

farms Up! Fostering the emerging agro-entrepreneurial culture through dynamic training solutions

527718-LLP-1-2012-1-GR-LEONARDO-LAM

<http://www.adam-europe.eu/adam/project/view.htm?prj=9927>

Information sur le projet

Titre: farms Up! Fostering the emerging agro-entrepreneurial culture through dynamic training solutions

Code Projet: 527718-LLP-1-2012-1-GR-LEONARDO-LAM

Année: 2012

Type de Projet: Mesures d'accompagnement

Candidature individuelle: Impossible

Date limite de dépôt de candidature:

Statut: Clôturé

Pays: EU-Projets centralisés

Accroche marketing: Le projet «FARMS UP» a réussi à promouvoir la culture de l'agro-entreprise émergente en Grèce et soutenu l'amélioration des compétences entrepreneuriales des agriculteurs. La mise en œuvre de quatre ateliers, une conférence Européenne et un site Web avec un jeu interactif et une base de données consultable de plus de 22 projets Leonardo da Vinci, ont aidé les entrepreneurs d'affaires agricoles à s'améliorer et d'acquérir des connaissances sur des questions clés, telles que la branding et le marketing.

Résumé: Agriculture plays an important role in the European Economy with funds for agriculture and rural development (i.e. CAP financial support to farmers, production of methods for food quality and safety, marketing of agricultural products) representing 42% of the total EU budget, showing that the CAP is a vital issue for the European policy. In 2010, European exports of agricultural products allowed farmers within the EU to collect a total of 90 billion euros, while the average increase in the income produced by agricultural activities reached 12.3%. At the same time, however, agriculture in Greece, the third largest industry that contributes 4% to the country's total GDP (IMF, 2010), faced a 4.3% drop in its produced agricultural income within the same period, which was the 3rd largest decrease among EU Member States (Agriculture in EU: Statistical and Economic Report 2010). The agricultural sector in Greece is now shrinking by a 4% rate annually (Eurostat). Greek sustainable agro-business practices and increased exports are expected to be beneficial for an economic recovery and growth in Greece, as they could prove to be a way out of the current severe financial crisis, especially as there is great potential for the Greek agricultural sector if it becomes more business oriented, more efficient and more competitive. In this frame, it is also very important to encourage farmers, regardless of age and origin, to learn what LLP can do for them, by offering them a personal development advantage and operations effectiveness through the implementation of entrepreneurial principles. The project aims to trigger farmers in seeking more information on agricultural entrepreneurship by illustrating the existence of projects which could help them into that direction. More specifically, 'farms Up!' will present 22 LdV projects that have been pre-identified and evaluated to meet the quality criteria established by the consortium (e.g. content, outputs, quality). The selected 22 LdV projects will be promoted in a more tailor-made and attractive way for the target audience so as to be able to take advantage of the available learning material and improve their entrepreneurial skills. Lastly, a key 'farms Up!' advantage is the combination of results from such projects (LdV) to raise awareness and interest for the pursuit of agricultural entrepreneurship, while informing on opportunities and delivered tools already available for use offered by LLP.

Description: 'farms Up!' aims to foster the emerging agro-entrepreneurial culture through dynamic existing training solutions and to trigger farmers in seeking more information on agricultural entrepreneurship by illustrating existing training solutions which could help them into that direction.

Main project objectives:

Encouragement of farmers' entrepreneurial mind setting, culture and sustainable

Information sur le projet

activity;

Showcase the available training tools through the promotion of 22 LdV projects that will assist farmers into becoming better entrepreneurs by developing or/and improving their entrepreneurial skills and competencies;

Encourage farmers, regardless of age and origin, to learn what LLP can do for them, by offering them a personal advantage for development and operations effectiveness through the implementation of entrepreneurial principles;

Enable farmers to acquire knowledge and know-how on ways to brand and market their products, on how to increase sales and profit;

Inform farmers on how to better manage their business and on the market opportunities that exist for them.

The promotion of the twenty-two (22) LdV Projects focusing on agricultural entrepreneurship will give farmers the opportunity to explore projects that have already addressed their existing needs in agricultural entrepreneurship. These projects will urge farmers to capitalize on the already existing material, which has been previously developed and implemented, in order to eventually become better entrepreneurs.

