Projects and Products Portal for Leonardo da Vinci

Plateforme de formation des fabricants locaux de l'Europe

2013-1-TR1-LEO05-47598

http://www.adam-europe.eu/adam/project/view.htm?prj=11819

Information sur le projet

Titre:	Plateforme de formation des fabricants locaux de l'Europe
Code Projet:	2013-1-TR1-LEO05-47598
Année:	2013
Type de Projet:	Projets de transfert d'innovation
Statut:	En cours
Pays:	TR-Turquie
Accroche marketing:	Le projet ELMA-TP est basé sur la promotion et la commercialisation des produits locaux et régionaux.Le projet est fortement axé sur l'utilisateur final et s'appuie sur les approches fondées sur le savoir. Grâce à la combinaison de matériaux informatifs de haute qualité et des informations sur les meilleures pratiques de différents coins de l'Europe, le partenariat vise à montrer les façons pour les agriculteurs et les entreprises rurales comment trouver leur place dans le marché, et de les motiver à appliquer pleinement leurs capacités pour être compétitif dans les nouvelles conditions économiques. Les outils de formation méthodologiques en Marketing développés et les formateurs des pays partenaires formés pour former les agriculteurs, les PME rurales et les étudiants des écoles professionnelles pour la commercialisation des produits de niche et des produits avec des autorités locales ou d'identité régionale.
Résumé:	Local products are mainly products and services produced and offered by traditional sectors, while the monotonousness and rejection of change and innovation that stems from the tendency of becoming traditional makes it difficult for them to adapt to changing market conditions, eventually exhausting their capacity of competition. The general objective of the ELMA-TP is to increase the capacities of the companies to enter into new markets and their market share by generating vocational education and training environments based on career (CVET) and easily accessible in Small and Medium Sized Enterprises (SMEs) based on the regional production and thus contribute to the growth and competition power of the region and country. Another general objective of the ELMA-TP project is to contribute to implementation of the 'Principles of the Small Business Act for Europe' in European Union countries and in our country as well. Objectives of the ELMA-TP project are owners of business, entrepreneurs, and employees of the businesses based on the regional production; Development of the innovation abilities which are not technological (implementation of new and more effective business matters- organizational innovation, marketing in a way that product attracts more customers) provision of incremental innovation of the business organizations. -Raising awareness as to geographical indications -which are the most substantial instrument of practicing quality policies-, encouraging manufacture of quality products and enhancing their capability of branding; - Ensuring perpetual awareness by updating information regarding the legislations such as national and international geographical indications, EU harmonization codes, quality standards in relation with the sector and develop their export capacities, -Inform regarding the grant-incentives towards SMEs to create new markets, develop their networks by creating awareness about the participation in the national and international exhibition, seminars, fairs, to ensure transfer of best practices and provide mobility of the local products. -To contribute generalizing the use of BIT for business organizations to keep up with the change.
Description:	Total numbers of partners including the applicant is 12. There are total five countries. And the total cost of the project is 400.000 Euro while the total community grant is 300.000 Euro. Local products are mainly products produced and offered by traditional sectors while the uniform and rejection of change and innovation that stems from the tendency of becoming traditional makes it difficult for them to adapt to changing market conditions, eventually exhausting their capacity of competition. This situation is not intrinsic merely to our nation. It is indeed a common issue for all sectors where enterprises of small and medium scale are in dominant position, governance skills

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are limited, business quality suffers due to lack of sufficient input of new work force and research & development and innovation capacity is low. It is underlined in the report published by KOSGEB in 2008.
When laying out the National Rural Development Strategy, the State Planning Organization (DPT) takes into account realization of local potential in terms of marketing under the title of 'Strategic Objective 1: Developing Economy and Increasing Employment Opportunities'.
Exclusive strategies are developed in EU member states for products which maintain quality characteristics consolidated by their local nature and well-known and are associated with the state in which they are produced. There have been examples that products and manufacturers operate under better commercial circumstances, rendering local products capable of making vast contributions to regional economy thanks to the impact of branding. European Union policies have been developed to encourage geographical indications, which are an efficient means of protecting marketing and branding local products. The first regulations in this regard were the regulations number EEC 2081/92 and 2082/92 in the EU.
The ELMA-TP project has been prepared on the basis of EU priorities set for 2013, European 2020 strategies and the Bruges Communiqué.
The print outs of the Promotion and Marketing of Local and Regional Products (PROUDFARMER) project transferred according to the results of the needs analysis of the target audience shall be adapted to the training tools with ELMA-TP project. Initially, training modules will be prepared with emphasis on 4 main elements; Protection and Audit, Competition and Innovation, Promotion and Market Development, and System Management. And new training tools will be developed. These will be based on e-Learning, Blended Learning and T-Learning..The effects of the questionnaire will be measured through quantitative as well as qualitative tools like pretests and posttests.
The general objective is to increase the capacities of the companies to enter into new markets and their market share by generating vocational education and training environments based on career (CVET) and easily accessible in SMEs based on the regional production and contribute to the growth and competition power of the region and country. The Principles of the Small Business Act for Europe were published on June 5, 2011, as a Prime Ministry Communiqué and all public institutions were instructed to take these principles into consideration for of their operations. Another objective is to contribute to implementation of the 'Principles of the Small Business Act for Europe' in EU countries and in our country as well.
The targets are;
- Development of the non-technological innovation abilities (implementation of new and more effective business matters- organizational innovation, marketing in a way that product attracts more customers) provision of incremental innovation of the business organizations.
- Encourage the manufacturing of quality product and increase their capability in branding.
- Ensuring perpetual awareness by updating information regarding the legislations such as national and international geographical indications, EU harmonization codes, and quality standards in relation with the sector.
-Inform regarding the grant-incentives towards SMEs, develop their markets and networks by creating awareness about the participation in the national and international exhibition, seminars, and fairs.
-To ensure transfer of best practices by realizing cooperation and experience share with EU member countries, and provide mobility of the regional products.
-Transform business organizations into Learning Organization by encouraging the creation of appropriate environments where employees reflect their vocational information to the business organization
The ELMA-TP project overlaps with the three priorities which were laid out also within the scope of the Europe 2020 strategies: Smart Growth (an economy based on knowledge and innovation), Sustainable Growth (more efficient utilization of resources, a green and more competitive economy) and Inclusive Growth (an economy of high employment rates which ensures integration in the economic, social and peripheral senses). The general objective and targets of the ELMA-TP project

