

### NORDIC OUTDOOR LEARNING ADVENTURES IN NORWAY INFORMATION FOR YOUNG PEOPLE, PARENTS & SCHOOLS





# INTRODUCTION

#### Norwegian Glossary

#### Glød

The feeling of glow and warmth while sitting around the campfire.

#### Friluftsliv

Moments in nature that compel a feeling of freedom and wellbeing. Picture yourself sitting around a campfire after a long day outdoors in 'the nature'. As the wood vaporizes it crackles and radiates heat. Your skin reacts to the warmth of the fire. Freshly brewed coffee and lingonberry juice are passed around in kuksas (wooden cups). Your core temperature rises and you feel safe and secure. Your gaze is drawn into the dancing flames. For a few moments, sat together under the cover of darkness, there is a stillness and you retreat into your thoughts. After a while, voices emerge and people share stories. Together you replay the day's events, conjuring up mental images of the landscapes you've shared and the activities you've experienced together. As the flames die, it's getting late. It's time to head inside and the conversation quickly shifts to excitement about the possibilities of tomorrow's adventures. In Norwegian this feeling is called glød, which translates to glow in English.

For many Norwegian people, the outdoors is an essential part of everyday life. It is during these moments in nature that friendships blossom, stories are born and curiosity is piqued. A day outdoors is often referred to as 'friluftsliv' in Norwegian. Literally translating 'free air life' in English, the term captures everything that's valuable about being outdoors in nature to escape and refresh.

In 1982, one of our founders spent a year in Norway experiencing friluftsliv at a Folk High School. Folk High Schools offer young people the chance to live away from home for one year and to study non-academically orientated subjects. During that year he immersed himself into friluftsliv through skiing, kayaking, sailing and hiking. You can read his story on the following pages.

Inspired by this experience and using Folk High Schools as our bases, we've designed week-long adventures for young people each offering an insight into Nordic learning that cannot be experienced elsewhere. Their classroom will be mountains, forests, fjords and seas. Each location offers a unique collection of outdoor adventures where stories are waiting to be lived and friendships strengthened.

Laura Greenman

Managing Director Magnetic North Travel

## **MY NORWEGIAN STORY**

In 1980 I decided to leave school and started working in a bank. One of my close friends had returned from Norway after a year at a Folk High School. He showed me his photos and told stories of adventure. fun and excitement. After two vears in the bank. I had started to become bored but I still wasn't ready for university. My friend's experiences had made a huge impression on him so I decided to apply for a year at a Folk High School in a mountain town called Voss.



STEPHEN BURNSIDE

It was a decision that changed everything and undoubtedly gave me the best year of my life.

My time in Norway gave me the chance to discover more about myself through an incredible curriculum without the pressure of exams. It was daunting at first, but I quickly found my place in the school. I learnt about the Norwegian philosophy of friluftsliv which gave us many days and weeks outdoors in the wilderness. I learnt to ski - not just downhill but exploring mountain terrain. I sailed ancient Norse boats and fished for my supper. We hiked, we sang and grew deep friendships that continue to this day. I found wonderment in the world and freedom to be creative and to be myself. I experienced the simple but powerful feeling of taking care of each other whilst outdoors in nature often around a campfire. We were guided through these moments, rather than taught. This was a revelation to me! It opened me to being tolerant, seeing things from other perspectives and gave me an energy to do and act for myself and others. This approach has stayed with me since. It strengthened my family relationships and gave me the ability to explore different views of the world.

After my year in Voss, I was ready and motivated for university. I chose Scandinavian Studies and spent more time in Norway. My approach to employment the second time round was entirely different. Interviews were much easier for me and I swiftly found an exciting role. I since developed a successful career in business services and finance going on to run businesses across Europe and in North America.

I later invested in Magnetic North Travel to create holidays and experiences based on my time at Folk High School. My personal development during my Nordic experiences has helped me hugely in my working life; my resilience, creativity, tolerance and curiosity were developed during this time and remain with me today.

