



CAMRA's commitment to learning

In 2018 CAMRA's revitalisation process resulted in a groundbreaking amendment to our Articles of Association:

- Article 2 d) to play a leading role in the provision of information, education and training to all those with an interest in beer, cider and perry of any type

Learning & Discovery programme: CAMRA Membership and engagement = lifelong learning

CAMRA has set to work implementing this commitment in our publications, festivals Discovery Zone tastings programme, via the Learn & Discover pages of our website, our podcast and reshaping our concept of what it means to be a member.

We have developed the concept of a CAMRA membership syllabus. Members and the general public can gain knowledge and experience with CAMRA through a mixture of formal or informal learning and by doing so develop one or more of our 7 membership attributes.

Member attributes: These attributes underpin our Learning & Discovery programme and should be the foundation upon which any content or activities are developed.

1 - A understanding: of the ingredients and processes behind the production of beer, cider and perry from field to glass

2 - An awareness: of how such processes develop the unique features and characteristics that distinguish real ales, ciders and perries from seemingly similar products.

3 - Confidence: In their ability to discern the condition of beers, ciders and perries served in on-trade establishments and to demand a higher calibre of brewing, cellaring and dispense

4 - Literacy:

- in the historic, social and economic importance of pubs, beers, ciders and perries.
- in the regulatory challenges and drivers for CAMRA campaigns

5 - Advocacy: for pubs, producers and sellers of real ales, ciders and perries and for CAMRA, its campaigns, aims and objectives

6 - Accreditation: In established and respected industry training (at all levels), building credence and well-founded authority within the membership via:

- internally provided training supporting MA's 1 - 3
- facilitating access to third party training

7 - Empowered: to act to the best of their abilities as educational ambassadors within CAMRA volunteer roles