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# ECO OLIVES MANUAL FOR TRAINERS

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



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## Introduction - How to Use the Manual

This is a manual for trainers, which functions as a guidebook for trainers who want to use the EcoOlives course available, on the project's platform, to train and assist olive oil producers and supporting organizations. The result is based on previous outcomes and the relevant structure.

The manual guides the trainers through the various elements of the training course according to the modules. Meaning that either allows them to navigate the guide as a whole or to pick which modules they need to integrate into a pre-existing training approach to expand their practice.

This is a set of suggestions and recommendations trainers can use and adapt to their own training as they see fit. The purpose of this plan is to provide them with a general structure of what their lesson could look like, and to give suggestions for innovative resources and approaches they can implement during their training. The target group are adults who come from mostly agricultural backgrounds and are interested in learning



about organic olives and olive oil or are already advanced and want to expand their practice.

The manual is available only in electronic form in English, Bulgarian, German, Italian, Spanish, Greek and Portuguese.

## Objectives

- The purpose of this result is to provide the trainers with the necessary theory to apply the step-to-step guidance to carry out the activities from the courses in practice.
- To provide the methodological instruction on how to conduct the course.
- To raise awareness of the trainers and specialists for the opportunities that the production of organic olives and olive oil offer as an option for increased market share.
- To respond to the demand for more Organic Olive & Olive Oil products on the local and international market.

## Modules

This Manual is complementary to the EcoOlives Course and therefore follows a similar structure and content. It is composed of guidance for the 7 modules in the course as well as a two-part introduction that also gives tips on how to deal with beginners in the organic olive and olive oil production:

Introduction - How to Use the Manual
Introduction 2.0 - Tips for interacting with Eco Olive and Olive Oil Producers
Module 1 - Introduction to EcoOlives
Module 2 - How to Produce Eco Olives
Module 3 - How to produce Eco Olive Oil
Module 4 - How to Market and Sell Organic Olives and Olive Oil
Module 5 - Sustainability and Certification
Module 6 - Olive Groves as part of Cultural Heritage





## Module 7 - Conclusion and Evaluation

### Module Structure

For the convenience of the trainers and the intuitive approach that is embodied in this guide all Modules in the Guide have an identical structure.

**The main part of the module consists of:**

- Table of Useful Information for the Trainer (Module Summary, Module Aims – Objectives, Learning Outcomes, Duration of the Module, Materials Needed)
- Lesson Plans separated into Units that include the following information:
  - Aim
  - Guidelines for Beginner Groups
  - Guidelines for Advanced Groups
  - Resources and Material
  - Estimated Duration
- Guidelines for Module Exercises that include the following information:
  - Number and name of activity Description
  - Aim and Objectives
  - Guidelines
  - Interaction Pattern (SS-ST-TS)
  - Resources and Materials that will be used
  - Assessment and Results
- Self-Assessment Questions for Trainer
- How to interpret the Self-Assessment Results

### Navigating the Course

#### *Step 1: Accessing the Interactive Platform*

- Log in to the trainer's account on the interactive platform.
- You will land on the dashboard homepage, providing an overview of the course.

#### *Step 2: Reviewing Table of Useful Information*

- Click on "Table of Useful Information" to find a tabulated summary of each module.



- Review Module Summary, Aims - Objectives, Learning Outcomes, Duration, and Materials Needed.

### *Step 3: Exploring Lesson Plans and Units*

- Navigate to the specific module you want to teach.
- Click on "Lesson Plans" to access detailed plans separated into units.
- For each unit, review the Aim, Guidelines for Beginner and Advanced Groups, Resources, and Estimated Duration.

### *Step 4: Engaging with Module Exercises*

- In the same module, click on "Module Exercises."
- Explore the list of activities, each containing Number and Name, Aim, Objectives, Guidelines, Interaction Pattern (SS-ST-TS), Resources, and Assessment details.

### *Step 5: Completing Self-Assessment Questions*

- Navigate to "Self-Assessment Questions for Trainer."
- Answer the set of questions related to the course content.
- The platform will interpret the results and provide feedback and recommendations.

### *Step 6: Participating in Discussion*

- Join the interactive discussion forum for trainers.
- Collaborate, share experiences, ask questions, and receive support from peers and course administrators.

### *Step 7: Tracking Progress*

- Keep track of your progress and completion status.
- Identify completed and pending modules within the course.



### *Step 8: Receiving Notifications and Reminders*

- Stay updated with automated reminders and notifications from the platform.
- Ensure you stay on track and engaged throughout the course.