More recently two of my children also spent a year at Folk High Schools in Norway. I've seen them both change and develop as young adults. I've noticed that they've begun to value life experiences over material possessions. Their time in Norway has become part of them just as mine did back in 1982.

We'd like to give young people the chance to experience a short insight into Nordic outdoor learning and the friluftsliv approach through our Elements programme. As a leading tour operator for Scandinavia, and with our minds as well as our hearts focussed on outdoor learning experiences, we're looking forward to sharing our passion for Norway with you.

·....B



## **NORDIC OUTDOOR LEARNING:** GLØD AND SELF-DEVELOPMENT

What is Nordic Outdoor Learning? The short answer is: self-development through friluftsliv, or what Norwegian writer, Ibsen, described as 'time to think at leisure'. All great cultures value learning because it transports us from the everyday and provides opportunities to reflect, project and exchange ideas. As an educationalist, my privilege is creating learning spaces that prepare people to embrace future uncertainties and thrive in the face of complex and dynamic change. Our Elements programme will contribute to this process of self-development.

Elements creates unique experiential learning that combines immersion in natural environments with Nordic pedagogy to create glød, or glow. Norwegian philosopher Arne Naess believed glød was vital for wellbeing and self-realisation. We share his view. Spending time with others in nature ignites an innate human joy of discovery, curiosity and wonder. Learning outside is a precious experience. It expands the spatial and temporal constraints that often limit learning. With no fixed goals, outcomes or distractions, Elements reclaims time to think, act and be at leisure.

We are committed to learning that helps people transition from dependency to independence through experiential learning. Elements exists because we believe learning can and should be exciting and inspiring. Alfred North Whitehouse defined learning as being equipped to utilise knowledge in the present as the stream of events pour through our lives. We'd like Elements to enthuse, engage and equip young people for positive self-development, by creating learning spaces that generate the feeling of glød.

Andrew Greenman BA (hons), MSc, PhD





| LEARNING AIM   | BACKGROUND   |  |
|--|--|--|
| Elements creates<br>opportunities for<br>positive development.       | Non-institutionalised learning is essential for personal growth and Elements achieves this through positive outdoor learning experiences.  |  |
| Elements encourages<br>wellbeing through a<br>healthy mind and body. | Physical and mental wellbeing is vital for a happy<br>and successful life. Elements provides experiences<br>that encourage physical and mental wellbeing.  |  |
| Elements is nature based.  | Being in nature for extended periods has positive<br>benefits which Elements uses to revitalise<br>interconnectedness to natural environments.   |  |
| Elements develops<br>curiosity and wonder.                           | Outdoor experiences increase curiosity and<br>wonder which help develop creativity and a<br>tolerance to ambiguity. Elements generates<br>these to help people achieve their potential.  |  |
| Elements encourages<br>adventure.                                    | Learning should be challenging and exciting.<br>An appropriate stretch can increase confidence to<br>embrace uncertainty and thrive in new situations.<br>Elements provides adventures that contribute to<br>personal achievement. |  |
| Elements is a transitional experience.                               | The transition to independence is a critical one.<br>Elements provides a safe space for young people<br>to develop responsibility for one's self and others.   |  |
| Elements enables<br>social learning.                                 | Spending time with others in nature is a key way<br>to create lasting friendships and Elements helps<br>by developing social learning in a natural and<br>unforced way.  |  |
| Elements is more<br>than activities.                                 | Learning occurs from doing activities but also<br>emerges during quiet and contemplative<br>moments. Elements provides both.   |  |
| Elements creates freedom<br>for higher learning.                     | Freedom is the highest and most elusive aim of<br>learning. Elements creates the time and space<br>for young people to feel, think and act freely. This<br>is vital for developing imagination and positive<br>personal growth.    |  |

## A JOURNEY THAT WILL ALWAYS BE WITH YOU







## OUR BASECAMPS ARE LOCATED WITHIN FJORDS FJORDS FORESTS MOUNTAINS

MAGNETIC NORTH.TRAVEL Magnetic North Travel is a specialist Nordic tour operator. Formed in 2010 the team has travelled extensively across the Nordic region and creates high quality experiences for its guests. Elements basecamps will be managed using the same attention to detail and personable service.

