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Lifelong Learning Programme

With the support of the Lifelong Learning Programme of the European Union.

Booklet for agro-entrepreneurship

# This farm is your business!

[www.farmsup.eu](http://www.farmsup.eu)



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## Booklet for agro-entrepreneurship

# **“This farm is your business!”**

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European project farmsUP!: Fostering the emerging agro-entrepreneurial culture through dynamic training solutions // 527718-LLP-1-2012-1-GR-LEONARDO-LAM

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For any further information please contact Militos Emerging Technologies & Services, the Project Coordinator.



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# Introduction

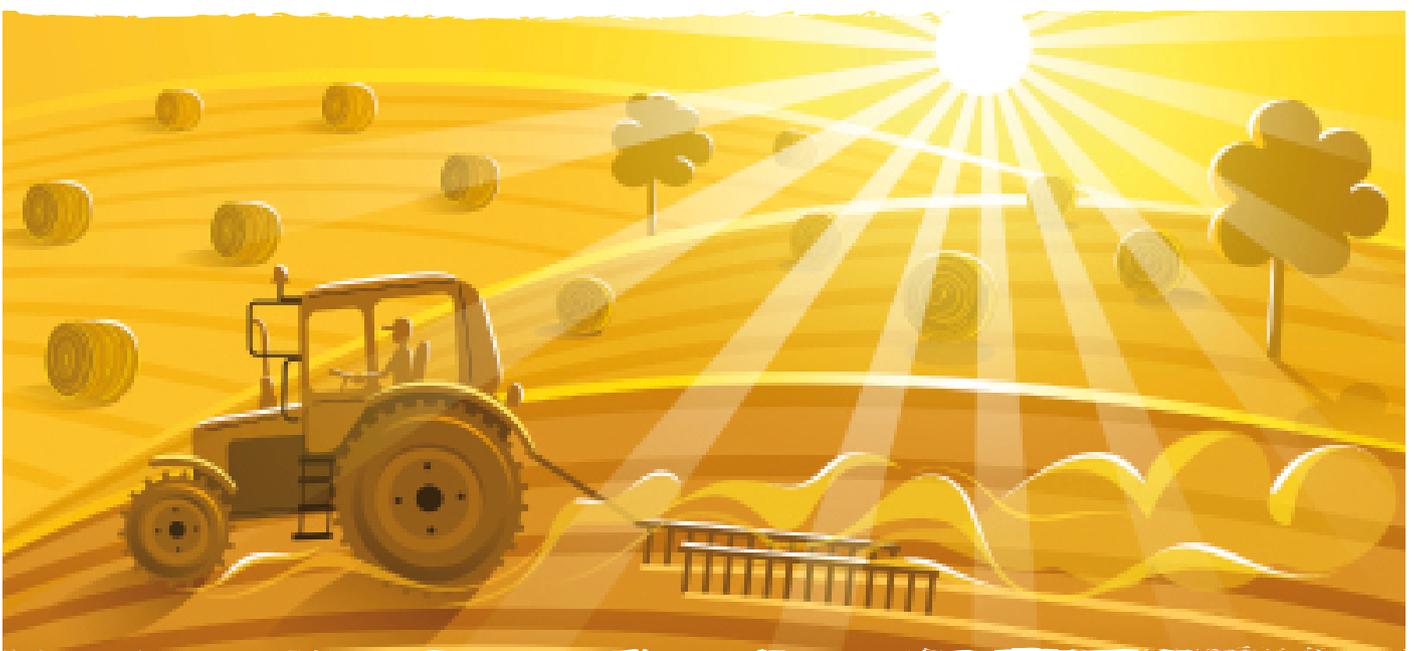
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This booklet briefly presents the European project farmsUP!, including a description of its actions, its interactive vortal [www.farmsup.eu](http://www.farmsup.eu) and the conference that was organised under the project. At the same time it is a document with useful information on agricultural entrepreneurship.

More specifically, in this booklet you will find all the necessary information regarding the European project farmsUP!, its content and the answers it provides on agro-entrepreneurial topics, as well as a presentation of the farmsUP! vortal that offers three unique functions:

- 1 Smart search tool in 22 European projects for agricultural entrepreneurship that have been selected and showcased, so farmers can be able to take advantage of the available and free of charge educational material that has been developed
- 2 Photo competition (exhibition) for the emerging of rural life
- 3 Interactive game "How much of an entrepreneur are you?" that enables farmers find out how good agroentrepreneurs they are

Furthermore, in this booklet you will find the CVs of the European conference "This farm is your business!" speakers, as well as information material for each of the 22 European projects that farmsUP! promotes, so as to see exactly what they offer and be able to choose the ones that best match your needs.



# Agro-economy and agro-entrepreneurship

It is true that there has been wide discussion (oral and written) on topics about the rural sector, as well as the agricultural society and economy. The very concept of agricultural entrepreneurship appears increasingly frequent in research studies, publications and articles. Therefore, it could be argued that, in a theoretical context, as well as in various support and assistance programmes, the notion of agricultural entrepreneurship holds a distinct place.

The support of agricultural entrepreneurship seems to have become one of the key elements for the development of the agriculture sector, especially now, during the economic crisis. First, let's see from a closer angle, **what we mean with the concept of agricultural entrepreneurship** and where exactly entrepreneurship meets the farmer's work-life, and most importantly, how we can offer to farmers what agricultural entrepreneurship promises: namely, development, modernisation, competitiveness and innovation.

As it is mentioned in the publication "The common agricultural policy explained" (2009) by the European Commission, DG Agriculture and Rural Development,

"...Most farms are small businesses, often family-run. They are an important local employer in many rural regions and major players in the rural world. Farmers do not work alone. They are the first link in the food chain, sometimes processing their products on the farm, but more often selling them on to others who transform them into the food products consumers eventually find in the shops".

**Agriculture involves much more than the production of crops and animals for food consumption. The complexity of their profession requires farmers to play many roles. For most farmers, agriculture constitutes a way of life too.**

"...Farmers' primary occupation is food production. To do this, they employ time-honoured traditions that have been married to modern science and technology for the purpose of offering great food at an affordable price. This involves using a combination of traditional skills, allied to technical know-how and marketing talent. Farmers increasingly use information technology to aid their production and marketing efforts. To those attributes farmers must increasingly add land management and environmental expertise. In recent years, they have been required to include food safety in a repertoire that already included animal health and welfare skills. It is doubtful whether any other occupation requires the practitioner to have such a broad range of abilities".

## Let's now check the numbers in Greece and Europe:

The exports of the EU agriculture products brought a surplus of €12.6 billion to European farmers for 2012, which shows an addition of almost €8.9 billion to the 2011 surplus.

At the same time, the European agriculture income remained at a stable level (0.1%) for the year 2012, after a continuous increase for the past seven years (since 2005 there has been noted a 28.5% increase, Eurostat) and the value of commodity production was increased by 1.9% (European Commission, DG Agriculture and Rural Development, The 2012 Agricultural Year).

In Greece, and especially during the first quarter of 2013, there has been an increase in the marketing price of agricultural products as well as an important rise of 5.8% in exports compared to the previous years which significantly raises the participation of agricultural products in the country's total amount of exports (Hellenic Statistics Authority, 2013 // Data editing: Alpha Bank Group).

Based on these data, **the dynamic enlargement of the agricultural sector** in the country becomes apparent and so do its prospects. The main challenge and preoccupation is to achieve its reinforcement taking appropriate initiatives in the field of education and training so as to improve its participation in the expectations and goals regarding the increase of the agricultural income in Europe by 2022, which is expected to be 17.5% higher in 2022, compared to the average income between 2008-2012 (Prospects for Agricultural Markets and Income in the EU 2012-2022, European Commission, 2012).

The support of entrepreneurship clearly constitutes an effective tool towards this direction and becomes extremely up-to-date, taking into consideration the general context and the goals of the National Development Strategy 2014-2020, in which the strong support of agricultural entrepreneurship and the development of integrated counselling systems for farmers, as well as small and very small enterprises, have become priorities (Ministry of Development, Competitiveness, Infrastructure, Transport and Networks General Secretariat for Public Investments – NSRF, 2nd regulatory framework, "Planning and designing of development strategy for the programming period 2014-2020").

Hence, a prerequisite for farmers to keep up with the rapid pace of growth in the agricultural economy, as this is crystallised in the notions of competitiveness, innovation and contemporary business spirit that is required, constitutes **the supply of agricultural sector with targeted tools and knowledge**, in order to exploit, to the maximum degree, the potential opportunities that already exist and/or may arise in the near future.

While, we refer to the agricultural sector, we should not overlook the fact that among representatives of agriculture, women are its backbone, whereas, at the same time, the presence of women is becoming even more apparent and central. Therefore, it is important to highlight **the role of women in agricultural enterprises** and their development prospects, particularly if we take into consideration the multi-functionality of their characters. The entrepreneurial spirit of women, especially of those active in the countryside, should be encouraged through the promotion of existing networks, the facilitation of access to markets, especially for the persons that are self-employed or part-time employed with low earnings so as to empower them more effectively in the marketplace and enable them to develop business activities from which they can safeguard the means for a stable living and quality of personal and professional life.

The European Union strongly supports the role of farmers, and especially women in agriculture, by trying to facilitate their function in practical, legal, economic and technical aspects, with regard to farm ownership, trying to reinforce their activities as agricultural entrepreneurs so that they can be more closely involved in their associated rights and duties, including inter alia the representation of interests on agricultural bodies and the acquisition of real share in farm income.

