

## Verbesserung der Fähigkeiten für Smart Farming als innovatives Instrument für die ländliche Entwicklung und Wirtschaftswachstum

2013-1-CY1-LE005-03114

<http://www.adam-europe.eu/adam/project/view.htm?prj=11729>

## Projektinformation

**Titel:** Verbesserung der Fähigkeiten für Smart Farming als innovatives Instrument für die ländliche Entwicklung und Wirtschaftswachstum

**Projektnummer:** 2013-1-CY1-LE005-03114

**Jahr:** 2013

**Projekttyp:** Innovationstransfer

**Status:** bewilligt

**Land:** CY-Zypern

**Marketing Text:** Superfoods "bezieht sich auf Nahrungsmittel (Goji-Beere, Heidelbeere, Schwarze Apfelbeere, Sanddorn, spiroulina, Aloe Vera) mit hohem Nährwert, die durch ihre antioxidative Kapazität und ihre allgemeine Gesundheit Vorteile definiert ist.  
Die Hauptziele des Projekts sind hervorzuheben:  
a) die Gründe, warum die Produktion und Vermarktung der Superfoods ist eine alternative vorteilhafte Option für die Bio-Erzeuger.  
b) die Wettbewerbsvorteile für die Bio-Erzeuger im Vergleich zu anderen Bio-Produkten.  
7 Partnern aus Zypern, Griechenland, Lettland, Spanien und Portugal, haben ein modulares Ausbildungsprogramm und E-Learning-Plattform, über die Vermarktung von Agrarprodukten mit hohem Nährwert, so genannten Superfoods erstellt.  
Das Ziel der Projektergebnisse ist es, den Wissenstransfer in den spezialisierten Landwirtschaft Bereichen Superfoods zu erweitern, um die Fähigkeiten und Kompetenzen von Nahrungsmittelproduzenten zu verbessern und die Entwicklung des ländlichen Raums in den Projektländern und in Europa zu fördern.

**Zusammenfassung:** The definitional context of "Superfoods" refers to foods with very high nutritional value defined by their antioxidant capacity and their overall health benefits. This group of superfoods consists of goji berry, blueberry, black chokeberry, hippophae, spiroulina, aloe vera and many other foods.  
The project has created a training programme, an e-platform and an e-book on marketing of superfoods. The purpose of project outputs is to enhance the dissemination and transfer of knowledge and innovation in the specialized agriculture areas of the selected superfoods. To enable the attainment of the objectives set forward by the project the conceptual as well as empirical principles of Smart Specialisation (SS) have been adopted. The operationalisation of the conceptual principles and SS led to the exchange of knowledge and expertise in the selected regions represented by the consortium partners.  
The success of this initiative was based greatly on adopting the principles and standards of smart specialization. The implementation of the philosophy of smart specialisation led to the exchange of knowledge and expertise in selected regions, represented by the program's proposed partners.  
The main objectives of the SmartFarmer programme were to highlight:  
a) The reasons for why the production and marketing of the superfoods is an alternative beneficial option for the bio-producers.  
b) The competitive advantages comparing to other bio-products.  
The SmartFarmer project aimed to improve the skills and competences of people in the agricultural sector by introducing a training programme in Cyprus, Greece, Latvia, Spain and Portugal while at the same time encouraging rural development in project countries in particular and Europe in general. The project was based on the transfer of the results of ProudFarmer project that was completed in 2010 and provided innovative results that were successfully integrated in formal training programmes in partner countries. The objectives of SmartFarmer included the analysis of the MTTM training programme and materials, their adaptation to the requirements of the target group and project countries; sharing experiences in smart farming practices training and development of new (e-)learning contents; testing and evaluation; dissemination of information about the project and project results and preparation of appropriate mechanisms/processes for their further exploitation.  
The project has been implemented by a consortium of 7 partners from 5 EU countries spanning from North to South of Europe (Cyprus, Spain, Latvia, Greece and

## Projektinformation

Portugal). The consortium was comprised of education and training organisations, authorities responsible for rural development, thus allowing combining different views and experiences.

### Beschreibung:

Themen: \*\*\* Nachhaltigkeit  
\*\*\* Lebenslanges Lernen  
\*\*\* Fernlehre  
\*\*\* Unternehmen, KMU  
\*\*\* Ökologie  
\*\* Arbeitsmarkt  
\*\* Interkulturelles Lernen  
\*\* IKT  
\*\* Chancengleichheit  
\* Sozialer Dialog

Sektoren: \*\*\* Land- und Forstwirtschaft, Fischerei  
\*\* Handel; Instandhaltung Und Reparatur Von Kraftfahrzeugen  
\*\* Verarbeitendes Gewerbe/Herstellung von Waren  
\*\* Erbringung von Freiberuflichen, Wissenschaftlichen und Technischen Dienstleistungen  
\*\* Erziehung und Unterricht

Produkt Typen: Programme/Curricula  
Fernlehre  
Homepage  
Lehrmaterial  
andere  
Unterlagen für offenen Unterricht  
Module

Produktinformation: During the period October 2013 - October 2015, the following activities have been implemented successfully:

- Adaptation of learning materials including development of new learning content,
- Development of Trainers' Handbook and Learner's Guide,
- Translations of all materials into Greek, Latvian, Spanish, Portuguese,
- Development of e-learning environment,
- Development of e-learning contents,
- Development of testing and evaluation methodology,
- Organisation of pilot testing and evaluation in Cyprus, Latvia, Greece, Spain and Portugal,
- Training Programme Evaluation based on feedback of testing participants (questionnaires),
- Implementation of Dissemination and Exploitation Plan - development of press releases and newsletters, design and dissemination of project leaflets and USBs, organisation of international conference, updates to project website, etc.,
- Organisation of 5 project meetings,
- Implementation of Quality Management Plan including internal and external project evaluation,
- General project management and coordination.

