

Implementation rules for the European Prevention Curriculum (EUPC)

This page provides information on the implementation rules, governance and requirements for trainers and master trainers for the [European Prevention Curriculum \(EUPC\)](#).

The EUDA's responsibility for the fidelity, integrity and accessibility of the EUPC brand

EU projects related to the EUPC have been following an open source, public-domain philosophy of providing products paid for by EU citizens' taxes to the public as free of costs as possible. The rules outlined here serve to guarantee that the EUPC training can be rolled out in the public interest with high quality and fidelity. They aim to prevent EUPC training being diluted, misused, or used for primarily commercial purposes, or simply used and taught by people who might not be qualified to do so. The EUPC's aim is to grow and cultivate a community of trainers from UPC-Adapt, ASAP-Training and follow-up projects with a common philosophy, values and identity, as an EUPC brand, overseen by the EAB.

The EU-funded UPC-Adapt and ASAP-Training projects have transferred the relevant proprietary rights for their outputs in all languages to the EMCDDA in order to preserve their legacy of guaranteeing the fidelity of EUPC implementation and consistent credentialing of EUPC trainers in Europe and beyond. Handing over to the EMCDDA the mandate to disseminate an important part of the deliverables of both these projects has enhanced their sustainability.

For follow-up projects that build on the EUPC, the EUDA allows the use and translation of its training materials (including the manual) under the Creative Commons condition [CC BY-SA 4.0 DEED](#).

For all EUPC trainers it has licensed, the EUDA gives access to its EUPC training materials (e.g. slides, handouts, etc.) in a closed Virtual Community of Practice VCP and allows the translation of these materials under the condition that their translations are then shared with other EUPC trainers.

The EMCDDA, now EUDA, has received from the EU-projects' partners and its national stakeholders the mandate and the authority to implement the EUPC and to assure the respective qualifications of trainers, because the EUDA is recognised as an independent body, accountable to the EU and its institutions. For this reason, the EUDA implements the EUPC and strives to maintain its quality in

the EU and in countries for which it has a mandate for cooperation, such as those taking part in EU4MD, IPA7 and COPOLAD. This safeguards the professionalisation of the prevention workforce called for in the EU action plan on drugs. *Professionalisation* implies a distinction and distancing from informal and intuitive prevention activism, and from entities that promote it. The EUPC implementation rules therefore do not intend to be inclusive towards all actors in the prevention field.

The EUDA has established the EUPC advisory board (EAB) as an independent body to give advice and support in regulatory matters. It brings together the stakeholders and originators of the EUPC: APSIntl, UPC-Adapt, EUSPR and ASAP-Training. The EAB has the regulatory authority to decide on the licencing of EUPC trainers, both at national and European level.

EUPC trainings target decision-, opinion- and policymakers (DOPs), whose decisions about prevention and its funding can have far-reaching consequences. Therefore consistent information and narratives from acknowledged trainers is essential to ensure that the training of this influential group leads to the implementation of better prevention measures. Inaccurate information about optimal prevention choices can lead to much worse outcomes if conveyed to decision-makers than to university students.

Only EUDA-acknowledged EUPC trainers – listed on the EUDA website – may use EUPC materials for delivering EUPC training and issue EUPC attendance certificates.

Criteria for selecting trainers should be based on the prevention system in each country. Since the EUPC targets DOPs, the trainers should be in a position where they can influence such people and are recognised by them, but they should also be available for delivering training. ‘Experience in prevention’, is an important but non-sufficient criterion for selecting or assessing the suitability of trainers. Experience in other fields (treatment, ‘demand reduction’) is not a criterion to be taken into consideration for this purpose.

National trainers: opportunities and requirements

Opportunities

National trainers can:

- deliver EUPC training (basic modules, advanced modules, by face-to-face or online trainings, or by e-learning) for a maximum of 25 attendants per training
 - in their own country and the respective language,
 - to decision-, opinion- and policymakers or in academic settings from their own country;
- issue attendance certificates for 2-day basic modules;
- issue successful completion certificates (after a test) for a full EUPC training; and
- recommend particularly promising EUPC trainees for becoming trainers themselves.