The positive economic development of agriculture and rural areas has been a focus area for the Common Agricultural Policy (CAP) over the last decades. Farm businesses, making use of the innovative products and services they offer as well as their own output, undoubtedly remain a cornerstone of local food supply in rural areas. In addition, the exploitation of their economic and business potential to an even greater extent represents a central European objective for the years to come.

(European Commission, Committee on Agriculture and Rural Development, DRAFT REPORT on the role of women in agriculture and rural areas, 2010/2054(INI)).

# The European project farmsUP!



With all the effort that has been undertaken for the European project farmsUP!, we aim at breaking new grounds by informing, updating and supporting the agriculture sector on the prospects of agricultural entrepreneurship.

We present effective agro-entrepreneurial practices and educational material from 22 EU Lifelong Learning Programme projects that have been developed and implemented for farmers. These projects are being offered for free to those that wish to utilise them and make the most of them!

The selected projects directly respond to the farmers' needs to acquire knowledge and know-how in order to get the recognition they deserve, increase their sales and, as a consequence, earn higher profits, simply by starting to think more as entrepreneurs. Covering a broad spectrum of thematic modules in agricultural entrepreneurship, such as Marketing, Branding, Research & Development, Education & Training, Organic Farming, Agro-tourism and Sheep Breeding, it is sure that one of the farmsUP! projects has to offer something you need!



With the aim to promote these 22 projects, farmsUP! engaged directly with farmers and visited the Greek rural world to offer knowledge by implementing 4 agro-entrepreneurial workshops:

17/5/2013 • Vocational education and training in agricultural entrepreneurship, Aliartos, Viotia

10/6/2013 • Research and Development in farming practices and the EU Common Agricultural Policy, Kontariotissa, Pieria

12/6/2013 • Ways and practices to support agricultural entrepreneurship, Serres

5/7/2013 • Branding, marketing and promotion of agricultural products, Skala, Lakonia

These four workshops, with carefully selected keynote speakers, experts in the topics of each workshop, provided substantial information and knowledge that helps farmers to become better entrepreneurs.

In parallel with the workshops, the project's interactive website started to function ([www.farmsup.eu](http://www.farmsup.eu)), where farmers can find:

**Smart search engine** that helps you identify easier the project/projects that better match your needs, using the simple or dynamic search tool in order to take advantage of the available learning and information material that farmsUP! offers.



**Online photo competition** for agricultural entrepreneurship was designed and conducted successfully. This competition lasted one month (September 2013) and allowed participants to show their talent in photography and share with their image what agricultural entrepreneurship is. We searched for photos that portrayed rural life, everyday moments in the farm, products, tools and the people involved, products of craftsmanship, activities or agrotourism accommodations, grazing and flocks, or anything else that can express the idea of agricultural entrepreneurship in a picture. The winner was determined based on the number of votes received from the public.



**Interactive gamification** to help you find out "How much of an agro-entrepreneur are you?". Through this game, users are placed into virtual situations, where they can act on real-life issues that farmers face and decide how the farmer should act so as to ensure a better future for her/his agro-business.



This series of creative and interlinked actions led to the organisation of a European conference "This farm is your business!".

# The conference

The European conference “**This farm is your business!**” offers a unique chance for information, knowledge and exploitation of practices and ideas that can reinforce the entrepreneurial skills of Greek and European farmers.

Participants have the chance to attend one out of the **4 parallel practical workshops**, which offer practical knowledge and experience on the following issues:

- 1 Basic principles of agricultural entrepreneurship
- 2 Marketing and branding agricultural products
- 3 Developing products for agro-tourism
- 4 Women mentoring in order to develop and/or better their agro-entrepreneurship activities

Furthermore, at the conference, **22 EU Lifelong Learning Programme projects** will be presented, which directly address the farmers’ needs to become better entrepreneurs and manage more effectively their farm-business, gain knowledge and know-how on the ways to brand and market their products, get the recognition they deserve, increase their sales and, as a result, their profits. .



**WELCOME ADDRESS****Prof. Athanasios TSAFTARIS**

Minister of Rural Development and Food

**Argiris PEROULAKIS**

Deputy Head of the European Commission in Greece

**Leonidas ANTONAKOPOULOS**

Head of European Parliament Information Office in Greece

**Anastasios CHIVIDOPOULOS**

Deputy Head, Regional Unit of Argolida

**Olga STAVROPOULOU**

President of Militos S.A. and Vice President of Hellenic Association of Young Entrepreneurs (ESYNE Athens)

10.00 – 10.45

**PRESENTATIONS****Andreas STEFANIDIS**

Extroversion and partnerships: Prerequisites for the development of agricultural entrepreneurship

President, Federation of Hellenic Associations of Young Entrepreneurs - O.E.SY.N.E., Coordinator of GEW Board

10.45 – 11.00

**Dr. Eleni MALOUPA**

Plant production applied research and agricultural entrepreneurship

Director, Plant Production in Northern Greece, Hellenic Agricultural Organization-Demeter (HEL.AGR.O.- DEMETER)

11.00 – 11.15

**Giannis TASSIOPOULOS**

The Greek region as a driver for performance

Director of Newspaper "Paragogi"

11.15 – 11.30

**Teodoro SDROULIAS**

The European Network Città del Bio and the Greek reality

Architect - Journalist, Ambassador of the European Network Città del Bio

11.30 – 11.45

**Dimitris RAFTOPOULOS**

Agro-Entrepreneurship. Trend or growth generator?

Head of Strategic Leadership Unit, Life Long Learning Research Institute  
Member of the European Citizens Initiative Committee ACT4Growth  
General Secretary of Hellenic Center of Development and Innovation

11.45 – 12.00

**PARALLEL WORKSHOPS****1 BASIC PRINCIPLES OF AGRICULTURAL ENTREPRENEURSHIP**Coordinator: **Spiros KAHRIMANIS**, President, Center for Agricultural Entrepreneurship**2 MARKETING & BRANDING AGRICULTURAL PRODUCTS**Coordinator: **Michalis STANGOS**, CEO, mscomm**3 DEVELOPING PRODUCTS FOR AGROTOURISM**Coordinator: **Dimitris MICHAILIDIS**, Journalist & Collaborator of Agrorama**4 MENTORING FOR WOMEN AGRO-ENTREPRENEURS**Coordinator: **Dr. Sophia PROTOPAPA**, Training Director, knowl Social Enterprise for Education and Lifelong Learning

12.30 – 14.30

**AGRICULTURAL SUCCESS STORIES****Dr. Alexandra TSIADI**Becoming a Biodynamic farmer: A change of route  
Chemical Engineer – The Trinity Farm**Angelos MARKOU**

General Manager, Krocus Kozanis Products S.A.

**Dimitrios GEORGAS**

Pig Farmer, Epidavros

**Frangiskos KARELAS**Listen to your land, Learn about yourself,  
Choose your toolsPresident & Managing Director of Homeodynamic Development S.A.  
Creator of: Eumelia Organic Agrotourism Farm & Guesthouse

15.30 – 17.00

**Sofie Tvarno**

Chief Health Activist &amp; founder of Pure Greek

17.00 – 18.00

**Open Discussion**

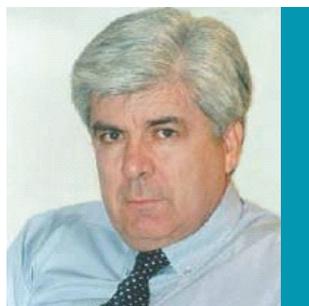
Conference participants take the microphones

**See what our website offers!****www.farmsup.eu**

# CVs & Conference Speakers' Views

In this section you will find the conference **speakers' CVs**, as well as their views regarding agricultural entrepreneurship and the topics of the conference.

The speakers have diverse and complementary experience and background in areas such as politics and institutional bodies, in Greece and Europe, entrepreneurship and rural sector unions, media, academia and education, while they are 'front-line' people, in direct link with the rural sector and agricultural entrepreneurship.



## Professor Athanasios TSAFTARIS

### Minister of Rural Development and Food

Professor of Genetics and Plant Breeding in the Aristotle University of Thessaloniki (A.U.Th.). Member of the Board of Directors of Centre for Research and Technology Hellas (CE.R.T.H.). Director of the Institute of Applied Biosciences. Chairman of the Department of Genetics and Plant Breeding, Aristotle University of Thessaloniki. Prof. Tsaftaris holds two Doctor Degrees one from the A.U.Th. in the area for Quantitative Genetics and Plant Breeding and the other from the North Carolina State University, US.A. in the area of Plant Molecular Biology and Biotechnology. He participates in many Committees, Scientific Organizations and Associations in Greece, EU, OECD and UN. He is a member of Advisory and Management committees for research and technology, both in the EU and the General Secretariat for Research and Technology.

#### Positions Held

- Researcher, North Carolina State University, US.A.
- Member of Greek National Research Council
- Member of Working Groups and Scientific Committees, in Greece, EU, OECD and UN
- Chairman of the Scientific Council of the Greek National Agricultural Research Foundation
- Member of EU Evaluation Committee in Agricultural Research Policy Programmes
- Chairman of Greek Bioethics Committee
- Secretary General of Research and Technology
- Director of Institute for Applied Biosciences, former Institute of Agrobiotechnology
- Chairman of the Board of the Centre for Science dissemination and Technology Museum "NOESIS"

#### Publications

- More than 200 research papers and chapters published in international journals and books. Three of these are published in the Proceedings of the Academy of Sciences of the US.A.