Projektwebseite: [www.smartfarmerproject.eu/](http://www.smartfarmerproject.eu/)

## Vertragnehmer

Name: Agricultural Research Institute  
Stadt: Nicosia  
Land/Region: Kypros / Kibris  
Land: CY-Zypern  
Organisationstyp: Forschungseinrichtung  
Homepage: <http://www.ari.gov.cy>

## Kontaktperson

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Homepage:

## Koordinator

Name: Agricultural Research Institute  
Stadt:  
Land/Region: Kypros / Kibris  
Land: CY-Zypern  
Organisationstyp: Forschungseinrichtung  
Homepage: <http://www.ari.gov.cy>

## Kontaktperson

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Homepage:

## Partner

### Partner 1

Name: Development and Innovation Network  
Stadt: Grândola  
Land/Region: Alentejo  
Land: PT-Portugal  
Organisationstyp: Verband/nicht regierungsgebundene Organisation  
Homepage: <http://www.rcdi.pt/>

### Partner 2

Name: Cyprus University of Technology  
Stadt: Limassol  
Land/Region: Kypros / Kibris  
Land: CY-Zypern  
Organisationstyp: Universität/Fachhochschule/Akademie  
Homepage: <http://www.cut.ac.cy>

### Partner 3

Name: HAROKOPIO UNIVERSITY OF ATHENS  
Stadt: Athens  
Land/Region: Attiki  
Land: EL-Griechenland  
Organisationstyp: Universität/Fachhochschule/Akademie  
Homepage: <http://www.hua.gr/index.php/en/>

### Partner 4

Name: M.A.G.I. – GREEK SUPERFOODS COOPERATION  
Stadt: Karditsa  
Land/Region: Thessalia  
Land: EL-Griechenland  
Organisationstyp: andere  
Homepage:

## Partner

### Partner 5

Name: Union "Farmers Parliament"  
Stadt: Riga  
Land/Region: Latvija  
Land: LV-Lettland  
Organisationstyp: Verband/nicht regierungsgebundene Organisation  
Homepage: <http://www.zemniekusaeima.lv>

### Partner 6

Name: Fundación Maimona  
Stadt: Los Santos de Maimona  
Land/Region: Extremadura  
Land: ES-Spanien  
Organisationstyp: Verband/nicht regierungsgebundene Organisation  
Homepage: <http://www.maimona.org>

## Projektdateien

EN\_01\_NewsLetter\_Dec2013.pdf

[http://www.adam-europe.eu/prj/11729/prj/EN\\_01\\_NewsLetter\\_Dec2013.pdf](http://www.adam-europe.eu/prj/11729/prj/EN_01_NewsLetter_Dec2013.pdf)

EN\_02\_NewsLetter\_June2014.pdf

[http://www.adam-europe.eu/prj/11729/prj/EN\\_02\\_NewsLetter\\_June2014.pdf](http://www.adam-europe.eu/prj/11729/prj/EN_02_NewsLetter_June2014.pdf)

EN\_03\_NewsLetter\_October2014.pdf

[http://www.adam-europe.eu/prj/11729/prj/EN\\_03\\_NewsLetter\\_October2014.pdf](http://www.adam-europe.eu/prj/11729/prj/EN_03_NewsLetter_October2014.pdf)

EN-Newsletter number 3

EN\_04\_NewsLetter\_Feb2015.pdf

[http://www.adam-europe.eu/prj/11729/prj/EN\\_04\\_NewsLetter\\_Feb2015.pdf](http://www.adam-europe.eu/prj/11729/prj/EN_04_NewsLetter_Feb2015.pdf)

EN-newsletter number 4

EN\_05\_NewsLetter\_May2015.pdf

[http://www.adam-europe.eu/prj/11729/prj/EN\\_05\\_NewsLetter\\_May2015.pdf](http://www.adam-europe.eu/prj/11729/prj/EN_05_NewsLetter_May2015.pdf)

EN-newsletter number 5

EN\_06\_NewsLetter\_Aug2015.pdf

[http://www.adam-europe.eu/prj/11729/prj/EN\\_06\\_NewsLetter\\_Aug2015.pdf](http://www.adam-europe.eu/prj/11729/prj/EN_06_NewsLetter_Aug2015.pdf)

EN-newsletter number 6

EN\_07\_NewsLetter\_Sept2015.pdf

[http://www.adam-europe.eu/prj/11729/prj/EN\\_07\\_NewsLetter\\_Sept2015.pdf](http://www.adam-europe.eu/prj/11729/prj/EN_07_NewsLetter_Sept2015.pdf)

EN-newsletter number 7

EN\_08\_NewsLetter\_Nov2015.pdf

[http://www.adam-europe.eu/prj/11729/prj/EN\\_08\\_NewsLetter\\_Nov2015.pdf](http://www.adam-europe.eu/prj/11729/prj/EN_08_NewsLetter_Nov2015.pdf)

EN-newsletter number 8

SMARTFARMER\_leaflet.pdf

[http://www.adam-europe.eu/prj/11729/prj/SMARTFARMER\\_leaflet.pdf](http://www.adam-europe.eu/prj/11729/prj/SMARTFARMER_leaflet.pdf)

EN-Smartfarmer leaflet

SmartFarmer\_LearnersGuide.pdf

[http://www.adam-europe.eu/prj/11729/prj/SmartFarmer\\_LearnersGuide.pdf](http://www.adam-europe.eu/prj/11729/prj/SmartFarmer_LearnersGuide.pdf)

EN-Smartfarmer learners guide

SMARTFARMER\_Prof standards\_Synthesis Report\_V3\_First.pdf

[http://www.adam-europe.eu/prj/11729/prj/SMARTFARMER\\_Prof%20standards\\_Synthesis%20Report\\_V3\\_First.pdf](http://www.adam-europe.eu/prj/11729/prj/SMARTFARMER_Prof%20standards_Synthesis%20Report_V3_First.pdf)