Magnetic North Travel is fully accredited by IATA and ATOL. **www.magneticnorthtravel.com** 

## SOGNDAL

SOGNEFORD - NORWAY'S LONGEST AND DEEPEST FJORD CUTS THROUGH MOUNTAINOUS LANDSCAPES MAKING ITS WAY INLAND FOR OVER 200KM (170 MILES). THE FJORDSIDE VILLAGE OF SOGNDAL PROVIDES OUR BASE FOR EXPLORING THIS VAST AREA OF MOUNTAINS, WATERFALLS AND GLACIERS.

#### At a glance

| Arrival airport    | Bergen  |
|--------------------|---|
| Transfer           | Road or boat (4 hours)                              |
| Max group size     | 15  |
| Activities include | Hiking, glacier hiking, canoeing, climbing, rafting |

#### Sogndal Folk High School

Our basecamp will be at Sogndal Folk High School located in the fjordside village of Sogndal. Rooms have been recently renovated and include private bathrooms on a twin share basis. Onsite facilities include restaurant, communal area, gymnasium, and outdoor hot tub.





#### Summer Itinerary at Sogndal

#### Day one

Arrival at Bergen Airport. Transfer either by express boat from Bergen along the Sognefjord, or by private bus. Welcome and dinner. Overnight in twin share rooms.

#### Day two

Breakfast and preparation of packed lunches. Full briefing for the coming week and equipment check for basic mountain craft. Participants will learn about what to wear and how to pack. The mountain hike begins from a nearby trailhead and the group will follow a circular route returning to the school in the afternoon.

#### Day three

The group have an option to do a short canoe trip on the fjord or rock climbing with abseiling. This will be followed by dinner and some instruction on how to use a cooking stove and general information in preparation for the following day.

#### Day four

The group will prepare and pack for an overnight hike and camping expedition in the nearby mountains. After a day's hiking they will set up camp and prepare dinner outdoors. Overnight in tents.

#### Day five

After an early wake up and breakfast, the group will continue the hike aiming for a nearby summit. They will return to school in the evening.

#### Day six

After breakfast, transfer to Jostedalen where the group will walk to Nigardsbreen glacier. Here they'll receive a short introduction to glaciology before an afternoon hiking on the blue ice using crampons, ice axes and harnesses. The group can also go rafting on the Jostedalen glacier river. Return to school for final farewell dinner.

#### Day seven

Transfer to Bergen Airport for return flight. This program can be extended with a stay in the city of Bergen.



## **ELVERUM**

ELVERUM SITS DEEP IN THE FORESTS OF EASTERN NORWAY, CLOSE TO THE WINTER SPORTS CENTRE OF LILLEHAMMER, TRYSIL SKI RESORT AND THE FEMUNDSMARKA NATIONAL PARK. ELVERUM IS 90 MINUTES FROM OSLO'S INTERNATIONAL AIRPORT PROVIDING AN EXCELLENT BASE WITH ACCESS TO THE GLACIAL FIELDS AND HIGH MOUNTAINS OF JOTUNHEIMEN AND THE RIVERS SJOA AND GLOMMA THAT PROVIDE A COMPLETE RANGE OF WATERSPORTS AND FISHING.

#### At a glance

| Arrival airport                      | Oslo (Gardermoen)  |
|--------------------------------------|--|
| Transfer                             | Road (90 mins)   |
| Max group size<br>Activities include | 30<br>Hiking, canyoneering, fishing, canoeing, rafting,<br>glacier hiking, skiing, snow boarding, climbing,<br>wild swimming |

#### **Elverum Folk High School**

Our basecamp is the idyllic Elverum Folk High School famous as the building where the King of Norway and the Prime Minister declared 'Nei' to accepting German rule in 1940. Rooms have been recently renovated and include private bathrooms on a twin share basis. Onsite facilities include canteen, communal area, gymnasium, sports field, ski park and lake.