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	overlaps with then with the European 2020 vision. It serves the priority 3 of 2013 LDV programme priority.
Thèmes:	*** Formation tout au long de la vie *** Formation continue * Enseignement supérieur * Formation ouverte et à distance * Orientation professionnelle * Entreprise, TPE, PME * Formation initiale
Sectors:	*** Industrie Manufacturière *** Information et Communication *** Agriculture, Sylviculture et Pêche
Types de Produit:	Enseignement à distance Site Internet Modules Matériel pour l'enseignement
Information sur le produit:	European Regional product Current Status Report European Regional Product Inventory 5 Annual European Workshops The web site for Europe Local Manufacturers European Resource generator E-learning platform for the Europe Local Manufacturers Europe Regional Product Day
Page Web du projet:	www.europelocalproducts.eu

Contractant du projet

Nom:	GOVERNORSHIP OF BURSA
Ville:	BURSA
Pays/Région:	Bursa
Pays:	TR-Turquie
Type d'organisation:	Institution publique
Site Internet:	http://www.bursa.gov.tr

Personne de contact

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Coordinateur

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Partenaire

Partner 1

Nom: Science, Industry and Technology Provincial Directorate
Ville: BURSA
Pays/Région: Bursa
Pays: TR-Turquie
Type d'organisation: Autres
Site Internet: http://bursa.sanayi.gov.tr

Partner 2

Nom: Skupina Primera, celovite kadrovske resitve, d.o.o.
Ville: Ljubljana
Pays/Région: Slovenija
Pays: SL-Slovénie
Type d'organisation: Autres
Site Internet: http://www.skupinaprimera.si

Partner 3

Nom: TURKTICARET.Net Yazlm Hizmetleri A..
Ville: BURSA
Pays/Région: Bursa
Pays: TR-Turquie
Type d'organisation: Autres
Site Internet: http://www.turkticaret.net

Partner 4

Nom: Uluda Fresh Fruit and Vegetables Exporters' Association
Ville: BURSA
Pays/Région: Bursa
Pays: TR-Turquie
Type d'organisation: Autres
Site Internet: http://www.uib.org.tr

Partenaire

Partner 5

Nom: Bursa Tradesman and Craftsman Chambers Union
Ville: BURSA
Pays/Région: Bursa
Pays: TR-Turquie
Type d'organisation: Autres
Site Internet: http://www.besob.org.tr

Partner 6

Nom: Farmers Parliament Union
Ville: Riga
Pays/Région: Latvija
Pays: LV-Lettonie
Type d'organisation: Autres
Site Internet: http://www.zemniekusaime.lv

Partner 7

Nom: Agriculture and Rural Development Support Institution, Provincial Coordination Unit for Bursa
Ville: BURSA
Pays/Région: Bursa
Pays: TR-Turquie
Type d'organisation: Autres
Site Internet: http://www.tkdk.gov.tr

Partner 8

Nom: Hellenic Regional Development Center
Ville: Patras
Pays/Région: Dytiki Ellada
Pays: EL-Grèce
Type d'organisation: Autres
Site Internet: http://www.hrdc.org.gr

Partenaire

Partner 9

Nom:	AGIRE Scarl
Ville:	Sant''Atto
Pays/Région:	Abruzzo
Pays:	IT-Italie
Type d'organisation:	Autres
Site Internet:	http://www.poloagire.it

Partner 10

Nom:	K_Shift srl
Ville:	Campli (TE)
Pays/Région:	Abruzzo
Pays:	IT-Italie
Type d'organisation:	Autres
Site Internet:	http://www.kshift.it

Partner 11

Nom:	Pixel Association
Ville:	Firenze (Florence)
Pays/Région:	Toscana
Pays:	IT-Italie
Type d'organisation:	Autres
Site Internet:	http://www.pixel-online.net

Événements

Europe Regional product Day

Date	07.05.2015
Description	A fest for the European Local manufacturers allowing them to exhibit all their local products
Cible	Local Manufacturers Public
Public	Événement public
Informations de contact	arzuerdi@gmail.com
Date et lieu	May 2015 - Abruzzo Italy