## Projektdateien

TRAINERS\_HANDBOOK\_SmartFarmer\_EN.pdf

[http://www.adam-europe.eu/prj/11729/prj/TRAINERS\\_HANDBOOK\\_SmartFarmer\\_EN.pdf](http://www.adam-europe.eu/prj/11729/prj/TRAINERS_HANDBOOK_SmartFarmer_EN.pdf)

EN-Smartfarmer trainers handbook

## Produkte

- 1 Quality Management Plan
- 2 Dissemination and Exploitation Plan
- 3 Needs analysis report
- 4 Professional standards of SmartFarmer
- 5 Project website
- 6 Press releases and newsletters
- 7 SmartFarmer training programme
- 8 E-learning environment of SmartFarmer
- 9 Trainers' Handbook
- 10 Learner's Guide
- 11 Pilot seminars based on the training programme
- 12 Training programme evaluation report
- 13 Promotional material: leaflets and USBs
- 14 International Conference
- 15 Minutes of project meetings
- 16 Project reports
- 17 Needs analysis questionnaires
- 18 Evaluation questionnaires

## Produkt 'Quality Management Plan'

**Titel:** Quality Management Plan

**Produkttyp:** Verbreitungsmethoden

**Marketing Text:** The Quality Management Plan contains the description of quality management scope and objectives, methodology and tools for SmartFarmer project, and aims to assist in project management.

**Beschreibung:** The Quality Management Plan contains the description of quality management scope and objectives, methodology and tools for SmartFarmer project, and aims to assist in project management. Quality indicators are defined and monitoring and evaluation tools described for Quality Management on two levels: process and project deliverables. The Plan is based on the basic cycle/ processes of quality management that include Quality Planning, Quality Assurance and Quality Control.

**Zielgruppe:** Target group - project partners (this is an internal document);

Potential beneficiaries:

- Bio-producers, potential bio-producers, managers and workers of SMEs of agro-food sector;

- Farmers associations, bio-producers cooperatives, superfood cooperatives, agricultural policy makers and decision-makers;

- Trainers, teachers, consultants, researchers, agricultural and marketing students and training and educational organisations;

- People in rural communities, consumers and the general public.

**Resultat:** Methodology for project management in order to ensure high quality project outputs.

**Anwendungsbereich:** Quality Management Plan helped to establish a support mechanism for project management in order to ensure smooth cooperation and high quality of project outputs.

**Homepage:**

**Produktsprachen:** Englisch

## Produkt 'Dissemination and Exploitation Plan'

**Titel:** Dissemination and Exploitation Plan

**Produkttyp:** Verbreitungsmethoden

**Marketing Text:** The Dissemination and Exploitation Plan describes the overall strategy for the dissemination and exploitation of the SmartFarmer project results and knowledge gained during the project.

**Beschreibung:** The Dissemination and Exploitation Plan describes the overall strategy for the dissemination and exploitation of the SmartFarmer project results and knowledge gained during the project. The Dissemination and Exploitation Plan (DEP) is intended to ensure that the project results will be used by the target groups and further exploited beyond the project environment. The operational purpose of the DEP is to provide the general framework for the Smartfarmer dissemination and exploitation activities, in particular: establish guidelines for the approach to be followed, define tasks to be developed and key dates related to the planned events and actions, to ensure that the appropriate audiences are reached on a timely basis and by the most effective means. The Plan identifies the main results to be disseminated throughout the project, the major stakeholders and targets groups to focus on, the available dissemination channels and instruments. The Plan was updated in the course of the project; individual exploitation plans were added in the end of the project.

**Zielgruppe:** Target group - project partners (this is an internal document);

Potential beneficiaries:

- Bio-producers, potential bio-producers, managers and workers of SMEs of agro-food sector;
- Farmers associations, bio-producers cooperatives, superfood cooperatives, agricultural policy makers and decision-makers;
- Trainers, teachers, consultants, researchers, agricultural and marketing students and training and educational organisations;
- People in rural communities, consumers and the general public.

**Resultat:** Dissemination is a very important part of the project. It has started from the beginning of the project and was an on-going activity, contributing to project success and sustainability. It helped raising awareness about the project, its main subject - development of smart agrifood sector and rural communities, to inform and motivate the target group and potential users. The dissemination and exploitation strategy and plan helped ensure optimal use of project results during and beyond the lifetime of the project.

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**Homepage:**

**Produktsprachen:** Englisch

## Produkt 'Needs analysis report'

Titel: Needs analysis report

Produkttyp: andere

Marketing Text: The report presents the findings of training needs analysis that was carried out in project partner countries in February-May 2014. It provides a summary of the situation of the superfoods sector in the project countries (Cyprus, Greece, Portugal, Spain and Latvia) and outlines main training gaps and needs related to the marketing of superfood products.

Beschreibung: The report presents the findings of training needs analysis that was carried out in project partner countries in February-May 2014. It provides a summary of the situation of the superfoods sector in the project countries (Cyprus, Greece, Portugal, Spain and Latvia) and outlines main training gaps and needs related to the marketing of superfood products, based on desk research and field work developed by the partners.  
The project countries have great potential for increasing production of healthy and quality food. The superfoods sector requires professional training with innovative training methods that allow farmers/ producers and agrifood SMEs to get high-quality and internationally competitive knowledge in the industry.

Zielgruppe: Target group - project partners (this is an internal document);

Potential beneficiaries:

- Bio-producers, potential bio-producers, managers and workers of SMEs of agro-food sector;

- Farmers associations, bio-producers cooperatives, superfood cooperatives, agricultural policy makers and decision-makers;

- Trainers, teachers, consultants, researchers, agricultural and marketing students and training and educational organisations;

- People in rural communities, consumers and the general public.

Resultat: The Needs Analysis has identified that the project countries have great potential for increasing production of healthy and quality food. The superfoods sector requires professional training with innovative training methods that allow farmers/ producers and agrifood SMEs to get high-quality and internationally competitive knowledge in the industry.