#### Summer Itinerary at Elverum – Femundsmarka National Park

#### Day one

Arrival at Oslo Airport. Transfer by private mini-bus to Elverum. Welcome, lake paddling practice for the trip. Dinner and overnight in twin share rooms.

#### Day two

Breakfast and preparation of packed lunches. Briefing for the coming week and equipment check. Departure to Trysil (45 mins). Canyoneering and fishing, overnight in cabins.

#### Days three, four and five

Breakfast and transfer to Femundsmarka Wilderness National Park. Canoe/hike, fishing and overnight in tents. Includes camp and fire-craft, open air cooking, fish preparation and bivouac building.

#### Day six

After breakfast, transfer to Elverum for lunch. Building on their experiences the group will then prepare a 'program evening' for entertainment and farewell dinner.

#### Day seven

Breakfast and transfer to Oslo Airport for return flight. This program can be extended with a stay in the city of Oslo.



#### Summer Itinerary at Elverum - Jotunheimen

#### Day one

Arrival at Oslo Airport. Transfer by private mini-bus to Elverum. Welcome, briefing for the coming week and equipment check. Commence canoe trip in 'Finnskogen' on the slow flowing Kynna. Dinner and overnight in tents, lavvos (Sami wigwam) or bivouac.

#### Day two

Complete canoe trip and lunch at base. Transfer to Lillehammer and Sjoa for white-water rafting, overnight in cabins.

#### Day three

Breakfast and transfer to Jotunheimen high mountain wilderness. Hike (5-6 hours) from Juvasshytta to Galdehøpiggen (Norway's highest mountain). Overnight at Bøvertun mountain hostel.

#### Day four

Breakfast, equipment preparation (crampons etc.) and full day glacier walking on Smørstabbreen glacier. Dinner and overnight at Krossbu mountain cabin.

#### Dav five

Breakfast and transfer to Brimi climbing park. Climbing instruction and practice. Transfer to our base at Elverum followed by dinner and overnight at the school.

#### Day six

Breakfast followed by group program activities and preparation of evening's entertainment for the farewell 'camp dinner'.

#### Day seven

Breakfast and transfer to Oslo Airport for return flight. This program can be extended with a stay in the city of Oslo.

MORE ADVENTURES AT ELVERUM ON THE NEXT PAGE...



#### Winter Itinerary at Elverum - Wintersports

#### Day one

Arrival at Oslo Airport. Transfer by private mini-bus to Elverum. Welcome, briefing for the coming week and equipment preparation/check. Overnight at the school.

#### Day two

Breakfast and transfer to Trysil – full day skiing or snowboarding, return to school for dinner and snow games in the school's 'free-ski' park, overnight at the school.

#### Day three

Breakfast and transfer to Trysil – full day skiing or snowboarding, return to school for dinner and planning of 'program evening entertainment', overnight at the school.

#### Day four

Breakfast and transfer to Trysil – full day skiing or snowboarding, return to school for dinner and film evening, this includes video production of day's activities, overnight at the school.

#### Day five

Breakfast and transfer to Trysil – full day skiing or snowboarding, return to school for dinner and evening of Hygge – the Nordic way of creating a cosy atmosphere.

#### Day six

Breakfast and transfer to Trysil – full day skiing or snowboarding, return to school for dinner and presentation of 'program evening entertainment' and farewell camp dinner.

#### Day seven

Breakfast and transfer to Oslo Airport for return flight. This program can be extended with a stay in the city of Oslo.



#### Winter Itinerary at Elverum - Wilderness Training

#### Day one

Arrival at Oslo Airport. Transfer by private mini-bus to Elverum. Welcome, briefing for the coming week, introduction to winter wilderness principles, safety and equipment preparation/check. Overnight at the school.

#### Day two

Breakfast, 'tour/mountain' ski instruction, camp craft and practice, overnight at the school.

#### Day three

Breakfast and winter wilderness training in the Budor region, overnight in small cabins.

