

Concept

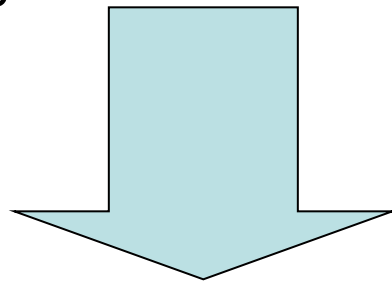
International Academy of the European Spas Association

“ESPA Academy”

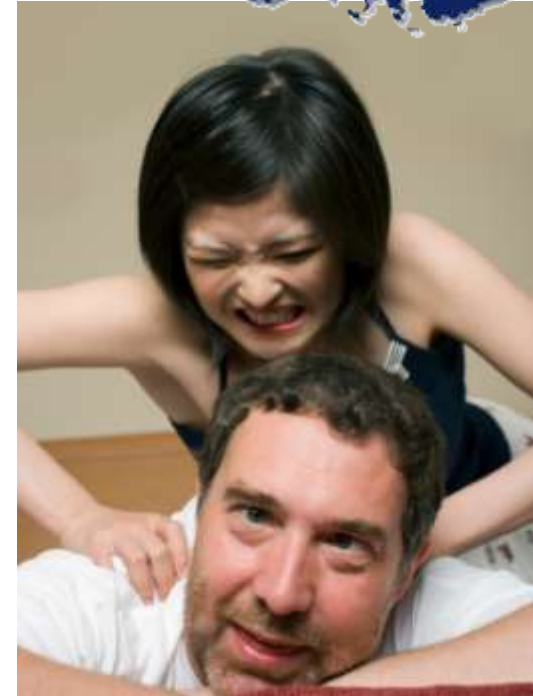


Prevention and rehabilitation: situation in Europe

- No uniform standards in education (e.g masseurs, physiotherapists, trainers etc.)
- No comparability of the education level / International exchange difficult
- No transparent services in the spa sector
- Side effect: Many so called “international institutes” with something they are educating



International Academy especially for the spa sector



Initiative:

Founding of an academy for the spa sector

-International comparable educations

-International diploma, examples

Physiotherapists

Masseurs

Quality managers

Balneo-Technicians

Balneologic assistants

Wellness Trainers

Physicians with an upgrade study in balneology



Advantages:

1. For ESPA:

- Improving of the network (alumni, etc.)
- Support for the members
- Additional funding



2. For the spa facilities

- A reliable source of well educated spa professionals on an international level



Tasks of the academy:

1. Development of international curricula
2. Providing academies in the member-associations with these curricula (ESPA receives a licence for that)



Were to host the ESPA academy?

First rough estimation: finance-budget

From were to get the curricula?

Business-model

Next steps

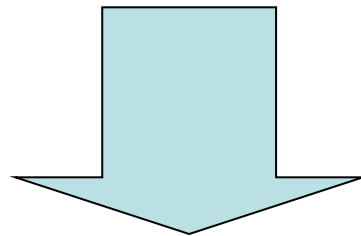
Funding for the start? (EU / private / national funds)



Were to host the ESPA academy?

Cooperation partner

- Train the trainers
- Coordination of curricula
- Licence-business
- Final examination
- Quality assurance aspects
- Platform for the alumni / spa professionals
- Marketing
- Organisation: distance study? (distance university)



Cooperation with leading private academies

or

Cooperation with a city to build up a new academy



First rough estimation: finance-budget

Costs for the start up phase (office, website, equipment, contracts etc.)	Ca. 25.000 €
Operating costs (per year): Personal costs	Ca. 150,000 €
Office (rent, consumables etc.)	Ca. 40,000 €
Travelling costs	Ca. 24,000 €
Additional costs (fees, assurances, associations etc.	Ca. 16,000 €
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	Ca. 230,000 € per year

From where to get the curricula?

Development of the curricula in co-operation with leading academies

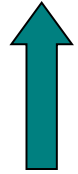
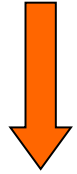
They will receive a percentage of the licence ESPA will charge



Business Model

Partner - Academies
Curricula (Spa)

Curricula Examination

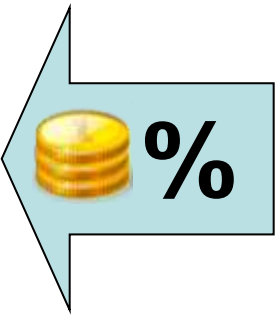


Profit sharing

Income

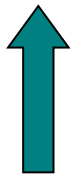
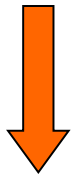


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International Academy of ESPA
Location in ...
(1 CEO, 1 Assistant, 1 Secretary)

ESPA-Curricula



Licence

ESPA – Academies on site
Education



Next steps:

To find a partner for the academy / develop the business model

1. Starting with a pilot project (e.g. masseurs)
2. Looking for cooperating academies creating the curricula for masseurs
3. Providing the first international course for masseurs for academies in some countries. These academies can use the name “International Academy of the European Spa Association”

EU-Funding?

Leonardo Da Vinci Programme?

Other programmes?

-Co-operations with private academies

-Co-operations with already existing schools plus local additional funding