Anwendungsbereich: The information and knowledge gathered by need analysis was the input for developing SmartFarmer training programme, Trainers' Handbook, Learner's Guide and e-learning platform.

Homepage:

Produktsprachen: Englisch

## Produkt 'Professional standards of SmartFarmer'

Titel: Professional standards of SmartFarmer

Produkttyp: andere

Marketing Text: This report provides a summary of the situation on Professional Standards of organic farming and/or "smart" agro-foods in the Project countries (Cyprus, Latvia, Greece, Portugal and Spain).

Beschreibung: This report provides a summary of the situation on Professional Standards of organic farming and/or "smart" agro-foods in the Project countries (Cyprus, Latvia, Greece, Portugal and Spain).  
Based on the country reports, Occupational Standards specifically related to "smart" agro-foods do not exist in the reference countries, mostly because the concept of superfoods is not officially recognised and it is not much familiar to the producers, processors and traders of the agro-food sector. However, the standards related to "smart" agro-foods are included in the Professional Standards and qualifications referring to the organic farming and/or to the wider agricultural sector.  
For someone who wants to work as organic farmer and/ or as a farmer in general, the professional standards are not compulsory in the Project countries.  
A good option for covering the "smart" agro-foods in the scope of the official existing national training systems should be to consider new topics of organic farming, addressing particularly selected "smart" agro-foods, such as berries.

Zielgruppe: Target group - project partners;

Potential beneficiaries:

- Bio-producers, potential bio-producers, managers and workers of SMEs of agro-food sector;

- Farmers associations, bio-producers cooperatives, superfood cooperatives, agricultural policy makers and decision-makers;

- Trainers, teachers, consultants, researchers, agricultural and marketing students and training and educational organisations;

- People in rural communities, consumers and the general public.

Resultat: Based on the country reports, Occupational Standards specifically related to "smart" agro-foods do not exist in the reference countries, mostly because the concept of superfoods is not officially recognised and it is not much familiar to the producers, processors and traders of the agro-food sector. However, the standards related to "smart" agro-foods are included in the Professional Standards and qualifications referring to the organic farming and/or to the wider agricultural sector.

Anwendungsbereich: The report helped in the development of SmartFarmer training programme and material as it showed what (e.g. which skills) were considered important for practicing (organic) farming in partner countries.

Homepage: [http://www.smartfarmerproject.eu/deliverables/SMARTFARMER\\_Prof%20standards\\_Synthesis%20Report\\_V3\\_First.pdf](http://www.smartfarmerproject.eu/deliverables/SMARTFARMER_Prof%20standards_Synthesis%20Report_V3_First.pdf)

Produktsprachen: Englisch  
Lettisch  
Griechisch  
Spanisch  
Portugiesisch

## Produkt 'Project website'

Titel: Project website

Produkttyp: Homepage

Marketing Text: Project website ([www.smartfarmerproject.eu](http://www.smartfarmerproject.eu)) contains the description of the project and its consortium, news and events, the public results of the project, and contact details. The information is presented in English and languages of project partners - Greek, Spanish, Latvian and Portuguese.

Beschreibung: Project website is available at [www.smartfarmerproject.eu](http://www.smartfarmerproject.eu) since December 2013. It contains the description of the project and its consortium, news and events, the public results of the project, and contact details. The information is presented in English and languages of project partners - Greek, Spanish, Latvian and Portuguese.

Zielgruppe: Target groups:

- Bio-producers, potential bio-producers, managers and workers of SMEs of agro-food sector;

Potential beneficiaries:

- Farmers associations, bio-producers cooperatives, superfood cooperatives, agricultural policy makers and decision-makers;

- Trainers, teachers, consultants, researchers, agricultural and marketing students and training and educational organisations;

- People in rural communities, consumers and the general public.

Resultat: Project website was one of the main dissemination tools of the project. It allowed the target group to learn about the project and its team, follow the progress of the project, access the e-learning platform and get in touch with project partners. The website increases visibility of the project and invites everybody interested to cooperate.

Anwendungsbereich: Project website was one of the main dissemination tools of the project. It allowed the target group to learn about the project and its team, follow the progress of the project, access the e-learning platform and get in touch with project partners. The website increases visibility of the project and invites everybody interested to cooperate.

Homepage: [www.smartfarmerproject.eu](http://www.smartfarmerproject.eu)

Produktsprachen: Spanisch  
Englisch  
Griechisch  
Lettisch  
Portugiesisch

## Produkt 'Press releases and newsletters'

Titel: Press releases and newsletters

Produkttyp: andere

Marketing Text: Newsletters and press releases have been published contributing to the dissemination of information about the project and its results.

Beschreibung: 8 project newsletters were developed; they were translated into partners languages and disseminated through the project website, social media and mailing lists of project partners in their countries. The Newsletters present the project, its progress and results. Press releases were published by partners in their countries, in newspapers, magazines, as well as online.

Zielgruppe: Target groups:

- Bio-producers, potential bio-producers, managers and workers of SMEs of agro-food sector;

Potential beneficiaries:

- Farmers associations, bio-producers cooperatives, superfood cooperatives, agricultural policy makers and decision-makers;

- Trainers, teachers, consultants, researchers, agricultural and marketing students and training and educational organisations;

- People in rural communities, consumers and the general public.

Resultat: Press releases and newsletters contributed to the dissemination of information about the project and its results. This allowed to attract the attention of the target groups, provide relevant information and invite for cooperation in the project.

These dissemination tools were also used to advertise pilot testing and its outcomes and to inform the target groups and potential beneficiaries about the Final conference.

Anwendungsbereich: Press releases and newsletters contributed to the dissemination of information about the project and its results. This allowed to attract the attention of the target groups, provide relevant information and invite for cooperation in the project. These dissemination tools were also used to advertise pilot testing and its outcomes and to inform the target groups and potential beneficiaries about the Final conference. In the future these dissemination tools will also be used to advertise pilot testing and its outcomes.