#### Days four, five and six

Breakfast, ski expedition Rena - Lillehammer, overnight in log-stove heated lavvos (Sami tepees).

#### Day seven

12

Breakfast and transfer to Oslo Airport for return flight. This program can be extended with a stay in the city of Oslo.

## HARDANGER

THE HARDANGERFJORD IS ONE OF THE LARGEST FJORDS IN NORWAY STRETCHING FROM THE COAST SOUTH OF BERGEN DEEP INTO THE NORWEGIAN HEARTLANDS AND HIGH MOUNTAINS. ONCE THE HOME OF NUMEROUS VIKING SETTLEMENTS, THE VILLAGE OF LOFTHUS PROVIDES OUR BASE FOR EXPLORING THE MOUNTAINS, GLACIERS, WATERFALLS AND RIVERS OF THIS INCREDIBLE COUNTRY.

#### At a glance

| Arrival airport    |  |  |
|--------------------|--|--|
| Transfer           |  |  |
| Max group size     |  |  |
| Activities include |  |  |

Bergen Road/ferry (3-4 hours) 30 Fishing, wild swimming, glacier hiking, zip line, hiking, rafting, glacier skiing

#### Hardanger Folk High School

Our basecamp is the idyllic Hardanger Folk High School. Rooms are of good quality and include private bathrooms on a twin share basis. Onsite facilities include canteen, communal area, gymnasium and of course access to the fjord for swimming and fishing.







#### Summer Itinerary at Hardanger

#### Day one

Arrival at Bergen Airport. Transfer by bus and ferry to Lofthus. Welcome and dinner. Overnight in twin share rooms. Overnight at the school.

#### Day two

Breakfast, Dronningstien hike (Queen Sonja's panoramic hiking trail). Dinner and overnight at the school.

#### Days three

Breakfast and transfer to Odda. Walk to and on the Buar glacier. Return to school for dinner and overnight. Optional alternative is glacier skiing or snowboarding.

#### Day four

Breakfast, 45 min transfer to Ringedalsdammen for one or two-man kayaking followed by the Ringedalen zip-line (3 zip-lines across canyons covering 600m). Return to school for dinner and overnight.

#### Day five

Breakfast, trek to Hardanger Fossesti (the Hardanger waterfalls). Set camp and overnight in tents.

#### Day six

Breakfast and transfer to Skjeggedal – cycling the Himmelstigen (Heaven's path) to the world famous Troll's Tongue rock or alternatively white-water rafting at Eidfjord. Farewell dinner and overnight at the school.

#### Day seven

Breakfast and transfer to Bergen Airport for return flight. This program can be extended with a stay in the city of Bergen.

## HARDANGER MARITIME CENTRE - S/J MATHILDE

OUR COASTAL PROGRAM COMMENCES AT THE HARDANGER MARITIME CENTRE, DEEP IN THE HARDANGERFJORD.

OUR 'CLASSROOM' IS THE 130-YEAR-OLD SLOOP "MATHILDE", FULLY RESTORED SO YOUNG PEOPLE CAN SAIL HER. MATHILDE WAS THE 'INTERNET OF HER TIME' - PROVIDING INFORMATION, NEWS AND GOODS TO COMMUNITIES. SHE (LIKE THE VIKINGS) MADE THE JOURNEY ACROSS THE NORTH SEA!

THIS IS AN ACTION PACKED WEEK, LEARNING THE CRAFTS OF SEAMANSHIP, SAILING THE FJORDS, FISHING, CAMPING AND WILD SWIMMING IN A LAGOON BY A DESERTED ISLAND. PERHAPS MORE IMPORTANTLY IT IS AN EXPEDITION BACK IN TIME TO A PERIOD WHERE PEOPLE WERE CONNECTED BY SHIPS RATHER THAN TECHNOLOGY.