#### Research programmes

- He has been awarded with a large number of research programs from EU, US.A. and Greek authorities

#### Current Initiatives

- He submitted the initial proposal for the creation of "Alexandria Innovation Zone"
- Scientific Responsible of the proposal for the first food cluster in Greece, the Bio-Agrofood cluster.

#### Prizes

- Honorary Medal for Gallantry of Phoenix by the President of the Hellenic Republic
- Honorary Degree of Doctor of Science of the University of Sheffield

#### Foreign languages

- English
- French



## Argyris PEROULAKIS

### **Head of the Representation of the European Commission in Greece**

Born in Chania, Crete

Studied Mechanical Engineering at the Aristotle University of Thessaloniki and holds a Masters' Degree in "Télématique et Organization" in Université Libre de Bruxelles.

Works in the European Commission since 1989 and speaks French and English.

September 2010 – to date: Head of the Sector "Communication / Partnerships & Networks" to the Representation of the European Commission in Greece – Deputy Head of the Representation of the European Commission in Greece.

November 2009 to September 2010: Advisor on policy and management issues related to the National Strategic Reference Framework (NSRF), as detached from DG Employment, Social affairs and Equal Opportunities, to the cabinet of the Minister of Education, Lifelong Learning and Religion.

November 2007 to November 2009: Advisor on policy and management issues related to the Operational Program "Administrative Reform", as seconded from DG Employment, Social affairs and Equal Opportunities, to the General Secretariat of Public Administration and E-Government of the Greek Ministry of Interior.

June 2001 to November 2007: Policy officer and program manager in the DG Employment, Social affairs and Equal Opportunities, Unit 'European Social Fund Interventions in Greece, Cyprus and Poland'.

June 1996 to June 2001: Program manager and financial coordinator in DG Regional Policy, Unit 'European Regional Development Fund Interventions in Greece'.

January 1989 to May 1996: Program manager and information officer in DG Information Society, Unit 'Regional Telecommunications'.

Prior to the European Commission he worked, for 2 years (1985-87), in a private engineer office with main duties the design and development of information systems for clients.



## Leonidas ANTONAKOPOULOS

### Head of the European Parliament Information Office in Greece

Political Scientist, he studied Public Law and Political Science in Athens Law School and has Post-graduate Degrees in Political Science from Strasbourg's University Law School as well as from the European Studies Institute of Brussels University. He is an official of the European Union since 1990, and has a long working experience in Public Information and Political Communication..

#### **Since November 2010:**

Head of the European Parliament Information Office in Greece

#### **July 2006 - October 2010 :**

Press Counsellor of the European Parliament Information Office in Greece.  
Directorate General for Communication of the European Parliament in Greece.

#### **October 2005 - July 2006:**

Head of Communication and Media Services.  
General Communication Office of EP, Brussels.

#### **July 2000 - September 2005:**

Head of Information and Communication Unit.  
European Commission, Directorate General of Development and Co-operation, Brussels

#### **January 1995 - September 1999:**

Head of Commissioner Christos Papoutsis Private Office, European Commission, Brussels.

#### **November 1990 - January 1995:**

Head of Greek Department of the Press Unit.  
Directorate General for Communication of the European Parliament, in Brussels.

#### **November 1985 - October 1990:**

Director of the Greek Office of Press and Information in Belgium.  
Spokesman of the Greek Presidency in E.U, Council, Brussels. (1988).

#### **August 1982 - March 1984:**

Political Counsellor in the Greek Permanent Representation to the European Union, in Brussels

- European Political Co-operation
- Institutional Affairs
- Relations with the European Parliament



## Tassos CHIVIDOPOULOS

### **Deputy Head, Regional Unit of Argolida, Region of Peloponnese**

Born in 1967 to farmer parents.  
He lives in Dalamanara in Argolida.

#### **Studies**

He is preparing to graduate from the School of Management and Economy of the Technological Educational Institute of Patra.

He has completed Computer Programming and Analysis Studies at the Free Studies Center "Control Data".

He attends the faculty "Studies in European Civilization" of the Hellenic Open University.

He speaks English fluently.

#### **Professional experience**

- In 1993 he worked as collaborator of the Prefect of Argolida in culture, youth and sports.

- In 1994-1996 he worked as Coordinator of the International Festival of Argos. From 1996-2009 he was working at the Municipal Company of Youth and Sports of Argos and since 2009, when the company closed down, he has been employee of the Municipal Athletic Center of Argos.

From October 2009 until December 2010 he has been detached to the Political Office of the Minister of Defence Mr Evangelos Venizelos.

#### **Political activity**

In 1998 he was elected as Prefectural Counselor of Argolida.

In 2002 he was nominated Vice Prefect of Argolida.

In the elections of 2002 he was for second time elected as Prefectural Counselor of Argolida.

From 1998 to 2006 he was member of the Youth Committee of the Union of Prefectural Authorities of Greece.

In March 2005 he was elected as member of the National Council of PASOK.

In March 2008 he was for second time elected as member of the National Council of PASOK.

In October 2010 he was elected as Vice Governor of the Region of Peloponnese in the Regional Unit of Argolida.

In October 2011 he was elected as member of the Board of the Union Of Regions of Greece.

#### **Social Activity**

He has always been and still is an active member of various cultural and athletic unions of the city of Argos.

He represented Greece and PASOK in various congresses and fora and the most important among them were the INTERNATIONAL STATES' MEETING FOR YOUTH ISSUES and the WORLD YOUTH FORUM which were organized under the auspices of the United Nations in 1997 in Portugal.

From 2002 until today he has been General Secretary of the Team DIOMEDES OF ARGOS that participates in the Cup of A1 National Rank in Men's Handball.

On 2005 he was elected as member of the Board of the Handball Federation of Greece and undertook the Presidency of the Committee of National Handball Teams which preserves until today.

In 2008 he was elected for second time as member of the Board of the Handball Federation of Greece and from 2011 he is General Secretary.

From 2008 he is substitute member of the Hellenic Olympic Committee.



## Olga STAVROPOULOU

### **President of Militos S.A. and Vice President of Hellenic Association of Young Entrepreneurs (ESYNE Athens)**

Olga Stavropoulou is an active entrepreneur and a recognized mentor, specialized in the design and implementation of numerous projects and actions that enhance, advance and promote entrepreneurship, employment, mobility, lifelong learning and training. She received her Bachelor's Degree in Political Science and Sociology (Northeastern University, U.S.A.) and her Master's degree in International Politics (University of Brussels) // Thesis: "Multilingualism in Europe's Information Society".

- In 2000, she founded together with her partners, the company Militos Emerging Technologies & Services, where she holds the position of the Managing Director.
- Since 2001, she acts as the National Editor of the European Commission Standard Eurobarometer
- In 2011, she was appointed Coordinator of the Hellenic Unit of the European Network of Mentors for Women Entrepreneurs (Business Mentors) under the auspices of the European Commission, Directorate-General for Enterprise and Industry.
- In 2012, she was elected Vice President of the Hellenic Association of Young Entrepreneurs in Athens, Piraeus and Province (ESYNE).
- The same year, she was elected General Secretary of the Governing Committee of Women's Organisation of Managers and Entrepreneurs / Hellenic Management Association (TOGME/EEDE).
- Since 2013, she is a Member of the National Council for the Global Entrepreneurship Week.
- She is an accredited practitioner in strengths-based approach and currently she is being also accredited with the Advanced Diploma in Personal and Executive Coaching.
- In June 2013, she was selected by the Kaufmann Foundation (Research Conference on High Growth Women's Entrepreneurship) to present the abstract titled "Recognizing the positive effects of strengths-based mentoring to facilitate female entrepreneurship in Greece // Glass ceiling vs. glass feeling".
- She is the co-founder and Vice President of the social enterprise 'knowl' for Education and Lifelong Learning.



## Andreas STEFANIDIS

### **President, Federation of Hellenic Associations of Young Entrepreneurs – O.E.SY.N.E, Coordinator of GEW Board**

Andreas Stefanidis is also the President of the Federation of Hellenic Associations of Young Entrepreneurs – ESYNE. ESYNE is the National member for Greece, since 2002, of the European Confederation of Young Entrepreneurs, YES and the Host organization of the Global Entrepreneurship Week in Greece. In 2007, Andreas co-founded a European non-for-profit organization, the Academy of Entrepreneurship, aiming to offer specialized short courses and webinars to innovative young entrepreneurs of Greece and the surrounding countries of South Eastern Europe. The Academy of Entrepreneurship has a European trademark and is supported by the Educational Association of Athens, "Hfaistos", founded in 1935.

Andreas has been teaching Financial, Managerial and Cost Accounting courses at the State University of New York at New Paltz since 2004 as a visiting faculty. He has been offering vocational seminars in Entrepreneurship and Management Accounting to young entrepreneurs in Greece and other European countries.

Andreas next vision is the creation of an innovative Business Accelerator at the existing premises of the Educational Association of Athens "HFAISTOS", for supporting innovative, knowledge based businesses of South Eastern Europe for starting up, growth and penetrate the surrounding countries.