Homepage: <http://www.smartfarmerproject.eu/newsletters.html>

Produktsprachen: Spanisch  
Englisch  
Lettisch  
Portugiesisch  
Griechisch

## Produkt 'SmartFarmer training programme'

**Titel:** SmartFarmer training programme

**Produkttyp:** Module

**Marketing Text:** The SmartFarmer training programme stimulates new eco-innovative ideas on the basis of sustainability by leading the beneficiaries to work on a base that will increase their economic and environmental performance.

The training programme is divided into 3 Modules and was developed to meet the needs of the target audience. Each unit includes case studies and practical exercises.

The SmartFarmer training programme can be accessed online at <http://e-platform.smartfarmerproject.eu/>.

**Beschreibung:** The training programme is divided into 3 Modules (which are further divided into 11 Units) and was developed to meet the needs of the target audience. Each unit includes case studies and practical exercises.

**Module 1: Strategic Planning and Marketing of “smart” organic agro-foods**

The Module provides the essential concepts and principles of marketing, the basics of strategic planning and guidelines for designing business and marketing strategies and plans.

Module 1 consists of:

UNIT 1: The Concept and Principles of Marketing (90 minutes)

UNIT 2: Business Strategic Planning (90 minutes)

UNIT 3: Designing Business and Marketing Strategies and Plans (180 minutes)

**Module 2: The Marketing Mix**

The Module provides information about marketing mix strategies, helping learners to define the best approach for their own businesses and activities.

Module 2 consists of:

UNIT 4: Product (60 minutes)

UNIT 5: Price (60 minutes)

UNIT 6: Promotion/Promotional tools (90 minutes)

UNIT 7: Place /Distribution (90 minutes)

UNIT 8: Lauterborn's 4Cs (60 minutes)

UNIT 9: Cooperation (90 minutes)

Unit 5 includes a useful tool for calculating market price.

**Module 3: Organic Farming, Quality Schemes and Ecoagriculture**

This Module is addressed to the EU agricultural product quality policy and the organic agriculture principles, legislation and certification. It will help learners to evolve towards eco-friendly cultivation practices.

Module 3 consists of:

UNIT 10: EU agricultural product quality policy (90 minutes)

UNIT 11: Towards Ecoagriculture (90 minutes)

Unit 11 includes a simple and concise Cultivation Guide aiming to provide some useful tips/guidelines to the learner for the cultivation of key superfoods (blueberries, raspberries/blackberries, goji berries, aronia and strawberries) related to the SmartFarmer project. The Guide was created in PowerPoint format, considering that it may be more attractive to the beneficiaries.

The SmartFarmer training programme can be accessed online at <http://e-platform.smartfarmerproject.eu/>.

**Zielgruppe:** Target groups:

- Bio-producers, potential bio-producers, managers and workers of SMEs of agro-food sector;

- Farmers associations, bio-producers cooperatives, superfood cooperatives, agricultural policy makers and decision-makers;

Potential beneficiaries:

## Produkt 'SmartFarmer training programme'

Zielgruppe: - Trainers, teachers, consultants, researchers, agricultural and marketing students and training and educational organisations;  
- People in rural communities, consumers and the general public.

Resultat: The SmartFarmer training programme is one of the main results of the project. The training programme is a concise, user-friendly guide to marketing of agro-food products with high nutritional value. It also provides a short introduction to cultivation of several super-berries.

Anwendungsbereich: The training programme provides opportunities to agricultural businesses (and their workforce) to gain new qualifications (new skills for new jobs) and successfully operate and compete in the market.

Homepage: <http://e-platform.smartfarmerproject.eu/>

Produktsprachen: Spanisch  
Lettisch  
Portugiesisch  
Griechisch  
Englisch

## Produkt 'E-learning environment of SmartFarmer'

**Titel:** E-learning environment of SmartFarmer

**Produkttyp:** Fernlehre

**Marketing Text:** The e-learning environment allows an easy access to SmartFarmer training programme, with interface in English, Greek, Latvian, Spanish and Portuguese. This online training material can be used for individual, self-directed learning or as supporting material to other training curriculums.

**Beschreibung:** The SmartFarmer e-Learning environment/ platform was developed with interface in English, Greek, Latvian, Spanish and Portuguese. It contains the three Modules of the SmartFarmer Training Programme. This online training material can be used for individual, self-directed learning or as supporting material to other training curriculums.  
The beneficiaries can study the whole SmartFarmer training material or they can go directly to certain modules/units in which they are interested.  
The Learner's Guide and the e-book that contains the complete learning contents can be found on the e-learning platform as well.  
A contact form is provided for the learners that may have questions or comments.  
All trainers and beneficiaries can access the SmartFarmer e-Learning Platform by visiting the following link: <http://e-platform.smartfarmerproject.eu>

**Zielgruppe:** Target groups:

- Bio-producers, potential bio-producers, managers and workers of SMEs of agro-food sector;
- Farmers associations, bio-producers cooperatives, superfood cooperatives, agricultural policy makers and decision-makers;

Potential beneficiaries:

- Trainers, teachers, consultants, researchers, agricultural and marketing students and training and educational organisations;
- People in rural communities, consumers and the general public.

**Resultat:** The e-learning environment allows an easy access to SmartFarmer training programme. Based on the result of pilot testing and evaluation, the SmartFarmer e-platform is simple and easy to use without any special technical support. The Learner's Guide that is included in the platform provides additional guidance and support.

**Anwendungsbereich:** The e-learning environment allows an easy access to SmartFarmer training programme. It can be used for individual, self-directed learning or as supporting material to other training curriculums.