## **Handling Beginners in OO&OO Trainings**

When engaging an inexperienced beginner to olive oil production as a trainer, it is critical to create a helpful and inclusive learning atmosphere. Here are a few suggestions for effectively involving and guiding them:

- 1. Establish a Positive Rapport:** Begin the training by introducing yourself, demonstrating genuine interest in the participants' histories, and addressing any potential anxieties or reservations they may have about the programme.
- 2. Begin with the Fundamentals:** Assume you know nothing about olive oil production. Begin with an introduction to the industry, the olive tree, and the basic principles of olive oil extraction. To make the topic more accessible, use simple and familiar language.
- 3. Connect Concepts to Real-World Experiences:** Assist newcomers in connecting new concepts to their everyday experiences. Use relatable examples and analogies to describe complex processes so that they can be understood.
- 4. Use visuals and interactive activities:** Incorporate visual aids, charts, and infographics to improve comprehension. Include hands-on activities or demonstrations to enhance learning wherever possible.
- 5. Encourage Questions and Discussion:** Create an open and welcoming environment in which beginners can ask questions and share their ideas. Patiently respond to questions and encourage peer-to-peer exchanges.
- 6. Be Patient and Compassionate:** Recognise that acquiring a new skill requires time and practice. Remain patient with newcomers and provide constructive feedback and encouragement to help them gain confidence.



7. **Break Down Complicated Concepts:** The production of olive oil might include sophisticated processes. Break complex concepts down into smaller, more accessible chunks, then build on the foundation as training goes.
8. **Give Specific Examples:** Share success stories and case studies from other beginning olive oil producers. This can motivate newcomers and show them that success is possible.
9. **Provide Follow-Up Assistance:** Make available extra resources and materials for self-study. Provide post-training assistance, such as follow-up emails or Q&A meetings, to resolve any outstanding issues or challenges.
10. **Encourage networking** by providing opportunities for newcomers to engage with established olive oil producers. They can learn from industry specialists and create a support network.
11. **Milestones:** Recognise and appreciate the progress made by beginners during training. Recognising their accomplishments can increase motivation and excitement.

## Module 1 - Introduction to Eco Olives

<b>Module Summary</b>	The first module briefly reviews the EcoOlives project, the project partnership, main outcomes, tools produced and the benefits of the EcoOlive training course.
<b>Module Aims - Objectives</b>	The main objective of the module is to provide an introduction, overview and instructions for the EcoOlives Training Course
<b>Learning Outcomes</b>	<p>Upon module completion, participants will:</p> <ul style="list-style-type: none"> <li>● be familiar with the EcoOlives Project, its partnership, main objectives and results</li> <li>● be able to confidently navigate and use the tools provided within the training;</li> <li>● gain a broader idea of your level of knowledge of the topic prior to starting the course</li> </ul>
<b>Duration of the Module</b>	Approx. 140 minutes





<b>Materials Needed</b>	Projector, laptops, course outline handouts, EcoOlives Brochure, printed/digital self-assessment questions
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## Unit 1: Introduction to Eco Olives

	<b>1.1</b>	<b>1.2</b>	<b>1.3</b>	<b>1.4.1</b>	<b>1.4.2</b>	<b>1.5.</b>
<b>Topic</b>	About the Publication	About the Project EcoOlives	About the partners	Introduction to the training.	Introduction to the training about the Platform	Initial Self-Assessment
<b>Aim</b>	To introduce the learners to the EcoOlives course	To introduce the learners to the EcoOlives project	To introduce the learners to the partnership of EcoOlives	To introduce the learners to the training course	To introduce the learners to the EcoOlives Platform	To perform initial self assessment in order to clarify baseline knowledge
<b>Guidelines for Beginner Groups</b>	The trainer should first of all engage the learners with a question on how much they know about the topic. Then, the trainer should explain the structure of the training course	The trainer should briefly explain about the project EcoOlives, its aims, expected results and funding.	The trainer should explain the nature of the project partnership (international cooperation and its benefits and opportunities etc.), present the countries and their input to the project	The trainer should explain the benefits of the training and the main aims to be achieved, as well as the structure of the training, activities within and the probable outcomes.	The trainer should provide an overview of the platform, its main capabilities, tools to be used as well as the registration process. The trainer should also	The trainer should explain the aim of the assessment (to evaluate the level at which the learner starts the course) and the procedure of the assessment (open ended questions and





	using the main headlines. As this is the main introduction to the course, the trainer should pay attention to all 8 main sections of the course.		(such as the bigger producer countries and so on)		stress their availability for easing the process of the learner and give a chance for the users to explore the platform	multiple choice questions). Giving the learners time, the trainer should then go over the questions with the learners, evaluating the starting level.
<b>Guidelines for Advanced Groups</b>	As this is an introductory part, the same rules should apply as to the beginner group.	Same as for beginners (See guidelines above)	For advanced groups, funding opportunities could be explained (international cooperation in KA2 strategic partnerships)	The trainer should explain the benefits of the training and the main aims to be achieved, as well as the structure of the training, activities within and the probable outcomes. For more advanced groups,	The trainer should adapt the learner level of proficiency within the platform.	In addition to the questions, the trainer could also engage the learners in a discussion on their expectations and the gaps of knowledge they want to close.



