

Project Partners



Associazione Terre dell'Adriatico (Italy)

Association Terre dell'Adriatico is a non-profit organization, founded in 1995, dealing with vocational training, information and services for rural enterprises. It is a vocational training body accredited by Marche Region Italy.

www.adrialand.it



Ecological-Cultural Association Ziarno (Poland)

Ecological-Cultural Association ZIARNO (SEED in English) is working on cultural and ecological aspects of sustainable development of the region Płock by leading many education and non-educational projects as well as is participating in various national and international projects and coalitions to support development of local, national and foreign communities.

www.ziarno.eu



Ecozept (France)

Ecozept is specialised into the markets of sustainable consumer goods and agri-food products. The French German based agency and its team of a dozen agriculture engineers and economists provides market research, market intelligence and marketing consulting on all the different levels of the supply chain, from agriculture to the consumer.

www.ecozept.com



FORUM Berufsbildung e.V. (Germany)

FORUM Berufsbildung e.V. is an independent, non-profit making educational institution offering further education, vocational trainings and seminars in many different business areas, e.g. on business economics, computer literacy, social welfare/non-profit and the retail industry.

www.forum-berufsbildung.de



Higher School „Agricultural College“ (Bulgaria)

The Higher School “Agricultural College” – Plovdiv is a private higher educational institution established in 1992. Since July, 2011 it has been transformed into University of agribusiness and rural development (UARD).

www.uard.bg



ORA - Organic Retailers Association (Austria)

Organic Retailers Association is the International umbrella association of National Organic retailers associations and organic retailers world-wide. ORA is the IFOAM Internal Organic Retailers Body and Special Interest Group Organic Retailing in IFOAM EU-Group.

www.o-r-a.org



SPES Zukunftsakademie (Austria)

The SPES Zukunftsakademie is a non-party adult education centre. Its activities are for the benefit of today's society as well as for future generations. Five Project teams look at potential areas of conflict in our society with the aim to guarantee a good quality of life for future generations.

www.spes.co.at



ŽIVÝ VENKOV o.s. (Czech Republic)

Zivy venkov provides educational and awareness activities in the field of sustainable food production systems (organic agriculture) and organic food supply chain.

www.zivyvenkov.cz

More information:

Website of the project Eco-Qualify:

www.forum-berufsbildung.de/eco-qualify

www.ecoqualify.o-r-a.org

Website of EU:

www.leonardodavinci-projekte.org/adam/homepageView.htm



E(CO)-QUALIFY
IT-Platform for
Organic Retailers' Education

E-Learning for Organic Food Retailers

 Education and Culture DG
Lifelong Learning Programme

New and innovative methods for organic retailers' education needed

Retailing organic food has been and will continue to be a dynamic market. However, all its business segments are suffering from a severe lack of qualified and skilled personnel and managers. Great need for training could be met by new and innovative learning methods like E-Learning. An analysis, carried out by a former EU funded Leonardo da Vinci Partnership, showed that no E-Learning programs for the qualification of organic retailers exist either in Europe, or in other regions. All specialists interviewed for the analyses expressed the need for E-Learning as an innovative and progressive qualification method.



The aim of this project called **European E-Learning Platform for further education in organic food retailing** is to establish a European e-learning platform for professional training and qualification in the organic retail sector. Twelve educational study units on the main issues and product areas are to be set up with the appropriate learning tools and adapted to the specific conditions in the partner countries. The main target groups for the platform are the organic retail sector participants and educational institutions that offer training and qualification for the sector.

European E-Learning Platform for further education in organic food retailing

Initially a German version of the E-Learning platform will be established with 12 modules and the appropriate learning tools and environment.

The modules will cover following issues:

Basics of organic food production

- Organic Farming
- Organic Food Production
- Trading organic food

Retailing organic food

- Handling and merchandise of goods
- Marketing and communication
- Economic viability

Organic fresh food

- Fruits and vegetables
- Milk and dairy products
- Cheese

Organic dried products

- Grains and cereals, bread and bakery products
- Oils and fat
- Soya, legumes and pulses

The 12 modules will form the basis for transfer, adaptation and translation into other partner countries and languages. After transfer the eLearning platform will be tested in the following partner countries:

- Austria,
- Bulgaria
- Czech Republic
- France
- Germany
- Italy
- Poland

Review of functionality of the eLearning platform in practical application will lead to the evaluation and revision of the system and creation of the final version. The adapted and

translated modules will form the multinational E-Learning Platform, which can be adaptable to any other European language or market. The E-Learning Platform will be continuously updated and supplemented by new issues and modules to offer a growing learning system. The learning platform will use Moodle software integrating modern tools available on the market.

On the basis of a common marketing concept, the transfer into practice of partner countries will be realized. The dissemination and valorisation will be carried out with training institutions, professional bodies and relevant actors of vocational training at national and European level. They will be informed about the E-Learning platform and introduced to its services. Additional value will be generated by certificates, according to the Quality Assurance System ECO-QUALIFY developed during the previous project called Eco-Qualify II.



Project leader and partners

The project leader is the institute equalita (Germany). Institute equalita is a non-profit organisation for qualification and networking in Europe. Since 1992 it has organised international projects on education especially in European Union programmes and offers seminars, courses and consultation for ecological and social institutions and international partners.

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