According to the data provided by EU Commission in the "Statistical and Economic Information Report 2010", the performance of the agricultural sector in Greece is dropping (4.3%, decrease in 2010) compared to the average within the EU (12.3%, increase from 2010). The European environment shows that the agricultural sector will grow in the years to come and the price of the agricultural products will increase (EC Agriculture and Rural Development, Statistical and Economic Information Report 2010). This is a clear opportunity for Greek farmers to establish and operate sustainable agro-entrepreneurial structures that could be profitable and competitive at a national, European and international level.

Greek sustainable agro-business practices and increased exports are expected to be beneficial for an economic recovery and growth in Greece, as they could be a way out of the current severe financial crisis, especially as there is great potential for the Greek agricultural sector if it becomes more business oriented, more efficient and more competitive.

Thèmes: *** Utilisation et diffusion de résultats
 *** Marché du travail
 *** Entreprise, TPE, PME
 *** Formation continue

Sectors: *** Agriculture, Sylviculture et Pêche
 * Hébergement et Restauration

Types de Produit: Autres
 Site Internet

Information sur le produit: A vortal (vertical portal) focuses and targets to specific sector (i.e. Agriculture) thus providing a central virtual place for people with common interests, preferences, backgrounds and concerns, as well as deeper content, information and resources for the particular sector. Being the dynamic key dissemination and networking tool, it will raise awareness, inform, engage and promote Agro-entrepreneurship to Greek and European farmers, with an emphasis on the pre-identified 22 LdV projects.

It will serve as a strong exploitation and sustainability tool, having as starting point the 22 projects but also allowing for further dynamic growth, as it will be easily expandable, in terms of content (i.e. ongoing data entry of LLP/LdV projects) and more users throughout Europe (see WP7 Exploitation).

1. In brief, the 'farms Up!' vortal will:

Provide a soft gamification to increase users' engagement by encouraging the target audience, through a storytelling scenario with game-like elements, to think as an entrepreneur. An eye-catching game section will challenge the users to play and test their agro-entrepreneurial performance. Actually, users will be placed into virtual situations where they will have to act on real-life issues that farmers face.

Provide the sophisticated 'Search' engine which, following a quick search in the project dynamic database, will best match user's input and post a project short list based on user's queries on training needs. A tailor-made search questionnaire will be created (multiple choices/ keywords) that will allow queries to be connected to

Information sur le projet

one or more relevant projects. The vortal dynamic database will be continuously enriched (standard input form) with other LLP projects.

Show Case the 22 LdV projects in a homogeneous, informative/smart/friendly, format through the design of e-leaflets (EN & EL); thus, making the project purpose and outcomes comprehensive and attractive.

Include farmers' real-life Success Stories (local heros) who have outstanding entrepreneurial stories to share with others acting as role models (text or/and video); Newscasting section to inform visitors on the latest news on agricultural entrepreneurship, funding initiatives, training, workshops; Agro-Photo competition for users to directly upload their agro-photographic footage and take part in a voting poll for the top 10 e-posters.

Page Web du projet: <http://farmsup.eu>

Contractant du projet

Nom: Militos Emerging Technologies & Services (Filippos Karamanlis & SIA EE)
Ville: Athens
Pays/Région: Attiki
Pays: EL-Grèce
Type d'organisation: Entreprise de petite et de moyenne taille (jusqu'à 250 employés)
Site Internet: <http://www.militos.org/en>

Personne de contact

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Fax: +302106772116
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Site internet: <http://www.militos.org/en>

Coordinateur

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Ville: Athens
Pays/Région: Attiki
Pays: EL-Grèce
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Fax: +302106772116
E-mail: koslowsky@militos.org
Site internet: <http://www.militos.org/en>

Partenaire

Partner 1

Nom: LIFE LONG LEARNING RESEARCH INSTITUTE (3L RESEARCH INSTITUTE)
Ville: Athens
Pays/Région: Attiki
Pays: EL-Grèce
Type d'organisation: Association/organisation non gouvernementale
Site Internet: <http://www.imede.gr>