**Homepage:** <http://e-platform.smartfarmerproject.eu>

**Produktsprachen:** Englisch  
Griechisch  
Spanisch  
Lettisch  
Portugiesisch

## Produkt 'Trainers' Handbook'

Titel: Trainers' Handbook

Produkttyp: andere

Marketing Text: The Trainers' Handbook acts as a support material to trainers/ facilitators that will implement the SmartFarmer training programme. It describes the potential users of the SmartFarmer training programme, provides an overview of the training material, presents the proposed training process, an overview of the e-learning platform and the SmartFarmer consortium. The Handbook can be downloaded from the project website.

Beschreibung: The goal of this handbook is to give the instructor the necessary guidance in order to fully meet the educational objectives of SmartFarmer training programme. The handbook describes the target group of the project/ potential users of the SmartFarmer training programme, provides an overview of the training material including learning outcomes by unit, presents the proposed training process, an overview of the e-learning platform and the SmartFarmer consortium. The Handbook can be downloaded from the project website, which makes it easily accessible to any trainer or training organisation that may wish to use SmartFarmer training programme or part of it.

Zielgruppe: Target group - trainers/ teachers/ facilitators  
Potential beneficiaries - participants of training programme:  
- Bio-producers, potential bio-producers, managers and workers of SMEs of agro-food sector;  
- Farmers associations, bio-producers cooperatives, superfood cooperatives, agricultural policy makers and decision-makers;  
- Agricultural and marketing students.

Resultat: The Handbook acts as a support material to trainers/ facilitators that will implement the SmartFarmer training programme.

Anwendungsbereich: The Handbook acts as a support material to trainers/ facilitators that will implement the SmartFarmer training programme.

Homepage: <http://www.smartfarmerproject.eu/deliverables.html>

Produktsprachen: Portugiesisch  
Lettisch  
Spanisch  
Griechisch  
Englisch

## Produkt 'Learner's Guide'

Titel: Learner's Guide

Produkttyp: andere

Marketing Text: The Learner's Guide provides an overview of the training material comprising the SmartFarmer e-platform, explains how a learner can use the e-platform, and suggests how to contact the project consortium. The Guide is a concise document that is intended to help the learners use the e-platform for independent learning.

Beschreibung: The Learner's Guide provides an overview of the training material comprising the SmartFarmer e-platform (<http://e-platform.smartfarmerproject.eu/>), explains step by step how a learner can use the e-platform, and suggests how to contact the project consortium. It explains that the main target group of the project and the training programme consists of farmers or potential farmers interested in the production and marketing of superfoods. The Guide is a concise document that is intended to help the learners use the e-platform for independent learning.

Zielgruppe: Target groups:

- Bio-producers, potential bio-producers, managers and workers of SMEs of agro-food sector;

- Farmers associations, bio-producers cooperatives, superfood cooperatives, agricultural policy makers and decision-makers;

Potential beneficiaries:

- Trainers, teachers, consultants, researchers, agricultural and marketing students and training and educational organisations;

- People in rural communities, consumers and the general public.

Resultat: The Guide is a useful tool in the hands of the trainees, as it explains the content and the breakdown of the core elements presented in the modules/units, and provides insight information to them for further study.

Anwendungsbereich: The Guide is a concise document that is intended to help the learners use the SmartFarmer e-platform for independent learning.

Homepage: <http://www.smartfarmerproject.eu/SmartFarmerPlatform/index.php?lang=en>

Produktsprachen: Englisch  
Griechisch  
Lettisch  
Portugiesisch  
Spanisch

## Produkt 'Pilot seminars based on the training programme'

Titel: Pilot seminars based on the training programme

Produkttyp: andere

Marketing Text: The pilot workshops allowed to:

- test and evaluate the SmartFarmer training programme with the target groups;
- identify possible improvements in the training programme contents and learning methodology, through the collection of the potential users' opinions and suggestions;
- encourage the target groups to use the SmartFarmer training programme.

Beschreibung: The objectives of the pilot workshops were to:

- test and evaluate the SmartFarmer training programme with the target groups;
  - identify possible improvements in the training programme contents and learning methodology, through the collection of the potential users' opinions and suggestions;
  - encourage the target groups to use the SmartFarmer training programme.
- In May-July 2015 the partners organised pilot workshops and made a show case of e-platform, teaching and giving feedback in each partner country. The workshops were organised using a common methodology. The target groups consisted of superfoods farmers and organic farmers, agriculture entrepreneurs, managers and staff of agro-production SMEs, and potential farmers. The total number of the participants of the pilot workshop ranged between 20-26 participants per partner country (Cyprus: 26, Portugal: 23, Spain: 22, Latvia: 21, Greece: 20).

Zielgruppe: Target groups:

- Bio-producers, potential bio-producers, managers and workers of SMEs of agro-food sector;

Potential beneficiaries:

- Farmers associations, bio-producers cooperatives, superfood cooperatives, agricultural policy makers and decision-makers;
- Trainers, teachers, consultants, researchers, agricultural and marketing students and training and educational organisations;
- People in rural communities, consumers and the general public.

Resultat: The pilot seminars allowed to test and evaluate the SmartFarmer training programme and e-learning environment, as well as the way of presentation (pilot workshop itself). This allowed ensuring that the main results of the project meet the needs of the target groups. The participants in all project countries were highly satisfied with the SmartFarmer pilot workshops.

Anwendungsbereich: The pilot seminars allowed to test and evaluate the SmartFarmer training programme and e-learning environment, as well as the way of presentation (pilot workshop itself). This allowed ensuring that the main results of the project meet the needs of the target groups.

Homepage:

Produktsprachen: Englisch  
Griechisch  
Spanisch  
Lettisch  
Portugiesisch

## Produkt 'Training programme evaluation report'

Titel: Training programme evaluation report

Produkttyp: andere

Marketing Text: The training programme evaluation report describes the procedures for testing and evaluating the SmartFarmer training programme and presents the outputs and recommendations resulting from the pilot training workshop organised in each project country.

