



Education and Culture DG

Lifelong Learning Programme



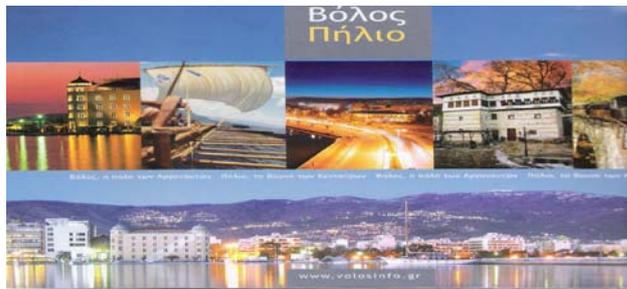
Innovation transfer for
Organic Retailing Education

CONFERENCE

LdV PROJECT TOI 2010-1-GR1-LEO05-03967

**“Implementation of a Quality Assurance system-QAS
for training in organic food retail”**

12 September, 2012. Volos, Greece.



UNIVERSITY OF THESSALY

1. PROGRAMME OF THE CONFERENCE

- **09.00'-10.00'** – Reception - registration
- **10.00'-10.15'** - **Introductory welcome speech**
by the Coordinator Prof. Dr. Stergios Tzortzios (P0-UTh)
- **10.15'-10.30'** – **Short speeches by Invited persons from various Institutions.**
- **Strategic Partners.** - **Representatives of the LdV Programme.**
- **10.30'-10.45'** **Presentation of the Quality Assurance System, and the EcoQualify I and II on which the current project is based on, and a brief presentation of Austria/Germany on overall situation for organic market/retail.**
by Partner1 - Ralph Liebing - ORA – Organic retailers Association, Vienna – Austria (P1-AU) and Ulrich Dierman _ Institut Equalita, Germany ((P4-DE)
- **10.45'-11.00'** – **Presentation of the project: ECOQUALIFY III: IMPLEMENTATION OF A QUALITY ASSURANCE SYSTEM FOR TRAINING IN ORGANIC FOOD RETAIL – objectives, results, outcomes, products**
By Prof. Dr S. Tzortzios (Coordinator-P0), Prof. Dr (Vice-Rector) Mariana Ivanova (P2-BG) and Athanasia Tziortziou MSc (P0-GR).
- **11.00'-11.30'** **Coffee break**

- **11.30'-11.45'** - **Brief analysis of the current situation of organic agriculture and organic food retailing in BG, GR, RO and TR based on the Framework Analysis .**
By Prof. Dr Vladislav Popov (P3-BG)
- **11.45'-12.00'** - **Summary of the Training need analysis of beneficiaries interested in organic food retailing based on the Framework Analysis in Bulgaria, Greece, Turkey, Romania**
By Prof. Dr Mariana Ivanova (P2-BG)
- **12.00'-12.15'** - **Results of the testing phase in the four countries.**
By Mr Damian Dragomir MSc. (P6-RO), and Mr Mihai Grigoras MSc (P6-RO).
- **12.15'-12.30'** - **Presentation of the main product – Quality Handbook – adaptation, improvement, final version after the testing phase.**
by Dr. Ass. Prof. Nazan Cevik (P7-TR)
- **12.30'-12.45'** - **Dissemination activities – overall summary of the major events organised by the partners. - Results of the last Workshops in the four countries.**
by Mr Nikos Zacharoulis (P5-GR)
- **12.45'-13.00'** - **Organic Foods Retailing – good practices of the City Farm – Istanbul**
by Mr Ayhan and Mrs Melahat Ozkan (P8-TR).
- **13.00'-14.30'** **Light lunch and coffee**
- **14.30'-14.45'** - **Financial matters**
By Lecturer Dr George Vlontzos (P0-GR.), Mrs Eygenia Gkagka (P0-GR), and Mr K. Mitrakopoulos (RC-UTh).
- **14.45'-15.00'** - **Technical matters –Presentation of the Project's site and ADAM.**
By Prof. Dr Nickolas Samaras, TEIL, (P0-GR) and Vissarion Goussios, MSc. (P0-GR).
- **15.00'-15.15'** - **General comments to the project implementation and overall project evaluation**
by Mr Ulrich Diermann (P4-DE).
- **15.15'-16.30'** - **Discussion –Round table-Pannel: S. Tzortzios, R. Liebing, M. Ivanova, V. Popov, , U. Diermann, N. Zacharoulis, D.Dragomir, N. Cevik, M. Ozkan.**
- **16.30'-17.00'** - **Conclusions: S. Tzortzios, M. Ivanova, R.Liebing, U.Diermann V. Popov, N. Zacharoulis, D.Dragomir, N. Cevik, M. Ozkan.**
- **END of the CONFERENCE**
- **20.30'-23.00'** - **DINNER**

