



RATIONALE FOR EDUGOLF

Golf, as a major sport in Europe, has unique qualities which can stimulate and sustain participants from all walks of life, and play a leading role in their good physical and mental health, whatever their age or background. For golf, however, to have the maximum impact across the EU, those involved in golf must recognise that, as society changes, the way people engage with sport in general, and golf in particular, is changing too.

The EDUGOLF vision is that adapting to change can revitalise the sport, helping it to engage with a wider range of EU citizens, enhance their quality of life and broaden the sport's participation base.

The focus will be on skills and education reform, rooted in the belief that those working in golf – paid and voluntary staff – and those hoping to do so, are the key to its future.

The EDUGOLF project has been funded under the Erasmus+ Sport Programme of the European Union (Call 2020) and has a duration of 3 years, running up to December 2023.



THE GOALS OF EDUGOLF

Through a systematic process of research, development and consultation, the project aims to:

- ✓ Produce a **European Research Report** detailing the changing realities and tendencies of the golf labour market and the skills and education needs of those working in the sport
- ✓ Create **European Occupational Standards** for golf which highlight the competences staff need to reach out to and sustain the involvement of a diverse range of new golfers
- ✓ Develop an **Education and Training Handbook** for golf in Europe based on the new occupational standards
- ✓ Design **Innovative Online Learning** modules to meet the changing skills needs of golf in Europe
- ✓ Create a **Sustainable Strategic Action Plan** to ensure EDUGOLF's products and impacts go forward into the future.



THE EXPECTED BENEFITS OF EDUGOLF

EDUGOLF has a broad target group which includes all current employees and those with the ambition to pursue a career in servicing the game of golf or the golf industry.

The project sets out to have the following benefits for this group:

- ✔ New systems and structures in European golf education, underpinned by the industry's current realities and challenges, supported by a solid research base
- ✔ Education and training content which will be fit-for-purpose in modernising the sport
- ✔ The upskilling of professionals in golf and volunteers through innovative education and training products to develop the skills to meet the new roles in and for golf
- ✔ An expanded volunteer base to further benefit the sport and participation



THE EDUGOLF PARTNERSHIP

To realise these ambitions, EDUGOLF has created a powerful alliance of industry stakeholders who are passionate about achieving the project's ultimate goals. The project's technical lead is the Confederation of Professional Golf, working closely with EOSE as coordinator. In addition, the partnership includes five national golf associations/federations, two sport universities with a strong interest in the sport and a specialist golf and disability organisation, underlining EDUGOLF's commitment to opening up golf to all segments of society.

All of project's findings and outputs will be tested through five national employer forums to ensure the voice of the employer rings loud and clear.

EDUGOLF is funded by the EU's Erasmus+ Sport programme and runs from January 2021 to December 2023.

For further information:
info@edugolf.eu

WWW.EDUGOLF.EU



This project has been funded with support from the European Commission. This leaflet reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.