Frontline prevention professionals are not considered a target group for the currently available EUPC materials.

Requirements

1. Sufficient proficiency in English in order to attend a training of trainers (ToT) in English.
2. Having successfully completed a full EUPC training (either 5 days, or 2 days plus the PLATO e-learning modules).
3. Having attended one ToT (or to have had a key training role in the UPC-Adapt project)
4. Demonstrating during the ToT that they can be entrusted to deliver the full EUPC slide set with full self-confidence, authority and with high fidelity.
5. Delivering – after completion of their own ToT and full EUPC training – at least one training themselves (without fee and as co-trainer with a national trainer, also in another country), with the correct and updated EUPC contents and with correctly identified EUPC Training materials. These must have the EUPC identifier in the header or footer and be based on the EUPC manual. UPC-Adapt materials are not acceptable anymore. There shall not be more than 25 trainees in a training. The EUDA might randomly monitor these requirements, by means of questionnaires sent to a sample of trainees.
6. Having delivered at least one EUPC basic training in the last 3 years. Trainers who haven't delivered trainings for longer can attend another ToT.
7. Always sharing translated slide-sets and other training materials and with other trainers.
8. Demonstrating open collegial collaboration with other trainers in general, and co-trainers in particular.
9. To comply with the EUPC code of practice (this text)

The EAB can revoke a trainer licence if any of these requirements cease to be fulfilled.

The target audiences interested in the EUPC are entitled to be assured that they are going to be trained by acknowledged EUPC trainers. Therefore, all EUPC trainers hold all EUPC trainings only together with a co-trainer who are themselves EUPC trainers listed on the EUDA Website or who have done one ToT for the EUPC. Trainings can be held alone if there is no other National EUPC trainer in a country.

The EUDA will therefore publish the names of the national EUPC trainers on the EUDA website, which will be updated regularly once the eligible national trainers send us their forms.

EUPC attendance (and successful completion) certificates are only valid if issued by the trainers listed there. These certificates need to carry the EUPC identifier, but not the EUDA logo. The EUDA can provide a model of such a certificate to trainers. All certificates shall also contain this text:

'All EUPC trainees are invited to give a very short feedback on their EUPC training directly to the EUDA. If you are interested, please send an e-mail to eupc@euda.europa.eu with the subject "EUPC feedback [your language]". We will then contact you with a mini-feedback form, if possible in your language.'

All EUPC trainers hold trainings only representing themselves as EUPC trainers, as opposed to their affiliation or employment.

Organisations that support the training delivery events shall be duly acknowledged (e.g. by logos) in all communications. Such communication, however, shall not be written in a way that implies or suggests that the supporting partners are considered as an evocation of training providers.

Accordingly, the logos and identifiers of supporting organisations can **not** appear on the attendance and successful completion certificates unless otherwise agreed with the EUDA.



EUPC

In recognition of their work in developing and testing the UPC-Adapt outputs and those from the ASAP Training, we recognise contributing partners with a key training role from both these EU projects as national trainers, provided that they are delivering training **with EUPC materials** and comply with the EUPC code of practice.

If they wish and if it is in the strategic interests of the EUDA/EAB, national trainers who fulfil the respective criteria below can attend one more ToT in order to be recognised by the EUDA/EAB as national EUPC **master** trainers (who can train trainers themselves). The rationale is that we want to see all future national EUPC master trainers at least once in order to jointly discuss and update common delivery strategies, narratives, experiences and quality aspects (such as attitudes, skills and behaviour of future trainers). This applies also to developers of ongoing online (e-learning) versions.