2. RECEPTION

Photos from the Reception



Opening of the Conference with its presentation on the screen in the Conference room as:



Conference

**“IMPLEMENTATION OF A QUALITY ASSURANCE SYSTEM
FOR TRAINING IN ORGANIC FOOD RETAIL-
ECOQUALIFY III”
LEONARDO DA VINCI Transfer of Innovation
2010-1-GR1-LEQ05-03967**



Volos, 12 September 2012

UNIVERSITY OF THESSALY

3. Welcome speech

On behalf of the Organizing Committee I welcome you to our Conference in this beautiful hotel.

I would like to mention briefly the steps taken for the presentation of the Conference on matters associated with organizations, associations and media.

1. Invitations were sent to key institutions on the project:

- (a) The Regional Director of Thessaly informed us that due to commitments he has undertaken he could not attend the Conference but he sent the Vice Director to attend it.

- (b) Best wishes for the success of the Conference were also sent by the Vice-Rector (and President of the Research Committee) of the University of Thessaly, who was participating in a conference in Vienna from 9 until 15 September.
 - (c) The same happened with the Head of the Faculty of Agriculture-Crop Production and Rural Environment. (She is deputized by Prof. Tzortzios, who was Head and recently Deputy Head of the Faculty).
 - (d) The Central Office of Leonardo da Vinci in Brussels that first responded that although the first days of September were a heavy workload, they would try to send an expert representative on the subject, ultimately noticed that they could not attend; they sent their wishes for the success of the Conference.
 - (e) On the invitations sent out to the 3 leaders of the Greek National Unit, we have received a reply with the information that because of the heavy workload they could not attend and they sent their best wishes.
2. Invitations were sent to 20 Organizations and Associations concerned with organic farming, who sent some representatives who are here to present and offer to all participants some of their biological products. Most of the Associations replied sending their wishes.
 3. Invitations were also sent to all the newspapers and radio and TV broadcasters in the region, who published the Conference and the Workshop.

ANNOUNCEMENTS:

4. At noon, along with light lunch, we will visit the famous factory of EPSA, which produces organic refreshments as well. (It is nearby, so we will go on foot and they are waiting for us).
5. Visitors are kindly requested to fill in an evaluation form with their views on the Conference and return it to the Secretariat.
6. We also disclose the information to the visitors that they can get a "Certificate of Attendance" from the Secretariat.
7. In the evening we will have dinner with a Greek small orchestra. ??

3. ALL the speeches were presented according to the programme of the Conference.

The conclusions presented impressions of non-members of the project with placements of various specific strategic experts from the partner countries and representatives from Greek producers of ecological agriculture, who all spoke with flattering words about the importance of the project and the Conference. As a conclusion it was noted that the

project owes its success to the Partners' continuous and persistent encouragement and incitement and the consistency displayed by all partners with their associates during the implementation of the project.

(Photos and Video from all the speeches)





---- **At noon, after lunch, a scheduled visit was performed by all the participants to the famous factory of EPSA**, where the history of operation and the products of the factory were presented to the participants over time, the latter of which are prepared using organic herbal products and were agreed possible cooperation with some of the foreign participants.



---- **In the afternoon**, after the end of the conference, the participants toured the touristic sights of the area, and in the evening, dinner was offered with entertainment-an orchestra tendered by the hotel.

