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Learning Model

Production and marketing of organic olives and olive oil:
EcoOlives No. 2021-1-DE02-KA220-VET-000030009



The EcoOlives learning model provides the didactic methodology for the training course and the Manual for Trainers. It combines the pedagogical methods derived from the theoretical background and the practical experiences of the partners, applicable to the theme of the project and the target group of olive growers and olive oil producers. The project partners distributed an online survey to gather information about the learning conditions, needs, and preferences of the target group. They used the data collected to compile a National Report and a General Report for comparison. The survey was aimed at olive oil and olive producers, particularly those of medium or small size, under 45 years old, and with internet access for future online courses.

It defines and describes the basis for the development of the content of the course and the manual, as well as the structure of the technical implementation of the web platform.



Objectives

- To create a pedagogical framework, derived from the blended learning approach
- To define an “instructional design” that addresses specific needs
- To take into account the information needs of newcomers to the olive sector
- To integrate pedagogy and creative models into the EcoOlives learning environment supporting collaborative and individual learning processes for *OF&OOPs¹ managers & their employees.

Curriculum Presentation and Modules

A series of seven topics was proposed, where thanks to the responses of the respondents, a ranking of interest was built:

1- Productions of organics olives and olive oil
2 - Marketing and communication
3 - Digital technology in the practice of organic olives and olive oil professionals.
4 - Agronomic knowledge related to the cultivation of organic olives
5 - Relationship of organic olives and olive oil production with agritourism, rural area accommodation and Tourism diversification.
6 - Certification process in organic olives and olive oil production.
7 - Relationship between the farm and the transformation process and its environment

1. Cases of best practices, as told by producers operating in the sector.
2. Presentation with expert input.
3. Written manuals and guidebooks.

Role of Trainers

The role of the trainer/expert in organic olive cultivation and production of organic olive oil involves presenting specific knowledge, adapting materials to learners' needs, using online resources, facilitating discussions, and understanding e-Learning tools and remote communication. A modern trainer is responsible for the entire training process, stimulates learner engagement, and combines traditional and blended learning methods for optimal results.

¹ “OF&OOP’s: Olive Oil & Olive Products”

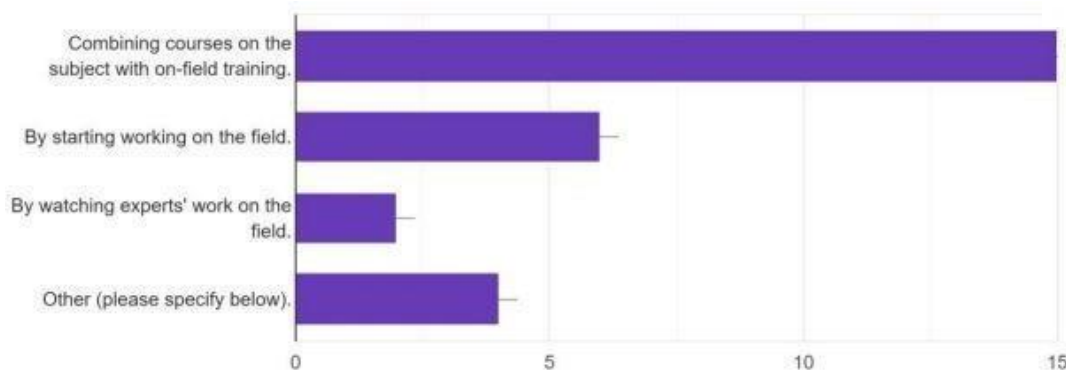




Motivation and support are key in remote learning, and a trainer acts as a stimulator to address challenges and ensure effective learning.



Proposed Strategies



Trainers must be aware of the drawbacks of blended learning and be prepared to address challenges such as limited communication and imbalanced participant interaction. Effective strategies can be implemented to overcome these obstacles.

Create a space of cooperation and co-creation
Problem-based learning
Dialogue based learning

Key findings

Most respondents have opted for an online course that could include on-field training and tutor/mentoring sessions.

Evaluation and Self-Assessment

Evaluation and self-assessment are essential in training. Trainees should have a comfortable means to provide feedback. Providing a certificate of completion with partner logos and signatures adds credibility.

Conclusion

The “EcoOlives” consortium consists of partners from different countries with varying levels of olives and olive oil production. They have a common interest in exploring or improving organic production. Respondents prefer a self-paced or less intensive blended course with on-site experiences. Topics of interest include organic production, marketing, and digital technology. Trainers should have expertise in objectives, curriculums, and learning methods. Evaluation should include pre and post course testing. The learning platform should offer resources, guest posts, and community learning opportunities.