



Newsletter 4 December 2022

Second face-to-face partner meeting

The second project meeting within the Foodimprov'iders project was held in Paris, France on November 21-22, 2022. The meeting was hosted by the project coordinator ANIA and all project partners were represented. Partners reviewed the project progress since the partner meeting in May, as well as some aspects related to the overall project management and implementation. The meeting was particularly important in analysing the results of the testing activities and planning of the further offline and online implementation of training content.



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<https://foodimproviders.eu/>

Testing activities and optimization of training contents and educational provision



A word from the coordinator, Françoise GORGA

As we enter the home stretch of the project, we are also tackling the most important part of our work. We will be rolling out our training offer widely in Italy, Spain, Slovenia and Hungary. There are two main issues.

The first is to check that the offer developed actually meets the needs of the actors. These needs were identified at the beginning of the project and guided us in the development of the Food Improv'iders project training pathway.

The second one is linked to the quality of the materials developed. Are they adapted to the target group? The work carried out must have a positive impact on the daily activity of farmers who wish to engage in the marketing of short circuits. If these two steps are validated, we will have succeeded. This is why the students' feedback will be essential.

We reserve the right to modify, adapt and improve things between now and the end of the project in order to be able to share the material developed widely. We hope that this will contribute to the development of short circuits for the benefit of the actors and consumers, but also of the environment.

Successful Foodimprov'iders Trials in Spain

We are thrilled to announce the successful completion of trials for the Foodimprov'iders program, designed by the Fundación Juana de Vega. The program consisted of seven online modules hosted on the Foodimprov'iders platform, four face-to-face sessions held at FJDV facilities, four short web conferences and one technical visit.

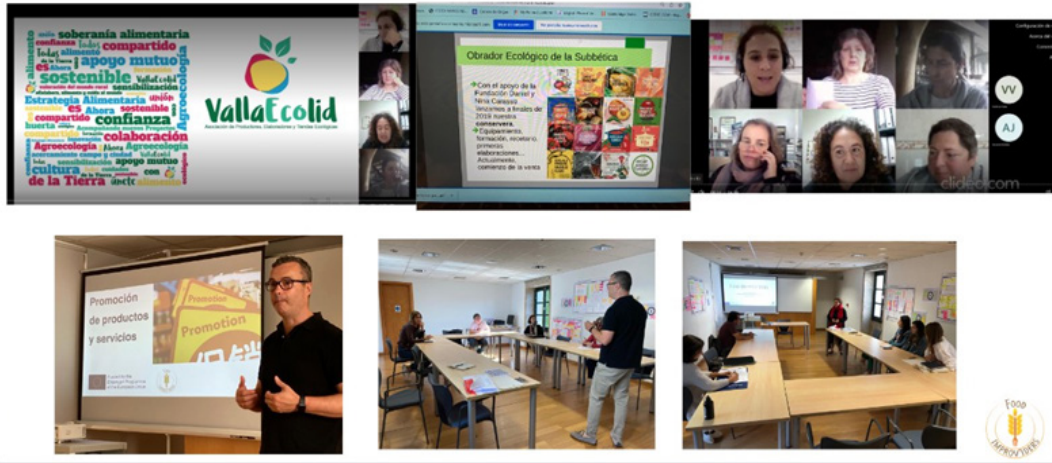
The aim of these in-person activities was to complement and enhance the learning outcomes of the online modules and to present the project to participants in training sessions. The face-to-face sessions focused on branding and marketing, with expert trainer David F. Veloso leading the sessions on marketing mix: promotion, product, and distribution. The technical visit was related to modules 2 (Food Safety) and module 6 (Food Processing). The web conferences were concentrated on good practices and showcased 4 different examples of local SFSC in Spain, including regional marketplaces, consumers groups, bio-school catering and public procurement, and producers' associations.

Students interested in the Foodimprov'iders training offer had two options to choose from: fully online or a hybrid mode of training. Those who chose the fully online mode were required to enrol in a minimum of three modules, while students who chose the hybrid mode had to enrol in all online modules and at least three face-to-face activities, as well as attend 4 web conferences.

Out of the 41 pre-registered students, 18 were accepted to follow the courses in the first year of trials, with 10 students opting for the online mode and 8 for the hybrid mode.

We are thrilled with the results of this program and the positive impact it is having on local producers. We will continue our support to local agriculture and short food supply chain models in Europe.

Face-to-face sessions and webconferences in Spain



Project coordinator:

Françoise Gorga

fgorga@ania.net

Dissemination and communication:

Galina Ivanova

galina.ivanova@europroject.eu

International partnership

Foodimpro'viders partners are organisations from six different EU countries. Sharing experience and ideas is one of the greatest assets of the project