## Eleni MALOUPA

### **Director, Plant Production in Northern Greece, Hellenic Agricultural Organization- Demeter (HEL.AGR.O.- DEMETER)**

Dr Eleni Maloupa was born in Chios, Greece. She was admitted and attended a five-year extended course, at University of Agriculture, Aristotle University of Thessaloniki and she is bearer of the Honors Degree in Agriculture, specialized in Horticulture. She acquired a PhD on Plant Biology and Physiology. She knows English, French and Spanish. She worked in the arboricultural Institute for one year, in the institute of species variety control for 2 years and then, from 1988 since now she works in National Agricultural Research Foundation as researcher on the field of Biology and Physiology having to do with:

- Research on Soilless culture
- Research on Floricultural physiology and New Flower Crops
- Utilization of native plant species in commercial horticulture
- Collection, propagation and preservation of native species
- Development of native plant nursery and of an Educational Research Center
- Development of the Balkan Botanic Garden Kroussia

She has organized three International Symposia and other national and EU Symposia, meetings and workshops. She presents rich activity in the area of publishing. Her work has been published in international and national magazines, proceedings of Symposia, workshops and meetings. She has successfully been undertaking national and EU projects for many years and she is an official member of various co-operations and networks such as FAO, BGCI etc. Finally, she has a rich background on education of young students.

Recently she was appointed Director in Plant Production Institutes in Northern Greece in the Hellenic Agricultural Organization-Demeter (former NAGREF).



## Giannis TASSIOPOULOS

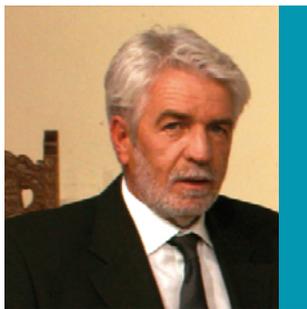
### **Director of Newspaper "Paragogi"**

Giannis Tassiopoulos was born in 1961 in Kiparissia Messinias. He has graduated from a journalist school and has a long professional experience in the area of media and journalism.

He has previously cooperated with the newspapers Acropoli, Apogevmatini, Eleftheros Tipos and Adesmeftos Tipos. He has served as the Press Officer for the Hellenic Agency for Local Development and Local Government, News Director of the radio station Athina 9.84 and editor of the newspaper metro.

Today he is the Director of the Agricultural Newspaper Paragogi and a shareholder of the companies "Nea Zoi Publishing" and "G. Tassiopoulos Co".





## Teodoro SDRouLIAS

### **Architect – Journalist, Ambassador of the European Network Città del Bio**

I was born in Velestino, Feres in 1957, where I completed my school studies. I then moved to Florence to study Architecture and Journalism.

I have worked as a freelancer, on architectural studies and on radio and television programs for several stations, until my current weekly collaboration, for a total of more than 25 years.

I have participated in many conferences and seminars under the theme of agricultural and cultural life.

I have worked as a tutor for more than 14 year and I still teach in universities, schools and institutions on subjects that deal with agricultural life, architectural thought and the constant search of our roots.

I am a wine taster and I have participated in several international and global competitions. I am the ambassador of the European Network Città del Bio and ambassador of Global Wine Capital for Greece.

Today I live in the city of Agria in Volos, which is the base of my professional activities.



## Dimitrios RAFTOPOULOS

**Head of Strategic Leadership Unit, Life Long Learning Research Institute, Member of the European Citizens Initiative Committee ACT4Growth General Secretary of Hellenic Center of Development and Innovation.**

I am focused on SHR Management and Gender issues specializing in designing, implementing, managing and evaluating European Projects.

Holding an MBA I had dedicated my professional experience to human and entrepreneurial development. My knowledge is on the fields of combating gender issues in the working environment, promotion of employability, strengthening of professional skills as well as EU-funded programmes related to local development, employment, education, social exclusion, mental health, relevant legislation, economics and social policies.

I am a social person and I can interact well in a multicultural environment with good communicating skills gained through my work experience. Additionally I had held the position of HR Manager for the Olympic Games of Athens 2004 and worked as a consultant for several organizations of the Greek public sector. Other positions I have held are the position of Commercial Director as well as Development Director for ICT start-ups. I had been involved in many EU projects and have solid knowledge on managerial issues, building teams and on stimulating communications.

The last years I dedicated my work efforts in the Ageing Workforce area, as well in the effective usage of ICT in terms of training and development with focus on interactive and multimedia tools. Currently, I am the Head of Strategic Leadership Unit of Life Long Learning Research Institute, Chair of the Finance and EU projects Working Group of the European Centre for Women and Technology (ECWT), General Secretary of the Hellenic Centre of Development and Innovation, EU Projects Expert at the Federation Of Hellenic Associations Of Young Entrepreneurs, while I consult several BoD of ICT companies and being member of several networks and Scientific Committees.



## Spiros KACHRIMANIS

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### **President, Center for Agricultural Entrepreneurship**

Spiros Kachrimanis has been involved in agri-business since 1984 and he holds an MBA from Teesside University, UK. He is the founder and chairman of C.A.E. (Center of Agricultural Entrepreneurship of Greece) and he is serving since 2004 as CEO "Elios Co-op".

He has been general secretary and key founder of Greek young farmers organization and member of the board in a significant number of organizations and enterprises of farming sector. His work in writing includes many articles and essays. Recently (2012) his book "Fertile land, infertile policy" was released by Papatotiriou publishing.



## Michalis STANGOS

### CEO, mscomm

Michalis is a creative entrepreneur and politically active. He is the founder and co-founder of innovative and traditional companies and organizations. He is the founder of Industry Disruptors – Game Changers, an ecosystem to enhance entrepreneurship in the Southeast Mediterranean region. He is also Curator and co-founder of Ted Med Live Athens, which took place for the first time in Greece in 2013.

Michalis is the president and CEO of an integrated communication group of companies MSCOMM.

From 2012 onwards he is the organizer and co-coordinator of the Global Entrepreneurship Week. He was the creator and chief editor of a weekly business supplement of the national daily newspaper TA NEA - "OPEN MBA". He is a member of the board of Young Entrepreneurs Association, member in the EU Business Mentor Networks, member of the Task Force of the European Institute for Gender Equality (EIGE), member of the Economist Intelligence Unit (EIU) Global Forum and elsewhere. He is an active communication consultant of the European Parliament and the European Commission. He has created [www.culturallia.com](http://www.culturallia.com), a pilot platform that supports cultural entrepreneurship.

Michalis has studied Political Sciences, Communication and European Studies at the London School of Economics, under scholarships by the Institution of Promotion of Journalism Athanasiou Vas. Botsi and the Journalists Union of Athens Daily Newspapers. He has been honoured by the Balkan Military Medical Committee.



## Dimitris MICHAILIDIS

### **Journalist & Collaborator of Agrorama**

Dimitris was born and raised in Thessaloniki where he still lives since 1950. He graduated from the Experimental School, received his Bachelor's degree in Technical and Business Administration, and his Master's degree in Environmentalism. He also holds a Master's degree as a Security Technician.

He has experience in command of units with the method of Micro-units, Personnel Administration and Human Resource Development, Procurement Management, Training Management, Vocational Training & Lifelong Learning, NGO Management, and Management of Technical and other projects.

He was Manufacturer of technical projects, professor in secondary education, Lifelong Learning Instructor, Coordinator of Animators, Responsible for Rural Information & Mobilization, European Development Projects, and a Freelancer.

He has organized more than 1800 initiatives (presentations-workshops-conferences) for rural and/or local development, Lifelong Learning, traditional gastronomy, agrotourism, entrepreneurship, innovation, collaborative actions, local pacts, volunteering, NGOs as well as many exhibitions and study visits.

Nowadays he focuses more on volunteerism (scouting, collaboration, Civil Society Organisations Observatory), in local development (pacts, training), encouragement (young farmers, entrepreneurship, agrotourism, adults education) and journalism.



## Dr. Sofia PROTOPAPA

### **Training Director, knowl Social Enterprise for Education and Lifelong Learning**

Dr. Sophia PROTOPAPA holds a Doctorate in Social Sciences and is a certified practitioner in REALISE2 strengths approach. She participates in co-funded projects by the European Commission, focusing on entrepreneurship, strengths-based mentoring and work skills. She studies the characteristics of successful individuals at an international level.

With her colleagues, she has developed the model 'feel the mentoring©' for the implementation of a formal mentoring system in organisations, and 'STARS©' a model aiming to facilitate individuals to reach personal and professional success with an emphasis on strengths.

Dr Protopapa is Training Director in the Social Enterprise knowl for Education and Lifelong Learning, Training coordinator in the Greek part of the European Network of Mentors for Women Entrepreneurs, Instructor in MBA programmes, Member of IPPA (The International Positive Psychology Association), Founder of the International Success Project.



## Dr. Alexandra TSADI

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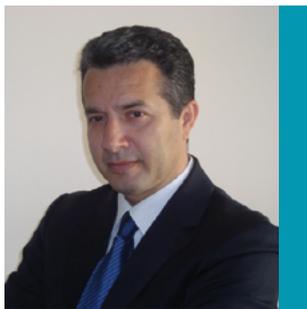
### **Chemical Engineer - The Trinity Farm**

Alexandra Tsiadi is a Dr. Chemical Engineer with undergraduate and postgraduate studies in England (BSc, MSc, PhD).

In 2000 she returns to Larissa, her hometown, with her family after a 20-year absence and in 2005 she starts becoming involved with organic-biodynamic agriculture in the family farm of three generations in Agia Triada, Farsala, in parallel with her profession in the quality control of construction projects.