				the trainer should provide introduction to additional resources and search that be needed.		
<b>Resources and Material</b>	The visuals from the Eco Olives course should be demonstrated either on screen (projector, laptops) or via handouts of the outline.	The visuals from the Eco Olives course should be demonstrated either on screen (projector, laptops) or via handouts (brochure, card, etc.) with clear E+ visibility	The partner visuals could be demonstrated on a screen (projector, laptops)	Screen (projector, laptops)	Screen (projector, laptops)	Printed/digital self assessment questions
<b>Estimated Duration</b>	30 minutes	10 minutes	10 minutes	30 minutes	40 minutes	20 minutes





## Module 2 – How to produce organic olives

<b>Module Summary</b>	The present module briefly analyzes the whole process of growing and producing organic olives, starting with the preparatory operations to grow olive trees. It also covers the main aspects of plant management - soil management, irrigation, fertilization and pruning – as well as operations to preserve plant and fruit health - weed management, disease and pests prevention. The module ends with some knowledge on olive harvesting, proper storage and transport to the olive mill.
<b>Module Aims - Objectives</b>	The main objective of this module is to delineate and examine the different stages and elements of organic olive production.
<b>Learning Outcomes</b>	Upon completion of this Module you will: Knowledge:







	<ul style="list-style-type: none"> <li>● be aware of the opportunities and threats associated with organic farming</li> <li>● know the factors that anticipate the planting of an olive grove</li> <li>● have a clear idea of the operations and elements associated with growing olive trees</li> <li>● recognize the elements that threaten olive trees and their fruit</li> <li>● being aware of the proper methods of harvesting, storing and transporting organic olives</li> </ul> <p>Competences and skills:</p> <ul style="list-style-type: none"> <li>● be able to plan the planting of organic olive trees</li> <li>● be capable of optimal planting of organic olive trees</li> <li>● skills in cultivating and managing the olive trees</li> <li>● ability to deal with the elements that threaten olive trees and their fruit</li> <li>● applying the best practices for harvesting, storing and transporting organic olives</li> </ul>
<b>Duration of the Module</b>	Approximately 16 hours
<b>Materials Needed</b>	Whiteboard/flipchart, paper pads and notepads for participants, markers, projector, laptop/PC, internet connection, small glass containers with the different varieties of olives available locally (in the eras when they are available), small copies of the equipment used in the olive growing stages-if available, printed materials of the case studies contained in the EcoOlives platform curriculum.

## Unit 1: Organic farming: opportunities & threats

<b>Topic</b>	<b>This Unit summarizes the principles of organic farming, pointing out which are the opportunities and threats to organic farming.</b>
<b>Aim</b>	Upon this Unit, learners will be able to understand the key points of organic agriculture, being aware of the potential advantages and disadvantages of converting to organic farming.
<b>Guidelines for Beginner Groups</b>	<ol style="list-style-type: none"> <li>1. Begin with a brief summary of the background and significance of organic farming</li> <li>2. Describe the concept and main elements of organic farming</li> <li>3. Outline the process for converting from conventional to organic farming</li> </ol>



	<ol style="list-style-type: none"> <li>4. Ask SS to speak about potential opportunities and threats of organic agriculture</li> <li>5. Present the advantages and disadvantages associated with organic farming</li> </ol>
<b>Guidelines for Advanced Groups</b>	<ol style="list-style-type: none"> <li>1. Ask SS to share their prior knowledge of organic farming</li> <li>2. Gather ideas on the threats and opportunities of organic farming and draw up a common summary list</li> <li>3. Deepen the details of the conversion process from conventional to organic farming</li> <li>4. Ask SS to share their experience of the conversion process</li> </ol>
<b>Resources and Material</b>	<ul style="list-style-type: none"> <li>● Whiteboard/flipchart</li> <li>● paper pads/notepads for participants</li> <li>● markers</li> <li>● laptop/PC</li> <li>● projector</li> <li>● PowerPoint presentation on organic olives production</li> </ul>
<b>Estimated Duration</b>	Approximately 1,5 hours

## Unit 2 : The plant before production

<b>Topic</b>	<p><b>This Unit analyzes the main factors and aspects to be carefully considered before planting an olive tree grove.</b></p> <p><b>In particular:</b></p> <ul style="list-style-type: none"> <li>● <b>Climate factors</b></li> <li>● <b>Pedological factors</b></li> <li>● <b>Orography and land</b></li> <li>● <b>Exposure</b></li> <li>● <b>Cultivar selection</b></li> <li>● <b>Plant selection</b></li> <li>● <b>Selection of cultivation form and spacing system</b></li> <li>● <b>Socio-economic aspects</b></li> </ul>
<b>Aim</b>	Throughout this Unit, students must learn the basics about the elements to be carefully evaluated before planting an organic olive grove, such as: factors related to external conditions, environment and soil; factors strictly related to plants; cultural and economic aspects.