Beschreibung: The training programme evaluation report describes the procedures for testing and evaluating the SmartFarmer training programme and presents the outputs and recommendations resulting from the pilot training workshop organised in each project country (Cyprus, Greece, Latvia, Portugal and Spain).

Zielgruppe: Target group - Project partners (internal document)

Potential beneficiaries:

- Bio-producers, potential bio-producers, managers and workers of SMEs of agro-food sector;

- Farmers associations, bio-producers cooperatives, superfood cooperatives, agricultural policy makers and decision-makers;

- Trainers, teachers, consultants, researchers, agricultural and marketing students and training and educational organisations;

- People in rural communities, consumers and the general public.

Resultat: The report contributes to the objective of the project to improve the skills and competences of people in the agricultural sector by presenting the results of testing and evaluation and suggesting some potential improvement areas for SmartFarmer Training programme and e-learning environment. The report concludes that the SmartFarmer Training Programme and e-learning platform were welcomed by the participants and the overall evaluation was very favourable. The e-learning platform was considered as easy to use and the training materials useful and applicable in everyday work.

Anwendungsbereich: The report contributes to the objective of the project to improve the skills and competences of people in the agricultural sector by presenting the results of testing and evaluation and suggesting some potential improvement areas for SmartFarmer Training programme and e-learning environment.

Homepage:

Produktsprachen: Englisch

## Produkt 'Promotional material: leaflets and USBs'

**Titel:** Promotional material: leaflets and USBs

**Produkttyp:** andere

**Marketing Text:** Project leaflet includes information about the Smartfarmer objectives and results, and is available in all partner languages and English.  
100 promotional USBs were produced, containing a full version of the training programme (off-line version of the e-learning platform), in all partners languages and in English.

**Beschreibung:** A project leaflet was prepared to disseminate information about the Smartfarmer objectives and results, in all project languages.  
100 promotional USBs were produced, containing a full version of the training programme (off-line version of the e-learning platform), in all partners languages and in English.

**Zielgruppe:** Target groups:

- Bio-producers, potential bio-producers, managers and workers of SMEs of agro-food sector;

Potential beneficiaries:

- Farmers associations, bio-producers cooperatives, superfood cooperatives, agricultural policy makers and decision-makers;

- Trainers, teachers, consultants, researchers, agricultural and marketing students and training and educational organisations;

- People in rural communities, consumers and the general public.

**Resultat:** Promotional material contributed to the dissemination of information about the project and its results. This allowed to attract the attention of the target groups, provide relevant information and invite for cooperation in the project.

**Anwendungsbereich:** Promotional material contributed to the dissemination of information about the project and its results. This allowed to attract the attention of the target groups, provide relevant information and invite for cooperation in the project.

**Homepage:**

**Produktsprachen:** Englisch  
Lettisch  
Griechisch  
Spanisch  
Portugiesisch

## Produkt 'International Conference'

Titel: International Conference

Produkttyp: andere

Marketing Text: The main goal of the Conference was to provide the partners with another opportunity to meet and discuss the project results with the target group and other stakeholders, and to explore the issues of further cooperation. Moreover, the conference aimed to disseminate the project's outputs (training material and e-learning platform) to the target groups and at the same time to pave the way for their exploitation.

63 persons attended the conference showing the high interest for the SmartFarmer project results.

Beschreibung: The International Conference of the SmartFarmer project was held on 27 October 2015, in Limassol, Cyprus.  
The main goal of the Conference was to provide the partners with another opportunity to meet and discuss the project results with the target group and other stakeholders, and to explore the issues of further cooperation. Moreover, the conference aimed to disseminate the project's outputs (training material and e-learning platform) to the target groups and at the same time to pave the way for their exploitation.  
63 persons attended the conference showing the high interest for the SmartFarmer project results. Among the participants were included farmers, representatives of agricultural Producers' Organizations and Cooperatives, managers of agricultural SMEs, agricultural policy makers and agriculture extension personnel, agricultural and marketing students, teachers, researchers and consumers.

Zielgruppe: Target groups:

- Bio-producers, potential bio-producers, managers and workers of SMEs of agro-food sector;

Potential beneficiaries:

- Farmers associations, bio-producers cooperatives, superfood cooperatives, agricultural policy makers and decision-makers;

- Trainers, teachers, consultants, researchers, agricultural and marketing students and training and educational organisations;

- People in rural communities, consumers and the general public.

Resultat: The Conference formed another media to present the work undertaken by the Project Team, disseminate the results of the project in a face-to-face setting and further raise awareness and provide information to interested parties.

The conference directly contributed to the objectives of the project to improve the skills and competences of people in the agricultural sector by introducing a smart-farming training programme in Cyprus, Greece, Latvia, Portugal and Spain, and to encourage rural development in project participants' countries and in Europe.

Anwendungsbereich: The Conference formed another media to present the work undertaken by the Project Team, disseminate the results of the project in a face-to-face setting and further raise awareness and provide information to interested parties.

Homepage:

Produktsprachen: Griechisch  
Englisch

## Produkt 'Minutes of project meetings'

Titel: Minutes of project meetings

Produkttyp: andere

Marketing Text: The Minutes are important documents of project management. They helped summarise the decisions achieved during the consortium meetings, and served as a reminder of tasks to be completed and deadlines to be respected.

Beschreibung: Minutes of each project meeting were produced in order to document the agenda, participants, process and decisions of the meeting.

Zielgruppe: Project partners - internal document

Resultat: The Minutes are important documents of project management. They helped summarise the decisions achieved during the consortium meetings, and served as a reminder of tasks to be completed and deadlines to be respected. As all partners were always asked to comment, contribute and accept the Minutes, it improved understanding and raised commitment to the project.

Anwendungsbereich: The Minutes are important documents of project management. They helped summarise the decisions achieved during the consortium meetings, and served as a reminder of tasks to be completed and deadlines to be respected. As all partners were always asked to comment, contribute and accept the Minutes, it improved understanding and raised commitment to the project.