Partner 2

Nom: Committee of professional agricultural organisations in the EU
Ville: Brussels
Pays/Région: Bruxelles Cap, Brussel Hof
Pays: BE-Belgique
Type d'organisation: Association/organisation non gouvernementale
Site Internet: <http://www.copa-cogeca.eu>

Partner 3

Nom: MSCOMM SA
Ville: Athens
Pays/Région: Attiki
Pays: EL-Grèce
Type d'organisation: Entreprise de petite et de moyenne taille (jusqu'à 250 employés)
Site Internet: <http://www.mscommgroup.com>

Données du projet

farmsUP!_PR_Game_EL.pdf

http://www.adam-europe.eu/prj/9927/prj/farmsUP%21_PR_Game_EL.pdf

farmsUP! PR_Game_EN.pdf

http://www.adam-europe.eu/prj/9927/prj/farmsUP%21%20PR_Game_EN.pdf

[Press_Release_1_Have_you_got_what_it_takes?](#)

farmsUP! PR_Photo_Competition_EL.pdf

http://www.adam-europe.eu/prj/9927/prj/farmsUP%21%20PR_Photo_Competition_EL.pdf

farmsUP! PR_Photo_Competition_EN.pdf

http://www.adam-europe.eu/prj/9927/prj/farmsUP%21%20PR_Photo_Competition_EN.pdf

farmsUP! PR_Prize_EL.pdf

http://www.adam-europe.eu/prj/9927/prj/farmsUP%21%20PR_Prize_EL.pdf

farmsUP! PR_Prize_EN.pdf

http://www.adam-europe.eu/prj/9927/prj/farmsUP%21%20PR_Prize_EN.pdf

farmsUP! PR_Win_EL.pdf

http://www.adam-europe.eu/prj/9927/prj/farmsUP%21%20PR_Win_EL.pdf

farmsUP! PR_Win_EN.pdf

http://www.adam-europe.eu/prj/9927/prj/farmsUP%21%20PR_Win_EN.pdf

Produits

- 1 farms Up! Vortal (vertical portal)
- 2 Agro-Entrepreneurial Regional Workshops
- 3 Final Progress Report
- 4 22 Project Show Case e-Leaflets
- 5 Agro-Entrepreneurial Workshop Invitations
- 6 farmsUP! "This farm is your Business!" Conference
- 7 farmsUP! Online banners
- 8 farmsUP! Agro-entrepreneurial Booklet
- 9 farmsUP! Agro-biz Recomendations
- 10 farmsUP! Powerpoint Presentation

Produit 'farms Up! Vortal (vertical portal)'

Titre: farms Up! Vortal (vertical portal)

Type de Produit: Site Internet

Texte marketing: A vortal (vertical portal) focuses and targets to specific sector (i.e. Agriculture) thus providing a central virtual place for people with common interests, preferences, backgrounds and concerns, as well as deeper content, information and resources for the particular sector. Being the dynamic key dissemination and networking tool, it will raise awareness, inform, engage and promote Agro-entrepreneurship to Greek and European farmers, with an emphasis on the pre-identified 22 LdV projects.

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Provide the sophisticated 'Search' engine which, following a quick search in the project dynamic database, will best match user's input and post a project short list based on user's queries on training needs. A tailor-made search questionnaire will be created (multiple choices/ keywords) that will allow queries to be connected to one or more relevant projects. The vortal dynamic database will be continuously enriched (standard input form) with other LLP projects.

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Include farmers' real-life Success Stories (local heroes) who have outstanding entrepreneurial stories to share with others acting as role models (text or/and video); Newscasting section to inform visitors on the latest news on agricultural entrepreneurship, funding initiatives, training, workshops; Agro-Photo competition for users to directly upload their agro-photographic footage and take part in a voting poll for the top 10 e-posters.