<p><b>Guidelines for Beginner Groups</b></p>	<ol style="list-style-type: none"> <li>1. Explain which are and how climatic factors affect the cultivation of organic olives</li> <li>2. Define what pedological factors are and to what extent soil characteristics and its depth affect decisions about olives cultivation</li> <li>3. Analyze the relationship between orography and growing olives</li> <li>4. Highlight how the exposure impacts on olive cultivation</li> <li>5. Explain what criteria lead to the cultivar selection that best suits the needs of each specific case</li> <li>6. Introduce the three different propagation systems and the best characteristics for selecting plants</li> <li>7. Describe planting spacing and densities and the three models of olive farming: traditional, intensive, super high density</li> <li>8. Emphasize the role of socio-economic aspects in assessing the suitability of a planting site for olive cultivation and then presents some examples</li> </ol>
<p><b>Guidelines for Advanced Groups</b></p>	<ol style="list-style-type: none"> <li>1. Start by asking SS to talk about the relationship between climatic factors and organic olive production and to share their experience regarding the application of measures to adapt to and contrast climatic factors and climate change specifically</li> <li>2. Discuss the importance and the ways of conducting chemical and physical analyses for examining the soil profile and thus assessing soil characteristics for planting olive trees</li> <li>3. Asking SS to share their experience on growing olive trees in different orographic conditions: flat, hilly or terraced lands</li> <li>4. Discuss how olive planting exposure affects crop efficiency and product quality</li> <li>5. Illustrate the links between desired goal, olive grove farming methods and cultivar selection</li> <li>6. Ask SS to tell what characteristics and priorities have directed them in their experience in the selection of cultivars and plants for transplanting</li> <li>7. Open a discussion and come up with an enumeration of the advantages and disadvantages of different models of olive growing: traditional, intensive, super high density</li> <li>8. Discuss the presence of adequate infrastructure and networks as well as consumer tastes as major socio-economic elements in evaluating the suitability of a planting site for high-quality, profitable organic olive growing</li> </ol>
<p><b>Resources and Material</b></p>	<ul style="list-style-type: none"> <li>● Whiteboard/flipchart</li> <li>● paper pads/notepads for participants</li> </ul>





	<ul style="list-style-type: none"> <li>● markers</li> <li>● laptop/PC</li> <li>● projector</li> <li>● PowerPoint presentation on organic olives production</li> </ul>
<b>Estimated Duration</b>	Approximately 4 hours

### Unit 3 : Plant management

	<b>2.3.1 Soils management</b>	<b>2.3.2 Irrigation</b>	<b>2.3.3 fertilization</b>	<b>2.3.4 Pruning</b>
<b>Topic</b>	This subsection explains the meaning of managing the soils before planting olive trees and during their cultivation	This subsection explains the relation between water management and olive trees cultivation, outlining the different techniques of irrigation	This subsection explains what fertilization is, what it is used for, and different types that can be applied, mainly in organic farming	This subsection explains what is the purpose of pruning, what types of techniques can be applied according to specific factors, and what are the best times for pruning
<b>Aim</b>	Realize what priorities are pursued through land management and the different techniques that can be applied to achieve these goals	Make students aware of the importance of the role of water in olive cultivation and be able to apply different techniques according to the given conditions in a specific context	By the end of this subsection, SS will be able to distinguish the 3 types of fertilization that refer to the different stages of olive trees, as well as the different organic fertilization techniques	Comprehend the reasons behind different plant pruning interventions and what factors and reasons lead to choosing certain techniques at specific times rather than others
<b>Guidelines for</b>	1. Make SS realize which core goals you	1. Illustrate the link between	1. Explain what fertilization is and what	1. Highlight the different types of pruning





<p><b>Beginner Groups</b></p>	<p>plan to achieve through land management</p> <p>2. Define what are the key aspects of tillage, mulching, and controlled green cover for weed removal</p>	<p>water and olive cultivation</p> <p>2. Explain under what conditions irrigation is needed and in what volumes</p> <p>3. Describe deficit irrigation and drip irrigation as ways of water management</p>	<p>elements need to be evaluated when you want to increase the quality and efficiency of a soil</p> <p>2. Describe the three types of fertilization: Planting fertilization, farming fertilization, production fertilization</p> <p>3. Discuss the different ways to fertilize a soil according to the principles of organic farming</p>	<p>according to the objectives you want to reach</p> <p>2. Explain what the different types of pruning interventions are depending on two key factors: the life stage of the tree and the time of year when the intervention is carried out</p>
<p><b>Guidelines for Advanced Groups</b></p>	<p>1. