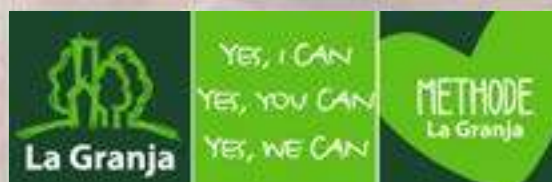


Expand

Training Emotions



lagranja.cat



Who are we?

La Granja is a new concept in education, a magical world surrounded by nature, horses and other animals, in which emotional training has become a very powerful tool to educate. Our Method has been registered and scientifically tested, and is based on practical application in training the emotional competences of children, teenagers and adults. For the past XXXX years it has proved its results and been a success with schools, universities, businesses and also groups of people dedicated to sport. Every year, an average of 18.000 students, 1.200 teachers, 200 school principals, 900 sports people, 400 college students and 30 businesses come to La Granja.

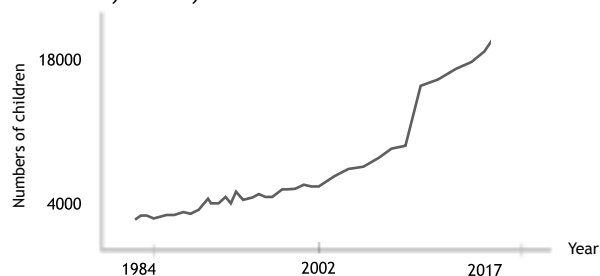
**Scientific study of the La Granja Method performed by the GROU from the University of Barcelona (November 2017) that shows a significant increase in the 5 emotional competences, and a decrease in levels of stress and anxiety in a sample of 140 children and teenagers.*

Our Experience

La Granja, known as a farm camp for schools in the town of Sta Maria de Palautordera (Barcelona), was founded in 1984 as a center where school children could come close to nature and farm animals, and learn to respect their natural environment. In 2002 La Granja decided to reinvent itself because the tools that had always worked to help educate, ceased to do so; children did not listen any more and the work carried out at La Granja was failing to aid in changing their attitudes or behaviour. La Granja began to search for new educational tools in an attempt to recapture the attention of the children, and thanks to trial and error with over 18.000 students who visit our facilities every year, we managed to create the La Granja Method.

The results have been impressive since we have not only managed to capture the children's attention and modulate their attitudes, but also achieve changes that are both significant and lasting in time. Part of our success is due to our ideas based on "Looking and seeing, that everything we do have a purpose, having a team that is "lined up" and training in emotional education (including our kitchen and cleaning staff); the rest is due to an educational Method that makes the child or teenager the real center of an education that is both practical and significant."

In 2015 the Director of La Granja and promoter of the new project, Cristina Gutiérrez, published her first book (Train your child for Life, Plataforma, 6th edition). In 2016 the Barcelona Football Club hired La Granja to introduce emotional education in their project Masia 360 at La Masia (training center for their athletes) which includes working with athletes, staff, families and so on.



How attendance has evolved



Our Clients

- .821.300 students and 68.500 teachers have come to La Granja since it opened up, from schools in Catalonia, Mallorca, England and Andorra such as La Salle, Jesuitas, Montessori, Aula, Thau, Lycee Français, Escuela japonesa, ürich Shule, Saint Pauls, Bon Soleil, Sek Catalunya, Bel Air, etc
- .1.390 students and 32 professors from Blanquerna University, the University of Barcelona and the International University.
- .8.885 school principals from both public and private schools.
- .9.224 athletes and 189 basketball, football, handball, hockey and indoor football coaches from sports clubs such as Barcelona Football Club, Juventut de Badalona or Club Natació Sabadell-
- .23.980 children in Summer Camp.
- .300 workers from business enterprises such as Henkel, Bayer, Ikea, Infojobs, Hotel Catalonia & Resorts, and others.

Prizes

- . PIMEC Foundation Prize to Values within Business in 2015
- . EMAS Prize to Best Implication in 2019

Social Work

- . Impact on 3.590 children and 3.515 parents and teachers with La Caixa Foundation (Invulnerables project), Barça Foundation, Sant Joan de Deu Children`s Hospital, Guttman Institute and others.