Cible: Farmers and workers in the agricultural sector
Trainers for the agricultural sector
New or willing entrepreneurs in the agricultural sector
Employees associated with the agricultural sector

Résultat:

Domaine d'application:

Adresse du site Internet: <http://farmsup.eu/en/page/index>

Langues de produit: anglais
grec moderne

Produit 'Agro-Entrepreneurial Regional Workshops'

Titre: Agro-Entrepreneurial Regional Workshops

Type de Produit: Autres

Texte marketing: The workshops will focus on R&D in farming practises, agro-entrepreneurship farmers' education and training, networking and branding, marketing & promotion of products, and discussions on the EU CAP. Each workshop agenda will foresee the 'farms Up!' vortal presentation, with an emphasis on the 22 LdV projects, key speakers on agro-entrepreneurship, agro-entrepreneurial success stories (local heros), and an open discussion on the agricultural entrepreneurship engaging the workshop audience in vivid dialogue and Q&A session. Highly knowledgeable experts who have complementary expertise on matters related to agriculture and entrepreneurship will be invited as key speakers.

Description: Following the official launch of the 'farms Up!' vortal, a series of dynamic Agro-Entrepreneurial Regional Workshops will be organised in order to encourage farmers' entrepreneurial mind setting, culture and sustainable activity. Workshop participation will offer targeted farmers with the opportunity to find ways on how to develop or/and improve their entrepreneurial skills and competencies through the promotion of the 22 LdV projects that could assist farmers into becoming better entrepreneurs and acquire knowledge and know-how on ways to brand and market their products, to increase their sales and profits. The workshops will focus on R&D in farming practises, agro-entrepreneurship farmers' education and training, networking and branding, marketing & promotion of products, and discussions on the EU CAP. Each workshop agenda will foresee the 'farms Up!' vortal presentation, with an emphasis on the 22 LdV projects, key speakers on agro-entrepreneurship, agro-entrepreneurial success stories (local heros), and an open discussion on the agricultural entrepreneurship engaging the workshop audience in vivid dialogue and Q&A session. Highly knowledgeable experts who have complementary expertise on matters related to agriculture and entrepreneurship will be invited as key speakers. A more 'grass root' approach will be applied for the intense direct promotion of the 22 LdV projects and the 'farms Up!' vortal; more specifically, at the same premises, right out of the workshop room, there will be a specific show case set up that will demonstrate and promote the 'farms Up!' vortal creative functions, such as the soft gamification (participants will be invited to play on the spot), the 'truck search" (participants will be able to place their queries and get matching reports on training solutions that directly address their needs), and have a closer look and information on the 22 LdV projects (eLeaflets will be also available in printed format, see WP5 Dissemination). All project promotions will be marketed to fit local needs.

Cible: Farmers and workers in the agricultural sector
Trainers for the agricultural sector
New or willing entrepreneurs in the agricultural sector
Employees associated with the agricultural sector

Résultat: Overall, the workshops managed to effectively transfer knowledge to their participants, as seen from the evaluation of the workshops. The main points raised and were common to all workshops were the fact that Greece does not have a Chamber of Agriculture, therefore farmers have to seek the information they need, on their own. There are supporting mechanisms that exist, but farmers do not have access to them either due to lack of knowledge of their existence, or lack of time due to heavy workload. It has been seen that the European Union has made several actions with the aim to help farmers improve their business, since it is indisputable that they are entrepreneurs, and increase their profits and well-being at a time of universal financial distress. Local authorities and institutions have also implemented several activities to assist farmers towards that direction. Taking also advantage of the European projects promoted by farmsUP!, farmers can have at their hands powerful tools that can help them excel their operations.

Domaine d'application: Entrepreneurship Training for agricultural farmers and employees

Produit 'Agro-Entrepreneurial Regional Workshops'

Adresse du site Internet:

Langues de produit: anglais
grec moderne

Produit 'Final Progress Report'

Titre: Final Progress Report

Type de Produit: Autres

Texte marketing: farmsUP! has promoted the underdeveloped concept of agro-entrepreneurship to the Greek agricultural community. During the 12 months of the project duration, under the coordination of Militos, highly experienced partners (Copa-Cogeca, mscomm, 3L Research Institute) have planned and implemented an enormously effective communication campaign, that encourages to explore and learn about the potential of agricultural entrepreneurship. The public part of the Final Report gives an overview about the achievements of this successful project.

