

FOOD IMPROV'IDERS

Provide producers with fit-for-purpose knowledge to develop new sustainable food chain models improving their revenue and enhancing consumers' satisfaction

D1.5 Raw learning contents and internal assessment



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<https://foodimproviders.eu>

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The project is aiming to develop the skills and knowledge of EU producers in short food chains circuits to facilitate their insertion in existing network and/or the creation of new one to rebalance their role in the food chain.

More information on the project can found at www.foodimproviders.eu.

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1. Introduction

In this document will be analyzed the work done by the partners to assess the quality and completeness of the raw version of the pedagogical material.

2. Project Summary

FOOD IMPROV'IDERS is an Erasmus+ project that aims to provide EU food producers with tailored training content in line with their needs and lifestyle to improve their skills and knowledge in short food chains circuits. To reach the beneficiaries, the project will offer the training content both online and in presential courses.

The FOOD IMPROV'IDERS project gathers 6 partners from 6 different EU Member States (France, Bulgaria, Italy, Hungary, Slovenia, Spain) having complementary profiles in order to provide the necessary expertise for the implementation of all project tasks.

Part. #	Partner name	Partner short name	Country
1	Association Nationale des Industries Alimentaires	ANIA	France
2	Eszterházy Károly University	EKU	Hungary
3	University of Ljubljana	UL	Slovenia
4	University of Parma	UP	Italy
5	Foundation Juana de Vega	FJDV	Spain
6	Europroject	EP	Bulgaria

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Nature of the Intellectual Output

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3. Raw learning material contents index

Following the guidelines of the Deliverable 1.4 “Pedagogical requirements and quality standards” and based on the target demand the partners started to draft the index of the course including the different modules and sub-modules.

In June 2021 a shared table on Microsoft Excel was created with a first draft of the different topics and the firsts draft of the sub-modules for each topic (*Table 1*).

In this table the partners decided who was going to be the main contributor/author in charge for each topic (who lead the module and submodules) and the co-author (proofread and enrich).

Author and co-author cooperated sharing the word document with the Pedagogical Content and other materials (by e-mails and dedicated Teams meeting).

After this first version of the module the partners reached the definitive version and the definitive attribution of author and co-authors as showed in *Table 2*.

Table 1 - Draft of the pedagogical content

THEMES	MODULE	SUB MODULE 1	SUB MODULE 2	SUB MODULE 3	SUB MODULE 4	SUB MODULE 5	SUB MODULE 6	Legal aspect and financial advices
INTRODUCTION	Project presentation	Objective of the project, partners, other info	Best practices guide on food chains models development and implementation	Questionnaires and events results	the platform	
Providing Theoretical knowledge on alternative food chain	Theoretical knowledge on alternative food chain	Sustainability & Rural development	Short chain actors	Cooperation and trust in short food chains	Contribution to the preservation of the culture/tradition /heritage of the territory (link to PDO products)	Consumer and short food chain market analysis		National and European legislation on short food value chain
Improving producers' entrepreneurial and managerial mindset	Managerial advice	Introduction - what is the multifunctional farm	Human capital management	Time and budget management	Control planning (cost classification)	Business Plan	Equipment	Fund sourcing (EU, National, local)

Table 1 - Draft of the pedagogical content

<p>Ensuring high standards for food traceability and safety</p>	<p>Food safety</p>	<p>When is food safe at Farm level - Introduction</p>	<p>General EU food law</p>	<p>How to ensure safety in a multifunctional farm</p>	<p>Animal and plant identification</p>	<p>One health concept - animal and plant health</p>	<p>Wrong behaviour - Risks and fake news; Take home message</p>	<p>European legislation; National and regional legislation</p>	
	<p>Basic elements of food processing, food quality</p>	<p>food quality and consumer trust</p>	<p>food processing</p>	<p>new technologies, plant innovation (industrial 4.0 digitalization)</p>	<p>sustainable and user friendly food plants (economic, environmental, food waste, social point of view)</p>	<p>packaging, labelling, traceability, blockchain</p>	<p>case studies (crowdfunding, sharing)</p>	<p>National and European legislation</p>	
<p>Improving producers' competencies in product valorisation, marketing and labelling and client relation</p>	<p>Local-Short Chain Food Marketing</p>	<p>Introduction & Value chain</p>	<p>Instruments (swot, business canvas, questionnaire focus group)</p>	<p>Competitor analysis</p>	<p>Customer satisfaction - Branding - Loyalty</p>	<p>Innovation and Design Thinking</p>	<p>Digital marketing</p>		
	<p>Labeling scheme</p>	<p>Introduction (and how to obtain)</p>	<p>Ingredients and allergens</p>	<p>nutritional</p>	<p>PDO/PGI/LABEL ROUGE/others</p>	<p>Organic</p>	<p>Sustainable labeling (comprising Km 0)</p>	<p>National and European legislation</p>	
<p>Highlighting best practices in alternative food chains (by sectors) and replication opportunities,</p>	<p>Success stories</p>	<p>National cases</p>	<p>...</p>	<p>...</p>	<p>...</p>	<p>...</p>	<p>...</p>		