Since 2009 she introduces new crops in the farm, sells directly her produce and establishes 'The Trinity Farm' that enjoys recognition and respect from both consumers and the gastronomic community.

From the end of year 2010 onwards, her farm is her sole occupation.



## Angelos MARKOU

### **General Manager, Krocus Kozanis Products S.A.**

Angelos Markou was born in Patras on 1964. Graduated from DERE, the American College of Greece, holding a degree in Business Administration with major in Marketing.

He has a rich 25-year experience in sales and marketing in multinational and local companies like SKF Hellas SA, Tasty-Pepsi S.A., BDF Hellas SA, Germanos S.A., ELVE S.A. , Solid SA. He participated in the development and growth of these companies through various managerial positions with distinctions and awards, until he took over as General Manager in the company Krocus Kozanis Products S.A..

The company was formulated in 2008 from the Cooperative de safran and the Greek company KORRES AS NATURAL PRODUCTS. Main scope of the company is to promote Krokos Kozanis (safran) at the international markets and to create new products of high added value having as ingredient the krokos Kozanis. He is member of the boD of Greek Sales Institute (ΙΠΕ).

He is married with one child.



## Dimitris GEORGAS

### **Pig Farmer, Epidavros**

Dimitris Georgas was born and raised in Ancient Epidavros.

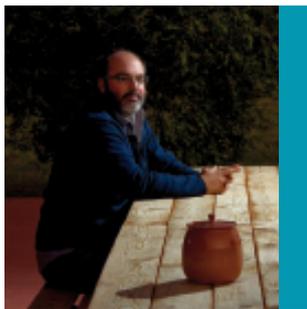
In 2003, he undertook the management of his family business, which deals with the breeding, fattening and slaughter of pigs, with an end output of 460 tons of meat per year.

Dimitris has more than 20 years of experience in the pig farming and sales of pork.

He invested in innovative technologies and has installed electronic systems for the control and management of the production process. At the same time, he utilizes the produced waste, to create biogas.

He has managed to increase the competitiveness of his business by producing well-known, high quality meat, while reducing the costs of production.

In 2012, he participated in the first European conference of young farmers, which took place in Brussels.



## Frangiskos KARELAS

**President & Managing Director of Homeodynamic Development S.A.  
Creator of: Eumelia Organic Agrotourism Farm & Guesthouse**

Frangiskos Karelak holds a Master of Arts in International Relations & Crisis Management (S.A.IS) from the Johns Hopkins University.

He has worked as the Head of Office of MEP and Chairman of the Transportation & Regional Policy Committee of the European Parliament.

Has been the Project Manager for Development Projects in NGO, in the Council of Europe & UNHCR.

He is the Founder & President of Homeodynamic Development S.A. the parent company of Eumelia Organic Agrotourism Farm & Guesthouse.



## Sofie Tvarno

### **Chief Health Activist & Founder of PURE GREEK**

Sofie Tvarno's mission with Pure Greek is to inspire to a happy, healthy and sustainable lifestyle.

Her vision for the company is building a globally recognized organic premium Greek produce & life style brand, one branch at the time, helping communities around Greece.

Pure Greek has with great success the past 10 years, packaged and exported Greek organic healthy products, such as extra virgin olive oil, olives, vinegar and Feta cheese.

Sofie is now expanding the Pure Greek range to include all healthy organically produced Greek products. She is constantly improving herself and she is now working on a new website for the company, which is going to work very much as an inspiration to healthy living, through her blog, recipes and videos.

Sofie is a visionary and a believer in the enormous opportunities Greece offers for Organic farming and top quality health products.



## Lifelong Learning Programme of the European Commission (2007-2013)

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The Lifelong Learning programme is the European Union Funding 'flagship' in the field of education and training, while it enables individuals, at all stages of their lives, to pursue stimulating learning opportunities across Europe. It is an umbrella programme integrating various educational and training initiatives. The Lifelong Learning programme is divided into four sectorial sub-programmes and four so called 'transversal' programmes.

The Education, Audiovisual and Culture Agency Executive Agency (EACEA) is responsible for the management of certain parts of the Lifelong learning programme under the supervision from its parent Directorate-General for Education and Culture (DG EAC).

### Structure

The **sectorial sub-programmes** focus on different stages of education and training and on continuing previous programmes:

Comenius for school education

Erasmus for higher education

Leonardo da Vinci for vocational education and training

Grundtvig for adult education

The **transversal programmes** have a complementary role in the sectorial sub-programmes and ensure that they achieve the best possible results. They aim at promoting European cooperation in fields covering two or more of the sub-programmes. In addition, they seek to promote quality and transparency of Member States' education and training systems.

The **Jean Monnet programme** also falls under the Lifelong Learning programme umbrella and stimulates education, reflection and debate on the European integration process of higher education institutions.

**Eurydice** is an institutional network for gathering, monitoring, processing and circulating reliable and easily comparable information on education systems and policies throughout Europe.

### Leonardo Da Vinci Actions – Accompanying Measures

The project «farmsUP!: Fostering the emerging agro-entrepreneurial culture through dynamic training solutions» is being implemented within the framework of Leonardo da Vinci's actions «Accompanying Measures» having as central aim the promotion of Leonardo da Vinci's goals and results of ongoing and finalised projects and products. Thus, the projects can cover communication activities, thematic networking, dissemination and exploitation of project results.

<sup>1</sup>[http://eacea.ec.europa.eu/llp/index\\_en.php](http://eacea.ec.europa.eu/llp/index_en.php)



## Vocational training in Agri-marketing for Farmers, Wholesale and Retail Managers

In 2011, within the framework  
of Common Agricultural Policy  
just over 47 million euros were spent  
on the promotion of agricultural products.

European Commission

### Marketing power for European farmers, wholesalers and retailers!

Up until recently most farmers underestimated the marketing effort and the value added by the downstream marketing sector. Nowadays, however, farmers have increasingly begun to consider ways of adding value to their production.

They invest in fresh, local and healthier food products; they develop retail markets or exploit IT and e-commerce technologies to take advantage of new opportunities. On the other end of the market, consumers have increased demand for new innovative products such as local food specialties.

To assist farmers in taking advantage of the new growing market,  
**the Agri-Marketing project offers:**

- Formulated methodology and training content for marketing agricultural products
- Flexible learning materials- such as case studies, interactive exercises and discussion papers
- An agri-marketing trainer base
- Agri-business networking with training providers, policy makers, consultants, cooperatives and support agencies in all activities
- Exchange networks for enhanced agri-marketing information and vocational training
- Familiarization of target groups with appropriate ICT and e-commerce approaches.
- Assistance and equal opportunities for learning to all, particularly those in remote areas, young farmers and women

[www.hcl-consultants.com](http://www.hcl-consultants.com)



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## European Agrotourism Vocational Empowerment

For the EU, as a whole, the share of available bed places is lower in predominantly rural regions (26.5%) than in predominantly urban and intermediate regions (28.8% and 44.7% respectively).

Eurostat

**Quality standards add value to your business!**

Throughout Europe, demand for agrotourism increases rapidly. So, if you are involved in agrotourism and you want to:

- improve the quality of your services,
- increase competitiveness,
- make your enterprise distinct to your target group...

### take advantage of the AgroTourNetQuality!

This project developed a new European Agrotourism Quality Standard (EUAN) which will embrace existing regional practices, strategies and trends in the agrotourism market. EUAN, in this respect, acknowledges the qualification procedures developed by agrotourism stakeholders, in their effort to protect and promote the integrity of the vocational standards of the infrastructure and the quality of the rendered services.

The project aims at the vocational empowerment of agrotourism personnel with competencies for the protection, accentuation and promotion of discernible agrotourism services in Europe.

### Visit AgroTourNetQuality to find ...

- The AgroTourNet e-learning software.
- The European Agrotourism Quality Standard (EUAN) based on common quality characteristics of European agrotourism.
- A trustworthy certification management system awarding the EUAN badge.

<http://agrotournetquality.tringos.eu/>

## User-friendly training tools for organic farming

As of the end of 2010,  
10 million hectares of agricultural land  
in Europe were managed organically  
by almost 280.000 farms.

Organic.World.Net

### Make a difference with organic farming!

Organic agriculture has become a way to further innovation towards healthy agro-ecosystems. While a growing number of farmers are willing "to go" organic, the expansion of organic agriculture is hindered by the lack of proper training capacities in Vocational Education and Training (VET) and other educational institutions.

Clearly, the development towards healthy agricultural systems requires an extensive network of trainers with competences to facilitate agricultural innovation and change processes.

The European project Agrottrain aims at enhancing the quality and performance of VET systems, improving information and guidance systems and strengthening the European dimension in organic agriculture management.

The project improves the employment and people's capacity by promoting creativity and innovation and provokes rapid change in the management quality of organic agriculture sector.

**Are you a professional active in VET institutes, universities, adult education centers, professional and farmer associations, public body advisors, and cooperatives?**

Visit the project interactive website and take full advantage of the available training tools (e-learning)!

[www.agrotrain.eu](http://www.agrotrain.eu)



Business Transfer in SME

## Transfer Family Businesses

Every year, in the EU,  
450,000 businesses are transferred  
providing 2 million jobs.

European Commission

### Are you planning a business transfer?

The BT project offers advice and training on business transfer from parents to children, or even to someone outside the family.

