

Project Partners

Associazione Terre dell'Adriatico (Italy)

Associazione 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.

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Groenhorst College (The Netherlands)

Groenhorst College/Warmonderhof is the Dutch institute for vocational training for Biodynamic Farming, Organic Retail and for Agriculture & Care.

Contact:

Groenhorst College/Warmonderhof

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Ökomarkt consumer and agricultural advice e.V. (Germany)

The Ökomarkt e.V. informs and advises about organic farming and its products; it also trains staff at the organic farming trade.

Contact:

Ökomarkt Verbraucher- und Agrarberatung e.V.

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More information:

Website of the project Eco-Qualify: www.ecoqualify.o-r-a.org

Organic Retailers Association ORA (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.

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ORA

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SPES-Akademie (Austria)

SPES means Study society for Projects for the Renewal of Structures. SPES is also the Latin word for „hope“. Our mission is to develop and implement future-oriented models with holistic and sustainable approach, on scientific basis and on Christian values.

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ŽIVÝ VENKOV o.s. (Czech Republic)

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

Contact:

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More information: Website of EU:

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

(Search of project with title: Eco-Qualify II, English version is available)

Website of Institut equalita: www.equalita.de



**Eco-Qualify II:
A European quality
assurance system
for education
in organic trade**



Leonardo da Vinci

A need for quality assurance in education

The organic market is growing year by year. As important in marketing as the quality of the products is the quality of the trade. Shop management competence in selling is more and more the focus in developing the business. For further expansion of the market, the organic food retail qualifications of the managers and employees become increasingly more important.

Vocational training and further education is, however, confused by a multitude of offers and activities on varying levels and of varying qualities from different organisations, with currently no quality assurance measures or systems.

It is vital to ensure that further education measures in the various states of the European Union will be carried out at the same high level of quality. A comprehensive system of quality assurance and certification, with internationally comparable criteria as an obligatory and controllable framework, needs to be installed.



From Qualification Standards to a Quality Assurance System

The intention of „Eco-Qualify II“ is to upgrade the qualification standards developed in „Eco-Qualify I“ to a comprehensive European quality assurance system for further education in the organic foods trade and to transfer it to the participating partner countries Austria, Italy, Netherlands, the Czech Republic and Germany. „Eco-Qualify II“ is an Innovation Transfer Project in the Leonardo da Vinci programme of the European Union.

Based on the qualification standards developed in the framework of the project „Eco-Qualify I“, a European quality assurance system will be derived and developed. The qualification standards define the operational and the management level of a company with regard to the necessary skills in the areas of product, operating and market. They offer a basis for meaningful assessment and certification systems, and contribute to the alignment of the different training and evaluation systems. In order to develop a comprehensive quality assurance system, further indicators and criteria for the implementation of training measures must be included such as: transparency of offers, counselling and mentoring, qualifications of teachers, room setup and equipment of providers, learning and success controls, survey of participants, certificates and proofs, conditions of participation and contracts, complaint management.

Target groups and users are the providers of qualification and training, professional associations, businesses, entrepreneurs and employees and other stakeholders in the vocational training of this branch. Training institutions and stakeholders in professional education in the participating countries learn the quality assurance system and how to implement it in their daily training and education practice.

The validation of the quality assurance system will be led by the European Association Organic Retailer Association (ORA) and the national associations. ORA will supervise the design and control of the system and promote the adaptation into national systems. The implementation at the national level is the task of the national associations and organisations, which represent the business, or the authorized organs.

A first version of the quality assurance system and results of a first pilot phase will be presented at the BioFach in 2009, the final version at an international conference at the Hamburg University of Applied Sciences in September 2009.

Project leader

The project leader is the institute equalita (DE). This Institute 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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The project partners are supported by an Advisory Body of representatives from organic food retailers, professional associations, and educational institutions of unions, other educational institutions and universities in the partner countries.