

# Template course proposal

## Livelihoods, equity and growing permaculture





## Use our content to support your teaching

Existing editable **certified** Introduction course covering the PAB-EWG curriculum

Has activities, away from screen time, workbooks, quizzes, video lessons

Accessibility reviewed - checked and improved for neurodivergence, low tech skill friendly.

Reviewed for representation - different marginalised groups reported seeing themselves in this content

Existing well reviewed platform, offering both private cohorts, alongside large active community forum space - ever growing!



## How to use our template 'Introduction to Perm' course:

1. For local educators running an  
Introduction course

Use additional online training that's  
already been developed by us

2. For local educators to use alongside a  
face to face PDC

Use the content to supplement the face to  
face content



## Benefits for our educator members

Providing you with a template course which covers more than just the entire Introduction curriculum, supporting you to be more accessible, at lower costs, and increase marketing potential through the collaborative influence of the course.

Less work for you in developing online content (attractive to learners).

You decide if you want to add to, edit or remove certain parts of the course.

You can specialise (online or face to face), really focus in on what your brand is. What's special about you, *as Morag Gamble puts it so well.*

You can teach a PDC or an Intro using this content, or add to a specialist course like forest gardening or Urban permaculture.

Once made, you can replicate it and improve it for each course.



## Marketing

Brand it how you like, change the name, change the focus and really draw on your specialist skills.

You will be responsible for getting your sales - this is your course, but delivered through our platform. You will benefit from our reach.

You can sell places via your own websites, and we will provide links to share the course after purchase.

Offer accessible courses, with the bonus of online materials - no need to lower the price of your standard course.. This is an extra bonus for learners! Charge accordingly.

*We can promote these template courses on teacher training courses, to support new teachers in delivering high quality CTR courses, with mentor support, more easily.*



## Turning strategy into action:

Last year we outlined that we aim to:

1. Support our members financially with the focus on marketing and livelihoods, professionalise and publicise your impact
2. Provide easier learning pathways for new teachers, enabling more teachers to focus on their specialism
3. Mainstream permaculture thinking into new sectors
4. Increase access to permaculture, supporting more people to come to permaculture from different specialisms, different backgrounds and different places.

This proposal aims to contribute to achieving all these aims. Please read and digest the proposal and then let us know your feedback.

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## The Problems: What I'm hearing from educators..

'I don't want to compete with the Permaculture Association courses. We want more support from you in creating courses and marketing them.'

'I want to deliver a course but the cost of living crisis is making it impossible for me to cover costs, and it's too much time away from home. I had to cancel last year's course.'

'I'm teaching the Introduction to Permaculture but don't want to travel & pay for overnight stays, when I could just teach for 1 day face to face. I need additional online content for this.'

'I'm worried about competing with some of the newer online and blended PDC's, they've collaborated with so many teachers and they're really good at marketing'

'I am new to teaching and delivering 72 hours of PDC curriculum is difficult, my specialism is X and I would like more support and collaboration in teaching.'

'I get joy from specialising in one area of the curriculum, and would appreciate support with delivering the full PDC content, especially Introductory aspects.'



## A Solution

A blended course template at lower cost to all educator members, with more potential for higher profit margins.

It will be your course, branded to you and your specialism.

A template course, which all teachers can feed into and improve over time.

A certified course provided, that is replicated from a certified template, which I can edit as I see fit.

A private course just for your current learning cohort. Learners will have access to the space for much longer than the course runs, to support them.

Access to a forum space, and a strong community to help learners progress and go onto further learning.

A place where every student will have access to thousands of other regenerative specialists via the Community Hub forum home page - providing them with ongoing support.





## I already have a PDC online

A few of our members already have an online PDC and this will seem like further competition.

Permaculture is about cooperation not competition, but we cannot ignore the potential dominance / mass market appeal of online and blended PDC's from individual key educators.

We want to support all members to be able to compete in a competitive online market.

By supporting each other we can increase quality, reputation and sales. We aim to improve the visibility and reputation of our PAB certified teachers, whether you are certified or not.

All work supporting PAB's online learning platform, benefits educator members and permaculture education more generally, as it part pays for the great work we do as an educational charity. This work is currently unfunded.

If you are interested in pursuing a blended option, please email Jemma to see the contract

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