Description:

Cible:

Résultat: Final Report - Public Part

Domaine d'application:

Adresse du site Internet:

Langues de produit: anglais

product files

2012_3458_FR_farmsUP_pub.pdf

http://www.adam-europe.eu/prj/9927/prd/3/1/2012_3458_FR_farmsUP_pub.pdf

Produit '22 Project Show Case e-Leaflets'

Titre: 22 Project Show Case e-Leaflets

Type de Produit: Autres

Texte marketing:

Description: The e-leaflets of the 22 EU, LLP projects that farmsUP! promoted.

Cible:

Résultat: Electronic leaflets in EN & EL

Domaine d'application:

Adresse du site Internet: www.farmsup.eu

Langues de produit: grec moderne
anglais

product files

farmsUP!_AgriMarketing_EL.pdf

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_AgriMarketing_EL.pdf

farmsUP!_AgriMarketing_EN.pdf

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_AgriMarketing_EN.pdf

farmsUP!_AgroTourNetQuality_EL.pdf

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_AgroTourNetQuality_EL.pdf

farmsUP!_AgroTourNetQuality_EN.pdf

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_AgroTourNetQuality_EN.pdf

farmsUP!_AgroTrain_EL.pdf

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_AgroTrain_EL.pdf

farmsUP!_AgroTrain_EN.pdf

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_AgroTrain_EN.pdf

farmsUP!_BusinessTransfer_EL.pdf

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_BusinessTransfer_EL.pdf

farmsUP!_BusinessTransfer_EN.pdf

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_BusinessTransfer_EN.pdf

farmsUP!_BusinessTransferIII_EL.PDF

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_BusinessTransferIII_EL.PDF

farmsUP!_BusinessTransferIII_EN.pdf

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_BusinessTransferIII_EN.pdf

product files

farmsUP!_CerOrganic_EL.pdf

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_CerOrganic_EL.pdf

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farmsUP!_CICEI_EN.pdf

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farmsUP!_comtrain_EL.pdf

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farmsUP!_comtrain_EN.pdf

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farmsUP!_ECE_EL.pdf

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farmsUP!_ECOQUALIFY_EL.pdf

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_ECOQUALIFY_EL.pdf

farmsUP!_ECOQUALIFY_EN.pdf

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_ECOQUALIFY_EN.pdf

farmsUP!_ECOQUALIFYIII_EL.pdf

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_ECOQUALIFYIII_EL.pdf

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http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_ECOQUALIFYIII_EN.pdf

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farmsUP!_mENTERing_EN.pdf

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product files

farmsUP!_mikromarkt_EL.pdf

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_mikromarkt_EL.pdf

farmsUP!_mikromarkt_EN.pdf

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farmsUP!_OATS_EL.pdf

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farmsUP!_OATS_EN.pdf

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farmsUP!_Organic_Balkanet_EL.pdf

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_Organic_Balkanet_EL.pdf

farmsUP!_Organic_Balkanet_EN.pdf

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_Organic_Balkanet_EN.pdf

farmsUP!_Organic_Mednet_EL.pdf

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_Organic_Mednet_EL.pdf

farmsUP!_Organic_Mednet_EN.pdf

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farmsUP!_Proudfarmer_EL.pdf

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farmsUP!_Proudfarmer_EN.pdf

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_Proudfarmer_EN.pdf

farmsUP!_Sheepskills_EL.pdf

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_Sheepskills_EL.pdf

farmsUP!_Sheepskills_EN.pdf

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_Sheepskills_EN.pdf

farmsUP!_WERT_EL.pdf

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_WERT_EL.pdf

farmsUP!_WERT_EN.pdf

http://www.adam-europe.eu/prj/9927/prd/4/1/farmsUP%21_WERT_EN.pdf

Produit 'Agro-Entrepreneurial Workshop Invitations'

Titre: Agro-Entrepreneurial Workshop Invitations

Type de Produit: Méthodes de distribution

Texte marketing:

Description:

Cible: Farmers, Agro-entrepreneurs

Résultat:

Domaine d'application:

Adresse du site Internet: <http://farmsup.eu/en/page/events>

Langues de produit: grec moderne

product files

Invitation_Aliartos.jpg

http://www.adam-europe.eu/prj/9927/prd/5/1/Invitation_Aliartos.jpg

Invitation_Kontariotisa.jpg

http://www.adam-europe.eu/prj/9927/prd/5/1/Invitation_Kontariotisa.jpg

Invitation_Serres.jpg

http://www.adam-europe.eu/prj/9927/prd/5/1/Invitation_Serres.jpg

Invitation_Skala.jpg

http://www.adam-europe.eu/prj/9927/prd/5/1/Invitation_Skala.jpg

Produit 'farmsUP! "This farm is your Business!" Conference'