National EUPC master trainer: opportunities and requirements

For the definition and selection criteria of national master trainers, the respective requirements listed in the EUPC code of practice have been outlined and detailed here, in the following rules:

Opportunities

As for national trainers, and:

- National EUPC **master** trainers can train national trainers in their own country.
- For this purpose, national **master** trainers can set up a training system in their country, e.g. train trainers from their own country.
- They can not deliver EUPC trainings at international events.
- They have to deliver ToTs together with another national master trainer who shall not be from the same organisation.
- They hold trainings only representing themselves as EUPC trainers, as opposed to their affiliation or employment. Organisations that support the training delivery events shall be duly acknowledged (e.g. by logos) in all communications. Such communication, however, shall not be written in a way that implies or suggests that the supporting partners are considered as an evocation of training providers. Accordingly, the logos and identifiers of supporting organisations can **not** appear on the attendance and successful completion certificates unless otherwise agreed with the EUDA.
- They inform the EAB and EUDA about the ToTs planned, new national trainers trained and provide a profile of their national trainers so that they can be published on the EUDA's website.
- If they train trainers themselves, master trainers should consider themselves responsible for the attitudes, behaviours and messages of 'their' trainers, since they represent the code of practice of the EUPC and the brand identity of the EUDA towards the outside world.
- Their certificates need to carry the EUPC identifier, and can have the EUDA logo.

Requirements

1. Excellent proficiency in English.
2. Being a national trainer and complying with the respective requirements.
3. Having delivered 4 (four) trainings to DOPs or students within 3 years after becoming a national trainer. These can also be held as co-trainer with a European Master trainer, in another country.

4. Having co-delivered at least one training with another EUPC Master trainer in a successful and engaging way.
5. Having passed at least two ToTs (or belong to the EUPC developers).
6. Being endorsed by relevant national authorities in partnership with the EUDA.
7. Being willing, engaged and able to set up the necessary infrastructure for training and recruitment, while safeguarding their independence, impartiality and commitment to the EUPC values,
8. Having the proven mindset, attitudes, communication and training skills that are expected from a trainer who directly represents the EUPC rules of the EUDA. This includes smooth, effective communication, alignment and close cooperation with the EUDA and the EAB.
9. Complying with the EUPC code of practice.

In order to become national master trainers, national trainers also need to show essential additional soft skills, such as a good perception of group dynamics, the ability to conduct group exercises with adults, creative group problem-solving, having a learning attitude and self-reflection, a good balance of instructive and empathic approaches, a deep understanding of EUPC core components, processes and messages, a perspective of availability to prepare, travel, deliver and report on training workshops at a frequency of at least three events per year.

The EAB can revoke a trainer licence if any of these requirements cease to be fulfilled.

European EUPC master trainer: opportunities and requirements

Opportunities

- European Master Trainers are ambassadors of a European approach to evidence-based prevention (hence their name) and often represent the EUDA quality principles when doing trainings, as "model trainers". They hold trainings in countries of interest and mandate of the EUDA, after confirmation by the EUDA. For the nomination as European Master Trainers, strategic considerations and priorities of the EUDA and its stakeholders are therefore considered, in consultation with the EAB, alongside with the criteria below.
- European EUPC master trainers can train DOPs in and from countries **beyond their own**, in English or other languages that they master with sufficient proficiency for the purpose.
- They inform the EAB and EUDA about planned ToTs, the new national trainers trained and offer a profile of their national trainers so that they can be published on the EUDA's website.
- European master trainers can recommend trainees who have the potential to become trainers.

- European master trainers can set up a training system in countries of interest and mandate of the EUDA, e.g. train trainers. If they train trainers themselves, European master trainers should consider themselves responsible for the attitudes, behaviours and messages of 'their' trainers, since they represent the code of practice of the EUPC and the brand identity of the EUDA towards the outside world.
- Their certificates need to carry the EUPC identifier and the EUDA logo, but not those of organisations supporting their trainings.

Requirements

1. Excellent proficiency in English and of the language of interest for the training.
2. Being a national master trainer and fulfilling the respective requirements.
3. Having co-delivered at least one training with an existing European master trainer in a successful and engaging way.
4. Having passed at least two ToTs.
5. Being endorsed by the EUDA .
6. Being able to set up the necessary infrastructure for training and recruitment.
7. Having the proven mindset, attitudes, communication and training skills that are expected from a trainer who represents the EUPC rules of the EUDA in an international context. This includes smooth, effective communication, strategic alignment and close cooperation with the EUDA and the EAB.
8. Having the appropriate cultural adaptation skills in order to adjust the training delivery to other countries.
9. Complying with the EUPC code of practice.