The elements of this process can be the study subjects in vocational education: economics and tax regulations, business administration, social communication within the family, management, marketing and business strategies in the process of business transfer.

Business Transfer within the family is about parents withdrawing with good feelings, while their business continues on the hands of their children. The need for preparation is clear, because transfers may cause troubles within the family if participants are not well informed about administration/tax and many companies may close down without been transferred with subsequent loss of employment and investments.

**If you are planning the takeover of a company, then make use of the business - transfer study guide, including texts and exercises to help you get better prepared.**

[www.business-transfer.nl](http://www.business-transfer.nl)



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## Training for Business Successors

Europe is losing approximately 150.000 firms representing 600.000 jobs a year due exclusively to inefficiencies in business transfers.

European Commission

### Preparing to take over an existing business?

Budding entrepreneurs often forget that starting a new firm is not the only way to get into business. Every year, thousands of existing small businesses close down, as their owners retire or seek new challenges, but cannot find anybody to take on the firm.

Ensuring a smooth handover is a long and sometimes complex process, but making it simpler would reduce much of the 'waste' - of skills, jobs, market presence and goodwill - when such a business closes down.

**The European project BTII provides methods and tools that facilitate business takeover including.**

#### **What it has to offer you?**

- A training package designed on a modular basis and combining different teaching and studying methods such as: face to face, e-learning/self-study, project oriented method (transfer plan), individual coaching and learning from practical experience.
- A Screening Tool for the preparation phase of a business transfer which provides potential successors and transferors a first business analysis, to facilitate identification of finding the right business, collection of important entrepreneurial information and evaluation.

[www.btp2.eu/](http://www.btp2.eu/)



# CerORGANIC

## Quality Certified Training of Farmers on Organic Agriculture

In 2009, organic agriculture  
occupied 8.6 million hectares  
in the EU.

European Commission

**Are you a VET teacher, a trainer or a tutor  
specializing in Organic Agriculture?**

**Take advantage of the European project CerOrganic  
to develop and certify your training skills.**

Organic agriculture addresses the need for sustainable agricultural development while meeting consumers' demand for increased food quality and safety.

Even though many EU countries offer organic agriculture training initiatives, little is known about their quality and effectiveness.

The CerOrganic project **enhanced the quality and attractiveness of all organic agriculture training systems and offers:**

- An exemplary program providing quality-certification, developed after studying required skills and competencies for organic agriculture trainers and based on EQARF requirements for training
- A blended learning approach combining theory and farm practice with online training resources (Web portal)
- A CerOrganic Quality Assurance process for organic agriculture trainers

**Visit the CerOrganic web portal and find innovative  
content on lifelong learning and vocational training  
practices and services for organic agriculture  
trainers.**

[www.cerorganic.eu](http://www.cerorganic.eu)



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## Creating an Innovative and Competitive Egg Industry

The annual egg consumption in the European Union exceeds 12kg per person.

Global Poultry Trends 2009

**Are you a professional in the egg industry? Follow an online free training course!**

The CICEI project targets managers and staff in the egg industry. It mainly aims to train small and medium enterprise managers in egg production, packing, processing and marketing sectors to expand their knowledge and develop their business in an innovative manner.

### How can you follow the training course? Simply!

1. Visit the website [www.cicei-project.eu](http://www.cicei-project.eu)
2. Select a training module:
  - Innovation
  - Marketing
  - Management
  - Production and progress
  - Certification
3. Complete the module and receive the CICEI certificate which is equivalent to 10 hours of vocational education.

[www.cicei-project.eu](http://www.cicei-project.eu)



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# ComTrain

## Competence Assessment and Development of Potential Entrepreneur

Lack of competences is the  
main reason cited by 8% of non  
self-employed Europeans for not  
starting their own business

Eurobarometer 2012

**Develop and assess your competences!**

In the current period of dynamic economic development, with the increasing number of companies operating in a highly competitive market, it seems important to define the characteristics of an entrepreneur that enable them not only to survive, but also to develop the right skills to become successful.

COMTRAIN offers training programmes that help you assess and develop your skills in:

- Communication
- Entrepreneurship
- Efficiency
- Problem Solving
- Planning & Organizing
- Pro-active Approach

Comtrain includes lectures, case studies presented via video, training games, role playing and many other things that will make the training easier to understand.

### COMTRAIN will help you:

- Test your managerial and entrepreneurial competences
- Get to know and strengthen your advantages
- Get in touch and improve your gaps
- Strengthen starting firms as well as their chances of survival
- Increase their competitiveness on the market through upgrading managerial competences
- Long term benefits through the effective organization and management of the SME

[www.oic.lublin.pl/comtrain/](http://www.oic.lublin.pl/comtrain/)



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European Commitment  
to Entrepreneurship

The first country to explicitly mention entrepreneurship in its national education strategy was Lithuania in 2003

European Commission

## Entrepreneurship lesson

Entrepreneurship and the learning of entrepreneurial skills is one of the main goals listed in the Lisbon Strategy. The importance of entrepreneurial skills for the further development, innovation and growth of the economy has been highlighted. An economic growth is extremely important to create new jobs.

Europe may be able to produce more entrepreneurs by promoting entrepreneurship education not only in VET-systems but also in schools and universities. Learning to undertake is important for all pupils and students in their future career.

**The ECE (European Commitment to Entrepreneurship) project promoted the need for education on entrepreneurship.**

The project focused on educating young people on how to be better entrepreneurs. It stimulated initiative and performance, linked to all entrepreneurial skills to make young people aware, through concrete practice possibilities of the importance of these skills, throughout a further career and lifelong learning

### **ECE promoted ...**

- Development of social & entrepreneurial skills
- Introduction of students to business start-up and management by means of a practical experience
- Use of information & communication technologies (design, software, e-mail, videoconferencing)
- Cultivation of positive attitudes towards foreign language learning providing a real context to practice it
- Creation of a common methodology in order to strengthen the network between educational institutions and companies all over Europe

**Visit ECE to find teachers' training materials and students' handbooks on entrepreneurship education! Click and discover!**

[www.ece.euproject.org](http://www.ece.euproject.org)



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# E(CO)-QUALIFY

Quality Assurance  
for Organic Retailers' Education

Quality Assurance  
System For Organic Retailing

The world's largest market  
for organic products in 2010  
was Germany with a turnover  
of 6 billion euros.

Organic-World.Net

Are you involved in organic food retailing?

**Elevate your business with appropriate certification!**

The vocational training and further education of managers and employees in the organic food retail market is characterized by a multitude of offers and actions on different levels and from different organisations, for which there are currently no quality assurance measures or systems.

As part of the initiative E(co)-Qualify 20 partners from 10 countries have developed and disseminated basics of quality assurance for training in organic retailing. During the first phase, technical standards for the qualification of employees and managers were defined. In the second project phase, a comprehensive system of quality assurance for continuing education and further training in organic retail in Europe was developed.

With the newly developed Quality Assurance System, a transparent assessment and evaluation system is offered. It contributes to the harmonisation of differing national educational and training activities in professional education. The intention of the introduction of a European Quality Assurance System is to offer education on the same high level with international comparable criteria and a controllable framework in the EU member states.

**Target groups and users of the E(co)-Qualify Quality Assurance System for education in organic products retailing are the providers of qualification and training, professional associations, businesses, entrepreneurs and employees and other stakeholders in the vocational training of this branch.**

[www.adam-europe.eu](http://www.adam-europe.eu)



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## Implementation of a Quality Assurance System for training In Organic Food Retail

Valued at 20 billion euros, the European market comprises almost half of global organic food & drink sales.

Organic-World.Net

Market growth for organic food requires the development of qualification and vocational training for those involved in retailing organic products.

The implementation of a European Quality Assurance System contributes to the removal of barriers often provoked by different regulations in the organic food market.

The aim of the E(co)-Qualify III Project was the implementation of the European Quality Assurance System for Education in Organic Food Retail. The main focus and objectives of the project were the adaptation and testing of the Quality Assurance System (QAS) previously developed within the framework of the European project ecoqualify at national levels in Bulgaria, Greece, Romania and Turkey.

More specifically, EcoQualify III achieved the adaptation and testing of the Quality Assurance System (QAS) at the national level and modification and adaptation of the QAS for the national needs and conditions in Bulgaria, Greece, Romania and Turkey; as well as the transfer and implementation of the QAS in the practice of educational institutions (universities, colleges, vocational training centers, etc.) and retailers/farmers.

### The main products of EcoQualify III are:

- The European Assurance System for Further Education in Organic Food Trade
- Licensing Guidelines
- Quality Handbook
- National quality assurance systems for further education in natural food trade in the four partner countries (Bulgaria, Greece, Romania and Turkey)

<http://ecoqualifyiii.uth.cs.teilar.gr>

# Professional Development System in the Agrofood Industry

Between 2009-2011, the European Union exported 1.9 billion euros worth of processed vegetables on average.

Eurostat

**Do you own or are you employed by a Small-Medium Enterprise in the sectors of quality wine, preserved vegetables or preserved meat;**

You can now find a training method to suit your needs!

The ability to access a tool and training methodology is usually limited to large companies with large HR departments. SMEs have limited resources to devote to assessing pan-European training and development trends and as such, are less able to adapt to fast paced changes. ETNA aims to provide SMEs and their professionals the chance to assess and match their training needs within their professional development sector, with information resources of training available in Europe.