Titre: farmsUP! "This farm is your Business!" Conference

Type de Produit: Autres

Texte marketing:

Description: The conference was only the peak of a series of activities aiming to promote the Lifelong Learning Programme projects. farmsUP! offered knowledge and promoted directly to the farmers 22 European projects, while also built up a dialogue and listened to the farmers' problems through a set of interlinked and complementary dissemination actions that culminated into the European Conference "This farm is your business" (15/10/2013 Nafplio, Greece). The ultimate aim was to present in more detail the useful results of 22 European projects under the Lifelong learning Programme 2007-2013, in order to make those results available for further transfer to other countries across Europe, upgrading the level and quality of VET at large and address to the farmers' needs to acquire knowledge and know-how on ways to brand and market their top quality products, get the recognition they deserve, increase their sales and as a consequence earn higher profits, simply by starting to think more as entrepreneurs, in accordance with the priorities set by the European Commission. In total, the conference hosted approximately 1.000 participants, 380 of which were physically present at the conference and 605 who watched the conference online (through web streaming in Greek and English).

Cible:

Résultat: The noteworthy success of the event is justified both by the participants' comments that were addressed to the organising committee and by the feedback received from the Evaluation Questionnaires completed by the participants. Overall, the feedback was very positive and the comments congratulated the organisers for their initiative. This positive feedback shows a fruitful conference that managed to have a positive effect on the participants, as it spoke in the farmers' language and offered practical knowledge on the themes of: basic principles of agricultural entrepreneurship, marketing & branding of agricultural products, developing products for agro-tourism and mentoring for women agro-entrepreneurs.

Domaine d'application:

Adresse du site Internet: <http://farmsup.eu/en/page/conference>

Langues de produit: grec moderne
anglais

product files

Banners

farmsUP_Banner_Podium.jpg

http://www.adam-europe.eu/prj/9927/prd/6/4/farmsUP_Banner_Podium.jpg

farmsUP_Banner_Table.jpg

http://www.adam-europe.eu/prj/9927/prd/6/4/farmsUP_Banner_Table.jpg

FarmsUP_Rollup_Banner_Conference_EL.jpg

http://www.adam-europe.eu/prj/9927/prd/6/4/FarmsUP_Rollup_Banner_Conference_EL.jpg

product files

FarmsUP_Rollup_Banner_Conference_EN.jpg

http://www.adam-europe.eu/prj/9927/prd/6/4/FarmsUP_Rollup_Banner_Conference_EN.jpg

FarmsUP_Rollup_Banner_Vortal_EL.jpg

http://www.adam-europe.eu/prj/9927/prd/6/4/FarmsUP_Rollup_Banner_Vortal_EL.jpg

FarmsUP_Rollup_Banner_Vortal_EN.jpg

http://www.adam-europe.eu/prj/9927/prd/6/4/FarmsUP_Rollup_Banner_Vortal_EN.jpg

Posters

FarmsUP_Poster_Conference_EL.pdf

http://www.adam-europe.eu/prj/9927/prd/6/2/FarmsUP_Poster_Conference_EL.pdf

FarmsUP_Poster_Conference_EN.pdf

http://www.adam-europe.eu/prj/9927/prd/6/2/FarmsUP_Poster_Conference_EN.pdf

FarmsUP_Poster_Vortal_EL.pdf

http://www.adam-europe.eu/prj/9927/prd/6/2/FarmsUP_Poster_Vortal_EL.pdf

FarmsUP_Poster_Vortal_EN.pdf

http://www.adam-europe.eu/prj/9927/prd/6/2/FarmsUP_Poster_Vortal_EN.pdf

Promotional Leaflet / Agenda

farmsUP_Leaflet_Agenda_EL.pdf

http://www.adam-europe.eu/prj/9927/prd/6/3/farmsUP_Leaflet_Agenda_EL.pdf

farmsUP_Leaflet_Agenda_EN.pdf

http://www.adam-europe.eu/prj/9927/prd/6/3/farmsUP_Leaflet_Agenda_EN.pdf

Produit 'farmsUP! Online banners'