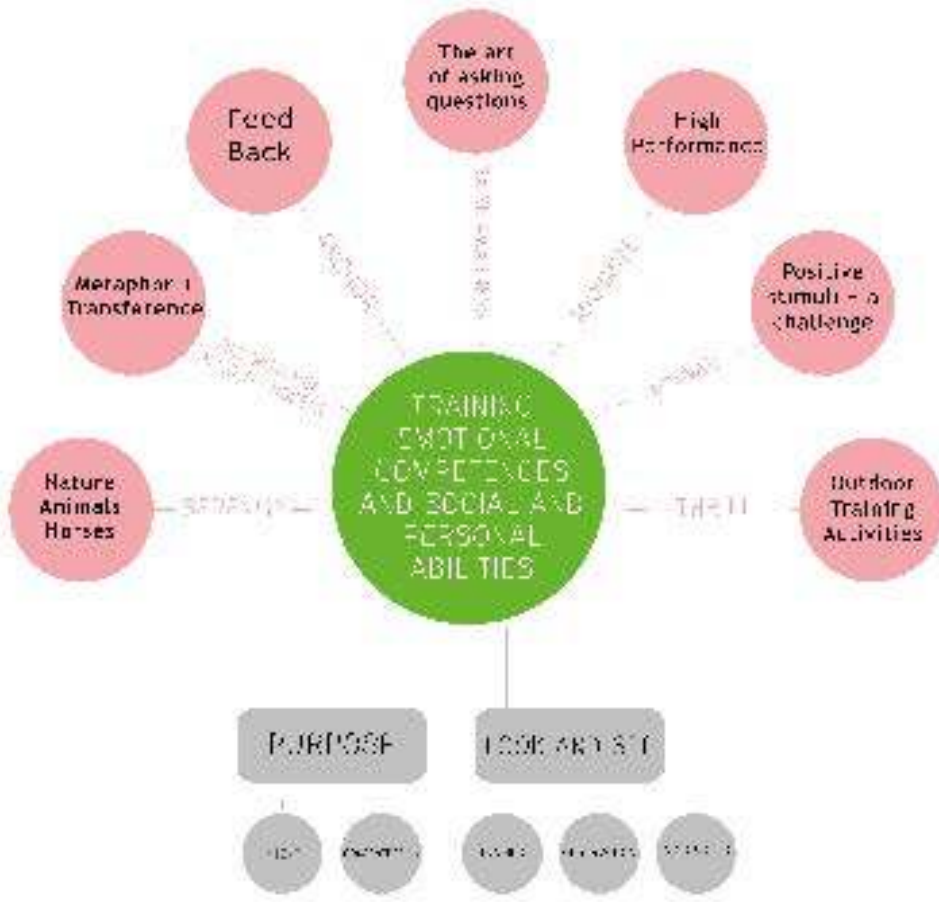
OUR TARGET PUBLIC



SERVICES WE OFFER

SCHOOL CAMPS	SCHOOL DAY VISITS	SUMMER ACTIVITIES: SUMMER AMP (BOTH SLEEP-OVER AND DAY CAMP)
FULL BOARD SERVICE	OUTDOOR TRAINING FOR TEACHERS	EMOTIONAL TRAINING FOR ATHLETES
ON SITE TRAINING FOR SCHOOLS	OUTDOOR TRAINING FOR BUSINESSES	EMO FOR ELDERS
I+D+E ² ON SITE ADAPTION (SNOW, SEA, AND OTHERS)	EMO FOR SKIERS	ACTIVITIES FOR FAMILIES

METHOD



The La Granja Method is a real accelerator for competences that works with children, teenagers and adults.

Our Method is registered and has scientifically proved to function for training the emotional competences from experience, with high impact outdoor activities to transform attitudes and behaviours, stemming from emotions and with the aid of the natural environment.