Having the possibility to use a methodology based on competitive intelligence elements allows professionals in SMEs to be aware of the latest resources on formal and informal training. The professionals will improve the competitiveness of their company as well as their personal abilities. In short, this will level the playing field between professionals from SMEs and professionals from large corporations.

#### What can ETNA do for you?

- Help you to develop your workers and improve your management
- Devise training plans for your company
- Support your own professional development

#### Develop your own training plan in 4 easy steps!

##### Step 1: Your objectives

- Tell us why you (or your workers) want to undertake training, what are your/their current skills and what are the skills you wish to develop.

##### Step 2: The educational profile

- Tell us a little bit about your educational background and any professional training you may have undertaken.

##### Step 3: Your Company

- Tell us about your company and give an outline of its main strategies.

##### Step 4: Your training proposal

- Your training offer is created, tailored to your needs.

[www.etnaproject.eu](http://www.etnaproject.eu)



# Advertising and Marketing Methods to Support the Expansion of Small and Medium Size Enterprises Beyond National Limits

More than 99% of all European businesses are, in fact, SMEs. They provide two out of three of the private sector jobs

European Commission

## Promote your business in the Single European Market!

The creation of the single European Market, with about 500 million consumers, represents a source of enormous opportunities for Small and Medium Size Enterprises. However, many obstacles exist for SMEs wanting to take advantage of these opportunities, mainly due to the differences between how the markets of EU Member States operate.

Entrepreneurs often have aspirations to expand their business activities beyond the limits of their regional/national area in order to successfully grow their business. Often, this is undertaken with some level of apprehension by SMEs, predominantly due to the presence of restrictive factors such as:

- Limited economic resources available for SMEs to expand abroad
- Uncertainty of their ability to compete in a wider and potentially more aggressive market
- Inadequate management skills for a mature approach towards markets outside their nation or, in many cases, outside their region
- Unsuitable organisational structure/processes in place for expansion
- Difficulties for SMEs in accessing qualified assistance for development in foreign countries

The **EUCOMEN project** offers a positive contribution to help SMEs counteract the above factors. And to do so, it has developed practical and multidisciplinary online tools, while focusing on the development of communication and promotion methods to be used by SMEs to achieve success in foreign markets.

So, visit the **EUCOMEN website** and find ...

- A practical method for the creation and evaluation of personalized marketing and advertising plans for foreign markets
- A practical guide on staying competitive in the Single Market
- A self-assessment tool for Small and Medium Size Enterprises

[www.eucomen.eu](http://www.eucomen.eu)



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Boost your career

Are you a VET teacher,  
trainer or tutor wishing to upgrade  
your portfolio with 21st century skills?  
Do you want to act as a mentor  
to entrepreneurs?

Take advantage of the European project  
mENTERing and develop new mentoring  
skills and competencies, especially  
designed to support entrepreneurship.

**How?** Through the training material developed and offered  
for free from the mENTERing project!

- Training Methodology for trainers on entrepreneurship topics
- Mentor's training manual
- Webinars (online seminars) that offer all the necessary  
knowledge to help you develop your skills and competences  
on entrepreneurship

Mentoring skills and competencies help to respond better to entrepreneurs' learning  
needs and play an important role in the acquisition of new skills and competencies  
needed to run a business.

**Τι περιμένετε;**

- Develop or/and upgrade your mentoring skills and competencies
- Strengthen your network with the world of work, esp. enterprises
- Become a mentor to entrepreneurs and help them grow  
their business
- Encourage and support entrepreneurship

**Be inspired and inspire!**

[www.mentering.eu](http://www.mentering.eu)



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## Marketing Power for Women Farmers

42% of those who regularly work in the agricultural sector in the European Union are women. However, only in few rare cases they also own their own farms.

World Farmers' Association

More women invest, nowadays, in the production, processing and trading of local agricultural products.

### This is where MikroMarkt comes in!

On MikroMarkt website, women farmers producing regional or local specialties can find a practically tested range of instructions on marketing, as well as networking contacts with other women trying to sell their products the same direct way – in order to exchange experiences and maybe team up to develop more marketing power.

#### In brief, MikroMarkt offers:

- Information and know-how for your marketing, through its available training toolbox
- Possibility to have your farm inscribed on this website, in order to find new partners and new clients

**The Training toolbox** is divided into 9 Modules. Each Module represents the typical steps of a marketing training programme. **What does a Module look like?**

**A Learning Unit:** They present marketing know-how, adjusted to the requirements of small farms and their products.

**Case Studies:** They demonstrate examples on how marketing can work in the agro-business and help you understand how marketing can be used efficiently.

**A How to do it Unit:** Implementing the new knowledge into the student's farm business. The How to do Units are a step by step by step process, accompanied by attached supporting "tools" and a check-list.

[www.mikromarkt.eu/](http://www.mikromarkt.eu/)



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Invest in Agrotourism!

Only 15.6% of the new population could be seen in rural regions, amounting to just 3.3 million people over the period 2000-2008.

European Commission

## ... promoting innovation in rural region

Remote agricultural areas across Europe are in the same situation. There is a brain-drain of talented and young people moving to the cities. But rural areas are rich in cultural and natural resources, which can be exploited and developed.

The OATS project creates an international network for organic agricultural tourism to promote sustainable development in rural areas, healthy and environmentally friendly experiences for tourists, experiences and food from organic farming, innovation and modernization of rural development, preservation and dissemination of knowledge on traditional lifestyles and quality of life, originality and sustainability as a way of life in rural areas, political arguments to preserve original crafts and organic lifestyle and the balance between environmental sustainability and economic development.

### Visit the website and take advantage of...

- An international network of people involved in organic/sustainable tourism
- Methods to develop ideas and exchange experiences
- Web-based competency training combined with tailor-suited personal training (online and onsite)
- Workshops and ideas cafe

[www.oats.dk](http://www.oats.dk)



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The EU is a leading producer of wine. Producing some 175m hl every year, it accounts for 45% of wine-growing areas, 65% of production, 57% of global consumption and 70% of exports in global terms.

European Commission

...from the grape to the glass

## Follow the journey from the vineyard to the glass!

**A bottle of wine contains elements of different cultures, civilizations, techniques, experience, business and health.**

The oeno-MAC project developed (design, development, test, validation, dissemination, promotion, guidance) innovative vocational training approaches, materials and tools to the integrated agro-food sector "from the grape to the glass", involving all actors from all levels of the production process.

### 5 key topics

- Vine cultivation: exchange of good practice and varieties
- Wine production & recent changes in regulation and techniques
- Bottling, labelling and other containers
- Health, gastronomy and safety
- Business and rural developments

**In fact the modularity and flexibility of the training modules enables the user to design a specific package to meet their training needs combining several topics in one course.**

[www.oeno-mac.eu](http://www.oeno-mac.eu)



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## Ανάπτυξη Δεξιοτήτων για Εκπαιδευτές Βιολογικής Γεωργίας στα Βαλκάνια

Μεταξύ 2007-2008, η συνολική  
επιφάνεια βιολογικής καλλιέργειας  
στην Ευρώπη των 27 αυξήθηκε κατά 7.4%

Eurostat 2010

**Επιθυμείτε να ασχοληθείτε με τη βιολογική γεωργία; Το Organic.Balkanet σας ρύνει τις απορίες!**

Η συμβατική γεωργική παραγωγή εξαρτάται από μη ανανεώσιμους πόρους (εκμηχάνιση, λιπάσματα, φυτοφάρμακα κλπ), με αποτέλεσμα να επιβαρύνεται το περιβάλλον και να υποβαθμίζεται η ποιότητα του εδάφους και του νερού. Οι ηπιότερες μορφές γεωργικής εκμετάλλευσης μπορούν να διασφαλίσουν τη φυσική μας κληρονομιά.

Στο πλαίσιο αυτό, η βιολογική γεωργία κερδίζει έδαφος αλλά χαρακτηρίζεται από έλλειψη σαφήνειας ως προς τις μεθόδους και τα αποτελέσματά της. Τόσο οι καταναλωτές, όσο και οι επαγγελματίες γεωργοί δεν είναι απόλυτα βέβαιοι για το τι είναι η βιολογική γεωργία, ποια είναι τα οφέλη της, ποια προϊόντα καλύπτει και ποιοι περιορισμοί ισχύουν στην εφαρμογή της.

**Για το Organic.Balkanet συνεργάστηκαν** ακαδημαϊκά και ερευνητικά κέντρα, δημόσιοι και ιδιωτικοί φορείς επαγγελματικής εκπαίδευσης και κατάρτισης και επιχειρήσεις που δραστηριοποιούνται σε αγροτικές περιοχές, με στόχο να δημιουργήσουν προγράμματα επαγγελματικής εκπαίδευσης και κατάρτισης στην βιολογική γεωργία.

**Το Organic.Balkanet διευκολύνει** τη μεταφορά καινοτόμων πρακτικών εκπαίδευσης και περιεχομένου ηλεκτρονικής μάθησης στην επαγγελματική εκπαίδευση των νέων και των ανέργων επαγγελματιών αγροτών, καθώς και σε επαγγελματίες αγρότες των νέων κρατών-μελών της Ευρωπαϊκής Ένωσης.