Titre: farmsUP! Online banners

Type de Produit: Méthodes de distribution

Texte marketing:

Description:

Cible:

Résultat:

Domaine d'application:

Adresse du site Internet:

Langues de produit: grec moderne
anglais

product files

Banners.zip

<http://www.adam-europe.eu/prj/9927/prd/7/1/Banners.zip>

Produit 'farmsUP! Agro-entrepreneurial Booklet'

Titre: farmsUP! Agro-entrepreneurial Booklet

Type de Produit: Matériel d'apprentissage

Texte marketing:

Description:

Cible:

Résultat:

Domaine d'application:

Adresse du site Internet:

Langues de produit: anglais
grec moderne

product files

farmsUP_Booklet_EL.pdf

http://www.adam-europe.eu/prj/9927/prd/8/1/farmsUP_Booklet_EL.pdf

farmsUP_Booklet_EN.pdf

http://www.adam-europe.eu/prj/9927/prd/8/1/farmsUP_Booklet_EN.pdf

Produit 'farmsUP! Agro-biz Recomendations'

Titre: farmsUP! Agro-biz Recomendations

Type de Produit: Procédure pour l'analyse et le pronostic des besoins de la formation professionnelle

Texte marketing:

Description: Agro-biz recommendations encapsulates all the key themes, issues, points, proposals and recommendations that were raised during the implementation of the four workshops, and the final conference of the FarmsUP! Project. It seeks to communicate the results of the discussions in a clear and coherent manner so as to be easily exploited by farmers and policy makers, namely it serves as the legacy of these encounters between farmers, academics and policy practitioners regarding agro entrepreneurship.

Cible:

Résultat:

Domaine d'application:

Adresse du site Internet:

Langues de produit: anglais

product files

farmsUP!_Agro-Biz Recommendations.pdf

http://www.adam-europe.eu/prj/9927/prd/9/1/farmsUP%21_Agro-Biz%20Recommendations.pdf

Produit 'farmsUP! Powerpoint Presentation'

Titre: farmsUP! Powerpoint Presentation

Type de Produit: Autres

Texte marketing:

Description:

Cible:

Résultat:

Domaine d'application:

Adresse du site Internet:

Langues de produit: anglais

product files

farmsUP! - Final Presentation.ppsx

<http://www.adam-europe.eu/prj/9927/prd/10/1/farmsUP%21%20-%20Final%20Presentation.ppsx>

Événements

'farms Up!' Conference

Date 15.10.2013

Description The conference succeeded on its goal! It presented available European tools and knowledge to existing and future farmers and encouraged them to think more like entrepreneurs do, by strengthening their entrepreneurial skills and competencies. After all, this farm is their business! The conference had approximately 1000 participants (380 by their physical presence and 605 through live webstreaming)

Cible

Public Événement public

Informations de contact Jens Koslowsky
koslowsky@militos.org
+302106772129

Date et lieu 15.10.2013
Hotel Amalia, Nafplio, Greece

Agro-entrepreneurial Workshop: "Branding, marketing and promotion of agricultural products"

Date 05.07.2013

Description

Cible

Public Événement public

Informations de contact

Date et lieu 05.07.2013 Skala, Lakonia, Greece

Événements

Agro-entrepreneurial Workshop: "Ways and practices to support agricultural entrepreneurship"

Date 12.06.2013

Description

Cible

Public Événement non public

Informations de contact

Date et lieu 12.06.2013 Serres, Serres, Greece

Agro-entrepreneurial workshop: "Research and development in farming practices and the EU Common Agricultural Policy"

Date 06.06.2013

Description

Cible

Public Événement public

Informations de contact

Date et lieu 06.06.2013 Kontariotisa, Pieria, Greece

Agro-entrepreneurial Workshop: "Education and training in agricultural entrepreneurship"

Date 17.05.2013

Description

Cible Farmers, Agro-entrepreneurs, Policy Makers

Public Événement public

Informations de contact

Date et lieu 17.05.2013 Aliartos, Viotia, Greece