Table 2 - Modules and authors

Module	Authors
Project presentation	<p>University of Parma (UP): Cristina Mora, Audrey Cavalieri</p> <p>Eszterhàzy Károly University (EKU): Adam Hegyi, Barbara Varga-Pallagi</p>
Theoretical knowledge on alternative food chain	<p>University of Parma (UP): Cristina Mora, Davide Menozzi</p> <p>Eszterhàzy Károly University (EKU): Csaba Patkós PhD, Judit Vincze PhD</p>
Managerial advice	<p>Foundation Juana de Vega (FDJV): Anxo Calvo Silvosa and Ángel Fernández Castro</p> <p>Eszterhàzy Károly University (EKU): Csaba Patkós PhD, Judit Vincze PhD</p> <p>Association Nationale Des Industries Alimentaires (ANIA): Françoise Gorga</p>
Food safety	<p>University of Parma (UP): Cristina Mora, Hilva Gjoni</p> <p>University of Ljubljana (UL): Urška Jamnikar Ciglencečki, Mojca Jevsnik, Malan Strbenc, Spela Strnad, Tanja Knific</p>
Basic elements of food processing, food quality	<p>University of Parma (UP): Cristina Mora, Audrey Cavalieri, Giulia Zanti, Anja Losso</p>
Marketing	<p>Association Nationale Des Industries Alimentaires (ANIA): Françoise Gorga</p>
Lagelling scheme	<p>University of Parma (UP): Cristina Mora, Giovanni Sogari, Audrey Cavalieri</p> <p>Eszterhàzy Károly University (EKU): Csaba Patkós PhD, Judit Vincze PhD</p>

Once the partners defined a common layout for the modules, in order to ensure a coherent structure of the different modules, the writing process began.

When each partner had the first version of the assigned topic ready the pedagogical material was collected on a shared folder on Google Drive (<https://drive.google.com/drive/folders/1cxOlfN5eipOpc1fHSnswathcKgHfc6J>) and reviewed by the consortium of the project.

The internal comments/review on the Modules were made between the end of October/first week of November 2021.

The internal assessment of the raw version of the pedagogical material activity was discussed in April 2022 and actually started in May-June 2022.

The comments received were both general remarks or were specifically related with individual modules/sub-modules. These concerned different aspects such as the way a topic was presented, the quantity of practical examples given, the coherence of the additional resources with the topic covered.

A more detailed analysis of all the comments received for each module and sub-modules is present in the Deliverable 1.6 “Stakeholders’ feedback main finding”.

4. Internal assessment of the raw pedagogical content

Once all the raw versions of the different modules were collected in the shared folder on Google Drive the consortium decided which partner, different from the author, had to perform the internal feedback as showed in *Table 3*.

Table 3 - Partner in charge of feedback

Module	Partner in charge of feedback
Food safety	ANIA
Food processing	FJDV
Project presentation	EKU
Theoretical knowledge	UP
Managerial advice	UP
Marketing	FJDV
Labelling	UL

The feedback had to be done based on:

- Quality of the scientific educational content
- Quality of the adaptation of the learning contents for online media
- Quality of the translation for each modules
- Quality of the adaptation to national situation for ad-hoc modules

Following this indications each partner gave its feedback on one of the modules. This process took place in December 2021.

The comments received were both general remarks or were specifically related with individual modules. These concerned different aspects such as the way a topic was presented, the quantity of practical examples given, the coherence of the additional resources with the topic covered.

These internal feedbacks were used to improve the pedagogical material and obtain the improved raw training material.

The improvements were made between January and February 2022.

The internal feedbacks together with the ones later received by the stakeholders are analyzed in depth in the document Deliverable 1.6 “Stakeholders’ feedback main findings”