#### At a glance

Arrival airportBergenTransferRoad/ferry (2 hours)Max group size20Activities includeSailing, navigation, general seamanship, rope work,<br/>wild swimming, fishing with nets, lines and rods

#### On board S/J Mathilde

The daily routine on board Mathilde offers a wide variety of activities and the chance to learn new skills. Imaginations are ignited when recalling the ship's history dating back to the 1800s and comparing life on board then and now. The combined environment of the ship, the harbours and water and the ongoing fellowship on board ensure an experiential learning environment that develops self-confidence, purpose and social responsibility. Students eat and sleep together below deck in either hammocks or bunks.





#### Itinerary on board S/J Mathilde

#### Day one

Arrival to Bergen Airport. Transfer by bus to Hardanger. Welcome on board, stowing of baggage, learning to hang your hammock and overnight in harbour.

#### Day two

Presentation of skipper and crew followed by safety and awareness training, ship's rules, team division and watch lists/tasks. General orientation of the ship. Training in climbing the rigging, hoisting and stowing sails and general rope work. Commence voyage, practical sailing with explanation and instruction.

#### Day three

Sail theory and practical sailing 'with' and 'against' the wind, understanding tides and currents. Knot tying and splicing. Wild swimming and rowing with shore visits to hike and explore museums and other places of interest. Fishing with lines, rods and nets.

#### Days four and five

Practical sailing and navigation put into a historical context, discussion and learning of coastal life before the age of steam, oil and automation and understanding of life in coastal communities. Wild swimming in secluded lagoons.

#### Day six

Sail to final destination, preparation for disembarking, washing, and tidying. Transfer to Bergen, overnight in either hostel or at a partner college.

#### Day seven

Bergen Airport for return flight. This program can be extended with a longer stay in the city of Bergen.

## **THE DETAIL**

All our trips include flights, transfers, full board, lodging, equipment and guides. We'll tailor the trip to meet the individual requirements of your group and our team will provide round-the-clock support from proposal to completion of your trip. A co-ordinator from Magnetic North Travel will join you on your trip, ensuring that everything runs smoothly.

#### Lodging

The Folk High Schools and S/J Mathilde, a traditional schooner sailboat, together provide excellent facilities for our groups. The schools each have communal areas for rest and socialising, along with a canteen, sports hall and en suite. The rooms are modern, clean and comfortable. Each of the high schools is surrounded by great natural beauty. Many trails start directly from the schools and many rooms have awe-inspiring views of the surrounding landscapes. Other accommodation options include bunks and hammocks aboard S/J Mathilde, Lavvo (Sami 'teepees'), tents, bivouacs, snow holes and igloos.

#### Food

Participants will enjoy freshly prepared dishes using local ingredients where possible. Our chefs can cater for all dietary and religious requirements. Meals will be enjoyed together in the school canteen and students will be expected to help clear up afterwards. Whilst in the wilderness, students will prepare their own meals over an open fire or stove and learn how to cook outdoors using traditional techniques.



| Typical Dishes | Basecamp   | Wilderness   |
|----------------|--|--|
| Breakfast      | Cereals, cooked meats,<br>cheese, fruit, yogurt  | Porridge with berries,<br>Kanelbulle (cinnamon rolls)                          |
| Lunch          | Packed lunch assembled<br>at breakfast including bread,<br>cheese, Kviklunsj (Norway's<br>version of KitKat) | Grilled sausages wrapped<br>in lefse (flat bread), ketchup,<br>hot berry juice |
| Dinner         | Stew, potatoes, pasta  | Salmon foil parcels, potatoes,<br>salad, baked bananas,<br>hot chocolate       |



## **GOOD TO KNOW**

#### Age group and level

Our trips are aimed at 13-18 year olds. Younger participants can travel and we can tailor the activities to suit. All trips will be adventurous but carried out with the participant's safety as highest priority. The experiences will reward participants with stunning natural scenery and wilderness. In return we require all participants to have a good level of fitness and to be prepared for sometimes challenging activity. We will spend a great deal of time talking through the activity level with teachers when finalising a program. In addition to being expert outdoor leaders, our guides are trained to encourage participation and to help participants through more difficult challenges they may encounter.