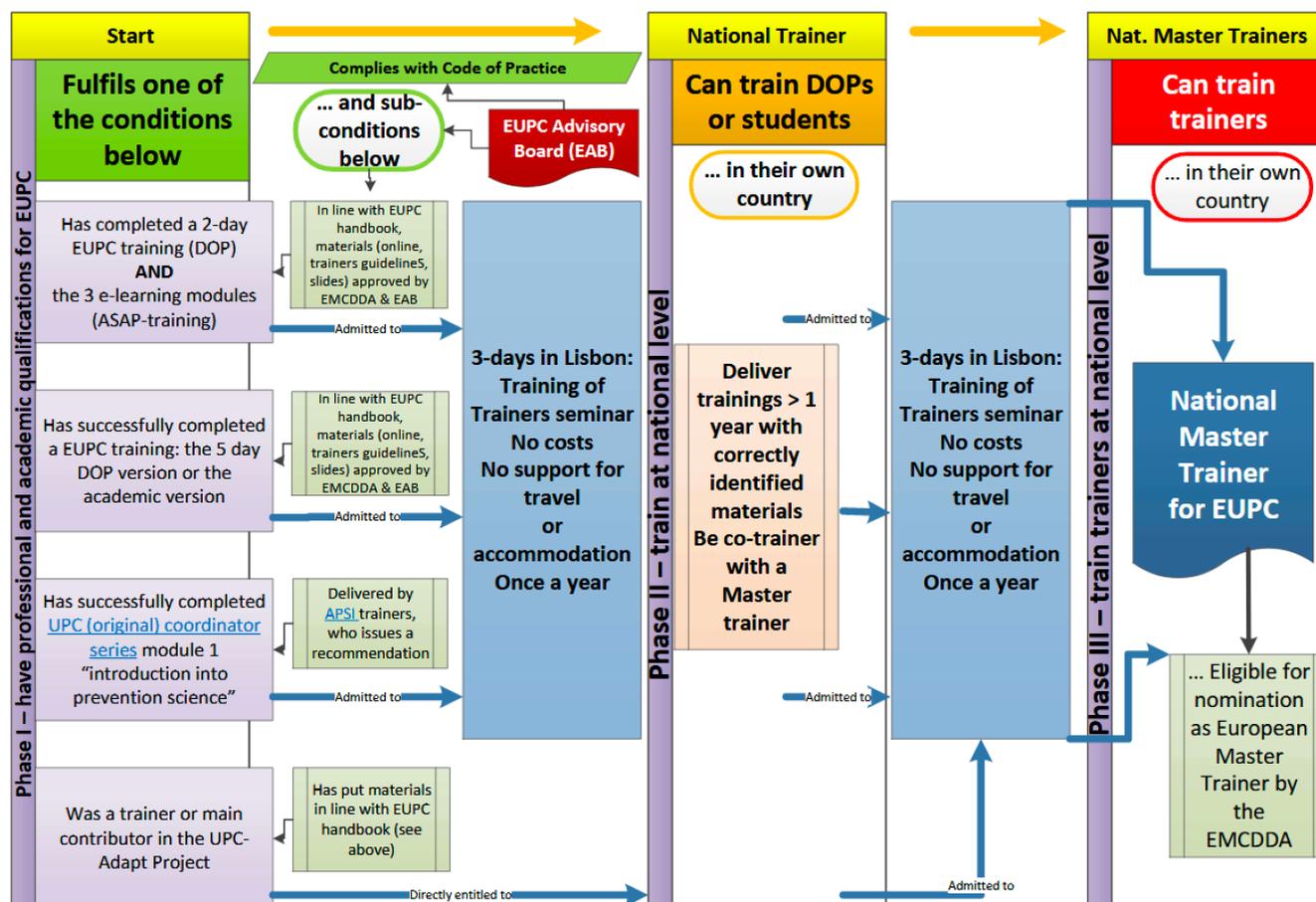
In order to become European Master Trainers, National Master Trainers should have a relationship of mutual trust and close cooperation with the EUDA and the availability to prepare, travel, deliver and report on training workshops at a frequency of at least 6 events per year.

The EAB can revoke a trainer licence if any of these requirements cease to be fulfilled.

