



40 YEARS
Festival of
Permaculture
22-24 Sept 23
Lambourne End
Outdoor Learning Centre
Essex

The Education Strategy

2024-2025 · February 2024

'A well supported and thriving diverse network of professional consultants, changing many more lives with permaculture'



- We are 40 this year, so it's a good time to **celebrate our learning impact**
- To **help determine how to move our movement forward** in a way that is fitting for the needs and challenges of our time.
- It presents a strategic approach that can be translated into an **action plan for phased delivery**, as we secure the resources and capacity we need.
- We hope this document **supports our education network to prioritise impact** and delivering more permaculture to more people.

This proposed strategy has three main sections:

Where are we now?

Where do we need to be?

How do we get there?

Where are we now?



- Celebrating 40 years this year - A worldwide reputation within permaculture networks as one of the longest established and most resilient permaculture organisations in the world.
- Leading the delivery of nature based education in key mainstream businesses, organisations & educational institutions.
- The global 'go-to' Diploma system - even where other countries offer a Diploma pathway, people choose ours.
- The Certified Teachers Register (CTR) is used worldwide - with experienced American, Australian and European educators certifying with us.
- Educators and facilitators have the experience needed for a variety of 'greening' initiatives, funding and training needs across a range of sectors.
- Reaching into mainstream education - Workers Education Association, Crossfields Institute & Apricot Centre, Open College Network accreditation permaculture at a number of vocational levels.

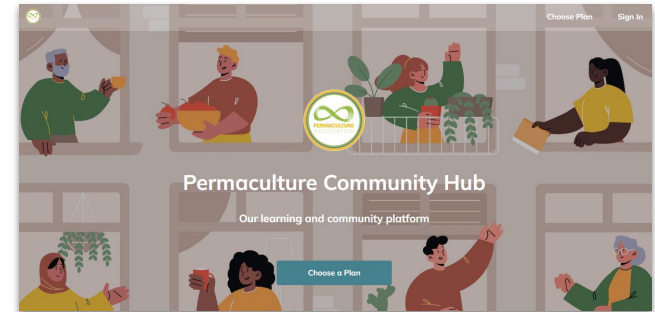


Where are we now?

What's changed this year?



- **New website** - The new website has now been launched which better showcases our 40 years experience and highlights more clearly the experience in our education network - see www.permaculture.or.uk
- Developed **learning pathways** and a **user journeys** approach to improve our understanding of our audiences and the different segments within
- Accredited courses from Apricot and school teachers requesting CTR: we are mainstreaming!
- Development of **consultancy** offer for our most supportive members
- **1600 regenerative practitioners** on our **Community Hub forum space** enables us to reach new and wider audiences and engage more deeply with existing members and learners
- **Online learning** - Plus affordable opportunities for educator members to create courses on our platform and reaching businesses and organisations. **A new online accessible TOT**
- Development of **Business to Business course packages** and marketing.



Where do we need to be?



1. **Shared Theory of Change (TOC):** Being specific about where we want to make change happen and who we want to reach: TOC > strategy > specific impact monitoring
2. **Clearly articulated impact and celebration:** helping people to understand what we do so well, what our impact is and how learning permaculture changes lives. Consultants clearly visible.
3. **Specific learning pathways:** The need for more clarity and better support for a limited range of particular learning pathways (inc CPD) that already exist in our movement in a largely unsupported form, that if well supported will lead to specific and increased positive impacts. Make more of specialisations.
4. **People care at the heart of our work:** A comprehensive and well-resourced Justice, Equity, Diversity, Accessibility + Inclusion (JEDAI) strategy. Make easier for marginalised people to be senior educators.
5. **Prepared for growth:** Being prepared for and aiming to stimulate growth in 2023-26, including learning for climate action, mainstreaming into schools and adult CPD, engaging and training businesses and their employees, and sustainable life change.
6. **Underpinned by comprehensive monitoring, evaluation and learning (MEL):** We have developed a [Permaculture impact survey](#) to begin tracking both past and present experiences of learning permaculture, to fully understand its impact. We need to integrate MEL into all new work.

An Ecological Model for the PAB & EWG Education Strategy



Seeds



Permaculture as a seed for change: teach permaculture with transformative learning approaches and see what change happens.
Track it - without seeking to control the change.

