills alliance for active leisure**



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Tasks Involved

Determine the SSA's:

- Governance structure
- Aims and objectives
- On-going resourcing
- Role within the BLUEPRINT project



Why is it important?

- To gather labour market intelligence and foresight
- To understand employer needs to support growth
- To develop sustainable jobs and entrepreneurship
- To address sectorial challenges
- To help achieving the sector's goals
- To strengthen the position of the AL sector



Impact

Systemic and structural impact on:

- reducing skills shortages, gaps and mismatches
- ensuring appropriate quality and levels of skills to support growth, innovation and competitiveness in the AL Sector
- supporting future skills, roles and occupations needs as the AL Sector develops.



Transferability



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Sector Skills Alliance for Active Leisure Pledge

The Sector Skills Alliance for Active Leisure is committed to developing the skills and employment opportunities to meet the needs and expectations of the market.

The Alliance will do this by:

- Collecting relevant labour market information on a regular basis
- Identifying sector-specific labour market and skills needs
- Tracking trends to support new occupation roles
- Developing occupational standards and systems to develop the skills needed by its workers
- Creating forums for stakeholders and especially employers to debate and discuss skills and employment issues
- Supporting, representing and inspiring the Sector to promote its political and societal importance

The Alliance commits to inform its sector employers, employees, and training providers to help strengthen the exchange of knowledge and practice between education and training institutions and the labour market.

The members of the Sector Skills Alliance

November 2020

Output 12: Maintaining the role of the sector skills alliance for active leisure



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Conclusion



Output 12: Maintaining the role of the sector skills alliance for active leisure



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BLUEPRINT

The future of the Active Leisure Sector: the BLUEPRINT

Discussion

Moderator: Steve McQuaid

- **Where do we go from here ?**
- **How does the future look like?**

The future of the Active Leisure Sector: the BLUEPRINT

Responsive

Agile

Innovative

Health

Thank you all for your attention !



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