Trainings for national and master trainers

Trainings of trainers (ToTs) are currently being held annually in Lisbon at the EUDA premises. No fee is charged to attend a ToT, but participants are responsible for their own travel and accommodation costs. The flowchart below ([also available as a PDF](#)) explains how one can become a national and European master trainer for EUPC (i.e. one who can train other trainers). The first

column spells out who can be admitted for ToTs. Professionals who fulfil the criteria need to consent to the [EUPC code of conduct and practice](#), fill in [this application form](#) and the [declaration of interest form](#), and send both to EUPC[at]euda.europa.eu. They will be informed whether and when they can participate in a ToT. The EUDA prioritises the training of national trainers in order to build up EUPC offers in its countries of interest.



[Download as PDF](#)

Courses that give access to ToTs in Lisbon

The EUDA recognises as 'EUPC courses' those whose materials are fully in line with the EUPC manual and have been checked and recognised by the EAB. Such courses need to have been delivered by a master trainer or a national trainer with the respective attendance certificate, either fully as face-to-face training or with five e-learning modules delivered via PLATO. We also recognise the original UPC course 'introduction into prevention science', if delivered by APSIntl or their recognised trainers.

Only candidates trained **with EUPC materials** will have access to the training of trainers scheme as outlined in the flowchart. This applies also to online/e-learning versions: they have to be fully in line with the contents of the EUPC manual, i.e. not with those of the previous UPC-Adapt materials.

For admission to ToTs, we might need to prioritise trainers from countries where we do not yet have any national trainers and participants who were particularly engaged in the trainings.

Who can train whom?

Only **national or European** EUPC *master* trainers can train new EUPC trainers, in English or in any other language in which they are fluent. As with the current national trainers, national and European master trainers can directly train DOPs or university students (academic version) in their country.

European EUPC master trainers must inform the EAB and obtain its consent before delivering any EUPC course outside of their own country.

How will Master Trainers organise and deliver advanced trainings at national level?

Delivering advanced trainings at national level should be modelled as much as possible on the EUPC advanced trainings in order to uphold diversity of teaching approaches and of experiences in prevention and prevention science.

- Ideally, each module should be delivered and guided by a different trainer, with particular knowledge about the theme.
- Trainers in the advanced modules on PLATO shall be National Master Trainers.
- If these are not sufficiently available, National Trainers who have delivered at least 3 (three) EUPC trainings are considered equivalent.

Reference points and coordination bodies at national (or regional level)

With the growing number of national trainers and master trainers it has become useful for interested parties to have a reference point in a country if they wish to receive more information or book EUPC trainings. Reference points are usually national master trainers who are tasked to organise the EUPC trainings, e.g. to find trainers (by default a minimum of two) and suitable dates for the courses.

In addition, interested key stakeholder organisations can propose to be publicly considered as coordination bodies for a country (or possibly a region of a country) if they want to be considered partners in implementing the EUPC courses and in upholding the EUPC implementation and fidelity principles.

The proposal, which states the rights and commitments of a coordination centre can be made with this [form](#) and sent to eupc@euda.europa.eu. The document will be published alongside the name of the coordination centre and its contact information on the [list of EUPC trainers](#).

How to hold Training of Trainers (ToTs) at national level?

National ToTs have added value only for countries with big populations, large distances and with a high demand for EUPC trainers. A diverse pool of trainers is desirable and vital to accommodate different preferences and logistical necessities. EUPC customers, such as regions or communities should also have a choice among trainers if they want to roll out the EUPC: some might prefer trainers from their region, or trainers with a particular training background, e.g., law / sociology and not health, or vice-versa. Since trainers are not always available, it is desirable to have a generous pool of national trainers to facilitate the organisation of trainings.