Analogy: seeds spread widely, and can germinate near their source or be transported great distances, they can sprout the next season or lie dormant for years. When the seeds sprout into plants they enrich the soil and environment in which they live if the conditions are right.

Branches



Permaculture as a means: develop a set of particular learning pathways that support individuals to reach a higher level of competence and confidence in specific aspects of permaculture and the regenerative / climate action movements. Track impact and feedback with a view to improving towards specific outcomes.

Analogy: branches reach further and bear specific fruits. Stretching out into new spaces.

Roots



Permaculture system of learning for action: embed permaculture learning into specific (identified) fields, communities of practice, vocations, industries, professions and organisations via their curriculum/training programmes, including Business to Business (B2B) learning. This includes permaculture as a complementary or symbiotic addition e.g. as 1 module within a broader vocational / professional curriculum. Track developments.

Analogy: roots go deep, anchor the growing organism, and connect to mycelial networks

Harvest



Permaculture learning as a harvest: gain a full yield through learning from, monitoring and evaluating the impact of learning permaculture. Qualitative reports, case studies, surveys and tracking of need, progression routes, partnerships and business to business relationships.

Analogy: The harvest (sometimes fruits) is a fulfilment of a cycle of life (achieving competence), it feeds us and tastes great, and is a means to set seed, with others often carrying that seed to new fields.

An Ecological Model for the PAB & EWG Education Strategy



Seeds

Focus: width - reaching many people, at a more surface level, as an entry point to our learning pathways and our movement.

Education ACTION PLAN Tasks for SEEDS:

Develop a specific range of low cost / no cost entry level and 'mass market' courses, including self-study and blended online learning options; etc.
Support and enhance Intro to Pc training and initiatives
Create action-focused resources and support systems that encourage seeds to germinate;
Build and strengthen trainer CoP (Community of Practise) for seeds.



Branches

Focus: depth & length - reach fewer people but help them go further.

Education ACTION PLAN Tasks for BRANCHES:

Focus on developing a specific set of branches for key audiences, that match PAB strategy goals and ToC (Theory of Change) impact objectives. E.g. Training for project leaders / LAND Learners, TOT.
Create action-focused resources and support systems that feed and strengthen branches;
Build and strengthen trainer CoP for branches. Grow + Improve Certified Teachers Register.



Roots

Focus: width, depth & length - reach many people & ensure longevity of ideas, and deepening of practice.

Education ACTION PLAN Tasks for ROOTS:

Identify and work with existing institutions.
Seek out new partnerships to integrate permaculture learning into broader curricula, including business to business and CPD;
Create collaboration processes, resources and support systems that encourage roots to grow and connect into other learning ecosystems; Build and strengthen trainer CoP for roots.



Harvest

Focus: width, depth & length - reach many people & ensure longevity of ideas and understanding of benefits

Education ACTION PLAN Tasks for Harvests:

Develop a strong MEL system for permaculture learning and permaculture teaching / training;
Create feedback systems and systems to support further innovations in permaculture learning systems;
Build and strengthen internal & external competencies in monitoring, evaluation and innovation.



Stage in Learning Journey (How competency is learned and developed)



Entry level taster	Core Experience	Transition/ Foundation Practitioner Stage	Extended Learning 'Journey' (Practise)	Extended Learning 'Journey' (Study)
<p>Intro to Permaculture Other 'entry level' learning experiences, online or in-person - including</p>	<p>The PDC PDC modules: design + practice</p>	<p>Certificate in Applied Permaculture Design / Foundation Diploma Teacher training</p>	<p>The Diploma in Applied Permaculture Design Advanced level / learning journey level</p>	<p>Further Formal Teacher training</p>
<ul style="list-style-type: none"> ● Introductory level / foundation level workshops, training experiences ● Climate Action & Lifestyle change workshops / courses, etc. ● E.g. from an evening to a 2 day short course. ● 'Non-permaculture' courses that feed into permaculture pathway (reg ag) 	<ul style="list-style-type: none"> ● Core level course or deep-dive experience, might range from a 1 to 2 weeks, either as single immersion or in blocks over time ● Climate Coaches training ● Lifestyle change core course ● Regenerative Ag level 3 	<p>ToT (Training of Teachers)</p> <ul style="list-style-type: none"> ● Embedding the learning from the core course ● A bridge of commitment ● Level 4 regenerative agriculture (Apricot) 	<p>Incorporating learning groups and practical projects that relate to the learner's work, home-life or their intention for transformation in these realms</p> <ul style="list-style-type: none"> ● typically over at least a year 	<p>Some learners will skip straight to one of these options:</p> <ol style="list-style-type: none"> 1. Take a higher education course like a university module in permaculture, or the regenerative agriculture course 2. Cultural Emergence 3. Think like a tree 4. Teacher training