### **Πως μπορεί να σε βοηθήσει;**

Η διδακτέα ύλη του Organic.Balkanet είναι διαθέσιμη, κατόπιν εγγραφής, στο <http://ob.moleportal.eu/index.jsp>. Δυσνητικοί χρήστες των εκπαιδευτικών εργαλείων είναι όλες οι μικρομεσαίες επιχειρήσεις που δραστηριοποιούνται σε αγροτικές περιοχές καθώς επίσης και εκπαιδευτές, καθηγητές και ειδικοί στον τομέα της βιολογικής γεωργίας.

[www.organic-balkanet.eu/](http://www.organic-balkanet.eu/)



Με την υποστήριξη του Προγράμματος Δια Βίου Μάθησης της Ευρωπαϊκής Ένωσης.  
Το σχέδιο αυτό χρηματοδοτήθηκε με την υποστήριξη της Ευρωπαϊκής Επιτροπής.



## Organic Agriculture in the Mediterranean

Between 2007 and 2008, the number of producers (agricultural Holdings) using organic farming methods rose by 9.5% within the European Union.

Eurostat

**Are you promoting organic farming? Organic.Mednet is what you are looking for!**

Public awareness on environmental issues, as well as food safety and quality, have brought forward organic agriculture as an approach capable of producing safer products, without compromising the environment.

Due to the particularities of the agricultural sector though, it is difficult to promote the new culture of sustainable agricultural production to its stakeholders. The slow introduction of organic agricultural topics in academic and vocational educational systems prevents the appropriate education of agricultural professionals.

Still, some organisations drive their own awareness and education initiatives for the promotion of organic agriculture in countries around the world. In addition, during the past few years, there have been several pilot actions that have enhanced the creation of e-learning content on organic agriculture theory, methods and practices.

In this direction, Organic.Mednet used existing results, as a basis to appropriately adapt, transfer and validate them for training of new user groups.

### Visit Organic.Mednet to find:

- Reports on training needs in new-user Mediterranean countries
- Reports on existing content on organic agriculture curriculum
- Training scenarios

[www.organic-mednet.eu](http://www.organic-mednet.eu)



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## ProudFarmer Promotion and Marketing of Local and Regional Products

Across the EU, training activities for almost 250.000 beneficiaries have been supported and approximately 1.2 million days of training have been delivered, between 2007-2010

European Network for Rural Development, 2012

### Conquer the markets with good marketing!

For many farmers all over Europe survival in a rapidly changing agricultural and economic environment depends on the development of special niche products and markets.

The success of the local/niche products depends on reasonable marketing strategies. Also, the success depends on the competences of the producer to comply with all the European and National requirements regarding producing, documentation and all the other binding procedures in the process.

Develop appropriate skills through a suitable training program!  
**Be A Proudfarmer!**

Get your hands on the Methodological Training Tools in Marketing (MTTM), developed by the ProudFarmer project.

#### ProudFarmer...

- Is strongly end-user driven.
- Relies on knowledge-based approaches.
- Combines high quality information on the best practices from different corners of Europe.
- Motivates farmers to apply their full capacities to be competitive in the new economic conditions.
- Offers tools and a curriculum for VET and life-long education systems.
- Helps farmers to comply with the European and national legal requirements that often are the main hindering factor in their efforts to start new kinds of agricultural production.

[www.zemniekusaeima.lv/en/proudfarmer/](http://www.zemniekusaeima.lv/en/proudfarmer/)



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## Modern Skills for an Old Profession

In 2011, EU sheep population exceeded 85 million.

European Commission, DG Agriculture and Rural Development





## Women Entrepreneurs in Rural Tourism

With over 56% of the population in the 27 Member States of the European Union (EU) living in rural areas, which cover 91% of the territory, rural development is a vitally important policy area.

European Commission

**Are you a woman entrepreneur involved in rural tourism or the crafts industry?**

The European training programme WERT suits you because it aims to meet the needs and build the skills of women entrepreneurs involved in rural tourism and crafts and improve the quality of training provided by the vocational education sector.

The programme aims to help women entrepreneurs market their products and services more effectively and encourage networking across borders and the sharing of knowledge and best practices at a European level.

### The WERT training programme is aimed towards:

- Women entrepreneurs involved in rural tourism, crafts and food production
- Women who wish to enter the sector in order to become economically active and independent
- Vocational training providers, to help women entrepreneurs develop the required business skills e.g. Management, Information Technology and Marketing

### Visit the WERT website and find:

- A training package using a variety of innovative learning methods, including e-learning, to suit women entrepreneurs
- An area for networking and marketing across Europe

[www.wertedu.eu](http://www.wertedu.eu)



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# farmsUP! consortium. Who we are



Militos Emerging Technologies & Services offers an integrated range of innovative consultancy services in a wide spectrum of fields, such as Entrepreneurship, Employment, VET, Agriculture, Culture, Media, R&D, etc. Its expertise includes in particular, business development, communication, dissemination, media relations, event management and information campaigns. Militos regularly participates in national and European projects, playing a key role in the elaboration and co-ordination of all managerial structures.

With a track record of over 25 EU-funded projects and actions as Leader or partner, Militos has sound experience in project management and efficient, effective and transparent internal financial management of large-scale and complex projects. Moreover, the company has acquired considerable experience and know-how in dissemination and publicity, having successfully designed and implemented various complex publicity and dissemination actions for several EU and national projects.

It also undertakes the design, coordination and successful implementation of various EU large-scale events such as, conferences, workshops, seminars, press conferences, info-days, exhibitions and visits (over 50 demanding and complicated events, involving over 25000 participants, with enormous success). Furthermore, Militos maintains a privileged relationship with the media community, bringing to the consortium -besides the research expertise- an extensive network of media contacts in LLP+33, as well as partners, thus providing added value to the dissemination and exploitation activities. The company itself exhibits strong editorial and communication attributes.

Since 2001, the company acts as the National Editor of the European Commission Standard Eurobarometer public opinion, contributing to the respective press conferences (i.e. presentations, press kit, media monitor). Since 2009, Militos acts as the Exclusive Media Consultant of the EC Representation in Greece services mostly for events and awareness raising. Moreover, in 2012, Militos (together with a partner), following an open tender procedure, was selected by the European Parliament Information Office in Athens as an External Consultant for the provision of services for the support of communication and information activities, mostly for the organisation of several types of demanding events for the coming four years (framework contract).

In 2011 Militos was selected by the EC DG Enterprise and Industry to set up and operate the National Network for Business Mentors, as the local representative of the European Network of Mentors for Women Entrepreneurs.



Copa-Cogeca is the united voice of farmers and agri-cooperatives in the EU. Together, they ensure that EU agriculture is sustainable, innovative and competitive, guaranteeing food security to half a billion people throughout Europe. Copa represents over 13 million farmers and their families whilst Cogeca represents the interests of 38,000 agricultural cooperatives. They have 70 member organisations from the EU member states.



mscomm is a fast growing communications agency whose strategic insights and innovative approach helps its clients take advantage of these opportunities while overcoming challenges. We provide to every client program a complete range of public relations, public affairs, advertising and an in-depth understanding of traditional and new media, as well as an insight into diverse audiences and stakeholders. The foundation of our marketing communications programs is delivering measurable results to clients through a full range of services in issues including healthcare, technology, energy, the environment, CSR, food and beverage, consumer protection, trade, education, defense and security, travel, art and leisure and financial services.

We also provide the EU angle and strategic advice on the politically-driven activities of the European Parliament, European Commission and Council of Ministers – and coordinating the efforts needed at national-government level across the 27 EU-member countries.

mscommhas a deep commitment in sustaining and building advocacy on behalf of our clients and their organizations, products, services and issues in Greece and abroad. Our team includes experienced professionals from public affairs, business, journalism, politics, government, law, finance, marketing, research and advertising.



Life Long Learning Research Institute (3L Research Institute) is a non-profit organization which aims at developing, implementing, promoting and diffusing ideas, initiatives, programmes, projects and activities which are related with the Information & Knowledge Society, with academic and vocational training, as well as education in all areas of technology, science, economy and society.

It carries out research, development and education projects, it exploits the results of Research and Development (R&D), it ensures the dissemination of results of researches and studies to wide groups of citizens, authorities and institutions priority to individuals and institutions of the broader area of Europe and the Mediterranean.

3L Research Institute was partner in the GRU-Partnership: "European Women Interactive Learning" (EWIL), a project selected among the five Star Projects at the European database European Shared Treasures – EST (<http://bit.ly/YIsXC0>). Additionally, 3L Research Institute is coordinating GRU-MP "Learning through Innovative management concepts to ensure transfer of Knowledge of Elderly people" (LIKE) | 517619-LLP-1-2011-1-GR-GRUNDTVIG-GMP" and is participating in the project LdV Thematic Networks: "Age Management in Practice: Improving Access to VET/CVET for Older Workers across Europe (LIKE)|518590-LLP-1-2011-1-UK-LEONARDO-LNW", both of which have been invited to be part of the Best Practice Exhibition during the major European Conference, organized by European Commission's Directorate-General for Education and Culture in Brussels on 19-21 November, 2012 (<http://bit.ly/119cwus>). In addition, it must be noted that both projects have received an particularly high evaluation score, rating at the 5th and 6th place respectively during the year of approval (2011). Finally, 3L Research Institute is a partner in the LdV LAM: "Fostering the Emerging Agro-entrepreneurial Culture through Dynamic Training Solutions" (FarmsUP!) |527718-LLP-1-2012-1-GR-LEONARDO-LAM.



[www.farmsup.eu](http://www.farmsup.eu)

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