Homepage:

Produktsprachen: Englisch

## Produkt 'Project reports'

Titel: Project reports

Produkttyp: andere

Marketing Text: Project reports present the progress and achievements of the project, its financial status, exploitation potential and expected impact.

Beschreibung: Project reports present the progress and achievements of the project, its financial status, exploitation potential and expected impact.

Interim report was presented in September 2014 and the current Final report in December 2015.

In addition to compulsory contractual reports, the partners have prepared and presented to the coordinator 2 internal reports, which allowed to better control project progress.

Zielgruppe: Project partners, National Agency

Resultat: By analysing the progress of the project, the reports helped to make sure that the objectives of the project will be achieved.

Anwendungsbereich: By analysing the progress of the project, the reports helped to make sure that the objectives of the project will be achieved.

Homepage:

Produktsprachen: Englisch

## Produkt 'Needs analysis questionnaires'

Titel: Needs analysis questionnaires

Produkttyp: andere

Marketing Text: Needs analysis questionnaire was developed as part of needs analysis methodology. The questionnaires present the participants knowledge and opinions on different aspects of superfoods, (organic) farming and related training. The questionnaires served as a basis for development of Needs analysis report that contributed to the development of SmartFarmer methodology, training programme and learning materials.

Beschreibung: Needs analysis questionnaire was developed as part of needs analysis methodology. The questionnaire was translated into the languages of project countries. In total 130 needs analysis questionnaires were filled in/ collected in partner countries in February-May 2014. The questionnaires present the participants knowledge and opinions on different aspects of superfoods, (organic) farming and related training.

Zielgruppe: Target group - project partners;  
Potential beneficiaries - Farmers, Farmers Associations, Entrepreneurs, Managers and Marketing Managers of agricultural SMEs, employees of agricultural SMEs, Agricultural policy makers, Training organisations, Researchers, Students, People in rural communities.

Resultat: The questionnaires served as a basis for development of Needs analysis report that contributed to the development of SmartFarmer methodology, training programme and learning materials.  
Needs analysis also allowed to get in touch with the target group, exchange knowledge and information, and promote the expected results of the project and pilot testing.

Anwendungsbereich: The questionnaires served as a basis for development of Needs analysis report that contributed to the development of SmartFarmer methodology, training programme and learning materials.  
Needs analysis also allowed to get in touch with the target group, exchange knowledge and information, and promote the expected results of the project and pilot testing.

Homepage:

Produktsprachen: Englisch  
Griechisch  
Lettisch  
Portugiesisch  
Spanisch

## Produkt 'Evaluation questionnaires'

Titel: Evaluation questionnaires

Produkttyp: andere

Marketing Text: The main aim of the Evaluation Questionnaires was to collect necessary data concerning the quality and adequacy of the SmartFarmer Training Programme. The completed evaluation questionnaires were the main source of data for the Training programme evaluation report that analysed the extent to which the SmartFarmer training programme met the needs of the target group.

Beschreibung: The main aim of the Evaluation Questionnaires was to collect necessary data concerning the quality and adequacy of the SmartFarmer Training Programme.

The evaluation criteria were as follows:

- Overall satisfaction
- Meeting training objectives
- Application in everyday work (current or future)
- Easiness to use the platform
- Possibilities for expansion and sustainability

112 respondents filled in the evaluation questionnaires in 5 project countries.

The validation and treatment of the information collected through the learners' forms covered the following steps:

- Validation of information: information collected was analysed for data consistency.
- Recording of data: information collected was registered on an Excel file to create a data base; a codification scheme was defined for open-ended questions to facilitate subsequent processing and treatment of data.
- Descriptive statistical treatment: production of tables.
- Description and analysis of the results obtained.

Zielgruppe: Target group - project partners

Potential beneficiaries:

- Bio-producers, potential bio-producers, managers and workers of SMEs of agro-food sector;
- Farmers associations, bio-producers cooperatives, superfood cooperatives, agricultural policy makers and decision-makers;
- Trainers, teachers, consultants, researchers, agricultural and marketing students and training and educational organisations;
- People in rural communities, consumers and the general public.

Resultat: The completed evaluation questionnaires were the main source of data for the Training programme evaluation report that analysed the extent to which the SmartFarmer training programme met the needs of the target group.

Anwendungsbereich: The completed evaluation questionnaires were the main source of data for the Training programme evaluation report that analysed the extent to which the SmartFarmer training programme met the needs of the target group.

Homepage:

Produktsprachen: Spanisch  
Portugiesisch  
Englisch  
Lettisch  
Griechisch

## Veranstaltungen

### International Conference

Datum 27.10.2015

**Beschreibung** The International Conference of the SmartFarmer project was held on 27 October 2015, in Limassol, Cyprus.  
The main goal of the Conference was to provide the partners with another opportunity to meet and discuss the project results with the target group and other stakeholders, and to explore the issues of further cooperation. Moreover, the conference aimed to disseminate the project's outputs (training material and e-learning platform) to the target groups and at the same time to pave the way for their exploitation.  
63 persons attended the conference showing the high interest for the SmartFarmer project results. Among the participants were included farmers, representatives of agricultural Producers' Organizations and Cooperatives, managers of agricultural SMEs, agricultural policy makers and agriculture extension personnel, agricultural and marketing students, teachers, researchers and consumers.

**Zielgruppe** - Bio-producers, potential bio-producers, managers and workers of SMEs of agro-food sector;  
Potential beneficiaries:  
- Farmers associations, bio-producers cooperatives, superfood cooperatives, agricultural policy makers and decision-makers;  
- Trainers, teachers, consultants, researchers, agricultural and marketing students and training and educational organisations;  
- People in rural communities, consumers and the general public.

**Öffentlich** Öffentliche Veranstaltung

**Kontaktinformation** Mr Andreas Stylianou, a.stylianou@ari.gov.cy

**Zeitpunkt und Ort** 27 October 2015, Limassol, Cyprus