Permaculture Learning Pathways

 Permaculture Association



Diploma / advanced

Defined pathway and advanced courses, project based and advanced learning



PDC - Level 3

Entry point - deeper level of learning and applications

Intro level - level 2

Entry points - Introduction to Perm, climate action, agroecology, regenerative agriculture




Cert in Applied Design - Level 4

Applying design knowledge to specific circumstances, self directed



Senior Consultant

Designers, educators, mentors, senior tutors, community catalyst, network builders, regenerative practitioners, teacher trainers

Entry level taster (Award)	Core Experience (Certificate)	Transition/ Foundation Practitioner Stage (Certificate)	Extended Learning 'Journey' (Practise) (Diploma & Further Study)	Extended Learning 'Journey' (Study) 
<ul style="list-style-type: none"> ★ Introduction to Permaculture ★ Growing Food In Small Spaces ★ Other level 2 course such as reg ag or agroecology 	<ul style="list-style-type: none"> ★ PDC ★ PDC Design module ★ Permaculture in Practice PDC module ★ Reg Ag year long course level 3 	<ul style="list-style-type: none"> ★ Certificate in Applied Permaculture Design that allows the learner to define their own pathway focus ★ Training of teachers ★ LAND Learner Programme ★ Community Climate Coaches training ★ Level 4 learning Reg Ag. 	<ul style="list-style-type: none"> ★ Designer (Diploma) ★ + advanced design courses 	<ul style="list-style-type: none"> ★ Private clients and community projects ★ Professional designers + consultants ★ Farm scale design
			<ul style="list-style-type: none"> ★ Educator (Diploma) ★ + ToT, etc 	<ul style="list-style-type: none"> ★ Adult educators ★ Educators of children ★ Higher education educators
			<ul style="list-style-type: none"> ★ Further Learning Educator 	<ul style="list-style-type: none"> ★ College level students ★ Uni level students
			<ul style="list-style-type: none"> ★ Practitioner (Diploma) ★ + organic horticulture training 	<ul style="list-style-type: none"> ★ LAND centres and projects ★ Market gardeners e.g. Sustainable Horticulture Management FdSc at Plumpton College ★ Forest gardeners
			<ul style="list-style-type: none"> ★ Community Catalyst (Diploma) 	<ul style="list-style-type: none"> ★ Community climate action / health ★ Network / community organise
			<ul style="list-style-type: none"> ★ Enterprise (Diploma) ★ + business training 	<ul style="list-style-type: none"> ★ Regenerative and permaculture influenced enterprises
			<ul style="list-style-type: none"> ★ Organiser / Administrator (Diploma) 	<ul style="list-style-type: none"> ★ Organisers of education programmes etc ★ Various public and non-profit sector roles

Interestingly we're seeing more formally trained educators coming to permaculture education

Adding more depth to this model, current suggestions for targeted impact areas include the following (to align with our Theory of Change)



How do we get there?



- Our efforts need to be systematic and consistent, so we will be enterprising and seek funding.
- We will focus on developing income for us **and** our members in **3 key areas - mainstreaming through accreditation & CPD, professional memberships inc consultancy services + designers register, developing blended learning (inc B2B + template courses + the modular diploma)**.
- Mainstream permaculture by reaching into schools and supporting school Eco leads.
- Encourage and support members to become Market Leaders and build a reputation in all strategy areas.
- Focus on understanding impact by delivering on 'Harvest' measurement.
- Explore more formal teaching qualifications to develop our professional memberships and CTR, and develop CTR to acknowledge the TOT as sufficient training.
- Develop a designers register to accompany our CTR and professional consultancy.
- Provide a more attractive post PDC pathway to 2 design certificate and the Diploma, significantly increasing the conversion rate of PDC graduates.
- Support educator members to expand their offerings, with new and clearer pathways making it easier for more people to buy their services.