In order to assure the EUPC implementation - without direct overseeing by the EUDA - with a branding image of impartiality and high fidelity, and in order to avoid market distortions (i.e. monopolies) and to guarantee a high level of customer choice, National ToTs have to be as much as possible modelled on the ToTs organised by the EUDA, namely:

ToTs are open to all eligible participants and it shall be organised with transparency:

- All successful participants of advanced EUPC modules, in e-learning or in face-to-face training mode, are timely informed when a ToT is organised and are invited to register for it.
- The admission of participants is made by plausible criteria, such as performance during the advanced modules, regional needs, availability and suitability as future trainer. As additional criterion it might be beneficial to encourage a diverse range of backgrounds to foster a richer training experience.
- If a national supporting stakeholder of the EUDA wishes to limit the number of national trainers in the country or in regions of it, it will inform the EUDA about this proposed strategy sufficiently ahead of any planned ToT to allow for proper assessment and feedback from the EUDA, so that no conflicting narratives might emerge. These are bilateral agreements, subject to re-assessment as needed.
- ToTs are led by at least two Master Trainers with different affiliations (hence not from the same entity)

ToTs have standard features to assure trust in the EUPC's fidelity:

- **Costs:** participants of ToTs typically attend **on their own costs**. The inviting entity provides only for lunch/coffee breaks and a suitable training location, as well as for two Master Trainers (fees, travel and accommodation).
 - If an entity decides in exceptional cases to support travel and accommodation of participants, the Master Trainers and/or the inviting entity should assess their motivation and

commitment as future national trainers (e.g., by previous interviews or written agreements). Such additional support should be given transparently and equitably to avoid any perception of favoritism.

- **Participants:** a Tot has a **minimum of 8** (allowing for a sufficient size of groups) and a **maximum of 22** (allowing for sufficient interaction) participants
- **Trainers:** a ToT has a minimum number of **2 (two) Master Trainers**.
- **Delivery:** ToTs are always fully in face-to-face training mode; i.e., they are neither online nor hybrid.
- **Coordination:** The national Master Trainers inform the EUDA beforehand about planned ToTs, and afterwards about their outcomes. By these means participation can be offered to interested participants from other countries, provided they have the necessary language skills.
- **Trust in the Master trainer:** As stated in their very requirements, National Master Trainers shall be able, motivated and engaged to set up a ToT, i.e. an EUPC training system, at their own. If they receive support from national or other organisations they have to preserve their independence, impartiality and commitment to the EUPC values, except if there are above-mentioned bilateral agreements of the EUDA with the supporting organisations, e.g., regarding admissions to ToTs.
- Specific decisions or exceptions can be made in consultation with the EAB

List of trainers and master trainers

An up-to-date list of trainers may be found on the EUPC [list of trainers and master trainers page](#).

EUPC Advisory Board (EAB)

The EAB assists, supports and advises the EUDA on matters of admission to [EUPC](#) trainings of trainers, of credentialing and recognition of EUPC courses and their derivatives, and of licensing EUPC master trainers. The EAB advises the EUDA on defining what is to be recognised as 'EUPC', and on defining the requirements for becoming an EUPC trainer.

Because of the continuously growing experience with EUPC trainings and the challenges experienced with new situations in more and more countries, the EAB will have to continuously adjust and update the EUPC implementation rules outlined here in order to safeguard the EUPC brand and its uniqueness, with values such as high fidelity, transparency, equity of access and professional competition. As for all professional bodies in new emerging fields, this is naturally a dynamic process.

The main role of the EAB is, however, to find solutions, create a positive EUPC implementation climate and protect the EUPC quality in each country's particular situation. Therefore, we encourage to always contact the EAB at EAB@euda.europa.eu.

This advisory board is composed of representatives of **UPC-Adapt** and **ASAP-Training**, [EUSPR](#), the **EUDA** and [APSIntl](#), the developers of the original UPC, since these partners were involved in and know the developmental story of the EUPC and the prevention field, our stakeholders and their needs, the practitioners and their realities, in Europe and beyond.

Members of the EAB

Annemie Coone (co-lead of the UPC-Adapt project), Ghent, Belgium - [declaration of independence](#), [declaration of interest](#)

Rachele Donini (lead of the ASAP-Training project), Savona, Italy - [declaration of interest](#)

Maximilian von Heyden, Finder Akademie, Berlin, Germany - [Declaration of interest](#).

Marica Ferri and Gregor Burkhardt (EUDA)

Maria Paula Luna (APSintl), Madrid, Spain - [declaration of independence](#), [declaration of interest](#)

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