REFERENCES IN THE MEDIA



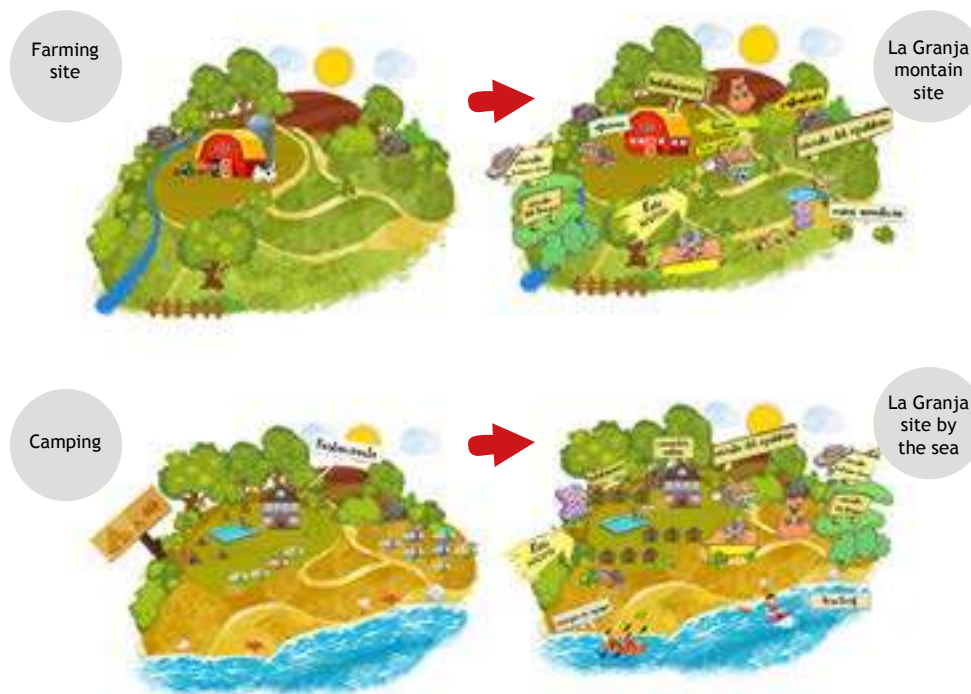
La Granja and its director Cristina Gutiérrez Lestón are wellknown references in the field of emotional education in the media around the country, both in written press and radio, tv and social networks (68 letters published in national media, 54 press articles, 38 times on the radio, 27 appearances on television, and a section on the RNE radio channel).



GROWING WITH YOU

La Granja and all its team wants to reach many more children and adolescents methodology. The Farm gives out its development and expansion project to implant its model in other spaces far from its natural habitat, such as campsites, colony houses, agricultural buildings or Rural houses can be transformed into the project.

That is why it will expand in those territories where we can develop emotional education and get emotionally strong and intelligent children.



PHASES AND TIMING

1. INITIAL PHASE _____ 12 to 18 months

- Evaluation of geographical surroundings and location
- Development of website and catalogues
- Access to La Granja know-how and training
- Marketing and communication plan for opening
- Delivery of the 12 Corporate Manuals
- Making the space adequate for a La Granja project
- Designing activities and services
- Business plan
- Support for selection of staff and training
- Support in the selection of personnel and training
- Analysis of macroeconomic and social characteristics of the environment where we will implement the project.
- Estimated Time Line presentation of the opening.

2. OPENING PHASE _____ 12 months

- Making activities adequate for the site
- Starting the activities. Starting the marketing and communication plan
- Follow up of support to management
- Official opening
- Developing I + d+ I plan

3. CONTINUITY AND OPERATION

- Plan for expansion
- New activities
- Consolidation

COMPETITIVE ADVANTAGES

- Constant support
- Development and support team
- Educational innovation
- Talent management
- Ongoing training
- Computing support and APP
- Continuous test of the results.
- Social, media and academic eference brand in the field of emotional education
- Personalized application of knowledge, adapted to every site
- Geographical exclusiveness

FINANTIAL CONDITIONS

- Duration of the contract 10 años
- Canon of project to determinate
- Operation Royalty 10%
- Advertisement Royalty 2%
- Minimum Natural surrounding space 3.000 m²
- Minimum Space for construction 700 m²
- Proposal for total investment according to space to propose from the central

**these conditions can be changed*

La Granja in Santa María de Palautordera

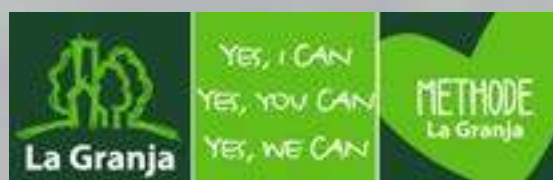
desde 1984



“I have seen my invisible wings”
Pol, 12 years



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