#### Information for teachers and group leaders

We aim to make the booking process as smooth as possible providing the information you need to communicate with students and parents. We have material available and will create bespoke materials for your school as well as visit your school to talk to teachers, pupils and parents. We welcome input from teachers and group leaders and we can provide free places on all of our trips. Please get in touch with us to find out more and to start designing your trip to Norway today.

#### **Health and safety**

We undertake vigorous risk assessments at each of our sites and for all of our activities with clear policies and procedures in place to manage risk. These are regularly maintained and reviewed. Our team in the UK is on hand 24 hours a day to respond to any emergencies. At the booking stage, we collect information about each of the participants including any pre-existing medical conditions to ensure that the trip is suitable. We also have access to Norway's excellent medical facilities and emergency care at all of our sites.

#### Your financial protection

To give customers complete peace of mind, we offer financial protection of your money from deposit to balance. Flight inclusive trips are ATOL protected (licence number 10706) and non-flight inclusive trips are protected by insurance provided by IPP Ltd and its panel of insurers. For more information, please visit www.atol.org.uk and www.ipplondon.co.uk.





### **MEET THE TEAM**



#### **Stephen Burnside**

Stephen is a seasoned business executive, his career includes roles as President of Experian's Decision Analytics business in North America and Executive Head of the Scandinavian bank Ikano in the UK, Germany and Poland. Stephen was educated in both the UK and Norway, he met his wife whilst running a 'friluftsliv' expedition 30 years ago and is one of the founders of Magnetic North Travel. He supports the management team developing outdoor learning programs, he speaks Norwegian and maintains strong relationships with our local resources.



#### **Dr Andrew Greenman**

Andrew is a management educationalist who holds the roles of Director of Executive Education and Assistant Professor in Small Business and Entrepreneurship at Nottingham University Business School. Over the past 8 years Andrew has designed and delivered high impact learning experiences at all degree levels teaching thousands of students. Andrew has provided programme direction for executive clients including UK and international corporations and public organizations. His interests include entrepreneurship, growth and leadership. He previously worked as a research associate at Kingston Business School researching innovation in schools for NESTA. Andrew also spent 7 years in London working as a Senior Analyst for a US ICT consultancy.



#### Laura Greenman

Laura is the founder of Magnetic North Travel. Her passion for mountains, winter sports and snow can be traced far beyond the first time she stepped foot on a ski slope. But when she did, Laura decided to combine her passion for the outdoors with a career in the travel industry. After gaining experience working abroad and in the UK, Scandinavia offered the perfect destinations for her business idea - to create a tour operator specialising in outdoor adventures. Supported by external investment, Magnetic North Travel has quickly grown since 2010 to become among the leading niche tour operators serving clients from the UK, US, Australia and Singapore. Laura manages the strategic and operational teams of the Elements programme.

#### **Image credits**

Stephen Burnside Sasha Burnside William Burnside Laura Greenman Elverum Folkehøgskole Sogndal Folkehøgskule Hardanger Folkehøgskule Hardanger Fartøyvernsenter Terje Rakke – Nordic Life Gabby Bohle – VisitNorway.com Johan Wildhagen – VisitNorway.com



"HERE IN THIS REMOTE CABIN, I GATHER MY ABUNDANT CATCH; THERE'S A HEARTH, A STOOL, A TABLE, FRILUFTSLIV FOR MY THOUGHTS."

HENRIK IBSEN, PÅ VIDDERNE

## NORWAY IS CALLING HOW TO START YOUR PLANS

The team at Magnetic North Travel are on hand to deliver your program in Norway. We're with you every step of the journey to design and execute the perfect itinerary for your group.

Email: schools@magneticnorthtravel.com

Call: 0845 5195 242

Web: www.magneticnorthtravel.com/elements

We'll be pleased to arrange a visit to your school to talk to teachers, parents and students. We'll answer your questions and deliver a bespoke service that suits you.

Once we've designed your trip, set travel dates and pricing, we'll provide information packs to parents and guide you through the simple booking process.

Before the departure of your trip, we'll provide a briefing meeting and pack so that your group is fully prepared for the adventure ahead.