1 page Strategy for Education

To deliver the Permaculture Association's strategic aims, we will:
Support, enable and amplify the work of our network of member educators, consultants and local organisations; develop and recognise new learning pathways; and grow partnerships with new organisations and practitioners.

Permaculture Association Aims:
 Make permaculture accessible for all
 Accelerate learning about permaculture
 Grow permaculture networks
 Share and develop permaculture practice
 Work with others to tackle key challenges

<p>Seeds</p> <p>Permaculture as a seed for change: teach permaculture with transformative learning approaches and see what change happens.</p>	<p>We will be enterprising and seek funding.</p> <p>Continue offering online learning courses in Introductory subjects, many not using the name permaculture</p> <p>Support other teachers to do the same</p> <p>Continue to promote all educator members and diploma designers.</p>	<p>Explore more formal teaching qualifications to develop our professional memberships and CTR, and develop CTR to acknowledge the TOT as sufficient training.</p> <p>Engage more people of colour to teach on our courses and lead at our education events.</p> <p>Further develop and improve and signpost to knowledge base</p>	<p>Support a balance of backgrounds and culture roots in our network of teachers</p> <p>Offer more support for the LAND network and seeing permaculture in practise.</p>	<p>Outcomes:</p> <p>Aligned with and delivering our Theory of Change, more diverse network of highly competent educators resulting in many more people learning and practising permaculture.</p>
<p>Branches</p> <p>Permaculture as a means: develop a set of particular learning pathways that support individuals to reach a higher level of competence and confidence in specific aspects of permaculture</p>	<p>Provide a more attractive post PDC pathway to 2 design certificate and the Diploma, significantly increasing the conversion rate of PDC graduates.</p>	<p>We will focus on developing income for us and our members in 3 key areas - mainstreaming through accreditation & CPD, professional memberships inc consultancy services, developing blended learning (inc B2B + template courses + the modular diploma).</p> <p>Support more marginalised teachers to become senior and Certified in the network</p>	<p>Develop a designers register to accompany our CTR and professional consultancy.</p> <p>Support educator members to expand their offerings, with new and clearer pathways making it easier for more people to buy their services.</p>	<p>A more professional network of consultants - incorporating designers and educators. Many more educator members and a thriving educational charity.</p> <p>Bring permaculture to attention of wider world.</p>
<p>Roots</p> <p>Permaculture system of learning for action: embed permaculture learning into specific (identified) fields, communities of practice, vocations, industries, professions and organisations</p>	<p>We will identify where permaculture is already in schools and find key opportunities for further engagement</p> <p>Identify and engage other institutions that include permaculture in their curricula</p>	<p>We will mainstream permaculture by reaching into schools and supporting school climate leads.</p> <p>We will generate more consultancy work</p> <p>We will aim to become an accredited centre, supporting more accrediting hubs + CPD learning.</p>	<p>Encourage and support members to become Market Leaders and build a reputation in all strategy areas.</p> <p>We will support members who are specialists in specific industries to influence their sectors and building long-term relationships, develop CPD courses for adult learners.</p>	<p>Permaculture knowledge becomes mainstream, with our consultants leading in multiple industries and on various permaculture units offered in a range of subjects and disciplines.</p>
<p>Harvest</p> <p>Permaculture learning as a harvest: gain a full yield through learning from, monitoring and evaluating the impact of learning permaculture.</p>	<p>We will focus on understanding impact by delivering on 'Harvest' measurement.</p> <p>Collect data on how permaculture changes lives.</p>	<p>We will begin more careful analysis of data across the network to better reflect and understand permaculture impact.</p> <p>Learn from and improve our offerings and support to member projects.</p>	<p>We will focus on celebrating our impact with case studies, better marketing on our new website.</p> <p>We will run a leadership event and learn from other events.</p>	<p>A true understanding of permaculture impact, supporting us to reach more people, be more secure financially, engage funders and change more lives.</p>

How can you get involved and feedback?



You can send your quotes, case studies and requests to join the CTR or Education Membership to Jemma, the education lead at education@permaculture.org.uk

For queries about joining the new diploma system, taking the 2 design certificate or to provide your best diploma designs - email diploma@permaculture.org.uk



Alternatively contact the Education Working Group at ewg@permaculture.org.uk

To take the impact survey now and support us with impact monitoring you can [follow this link](#) or scan this QR code.

Please share this with your learners.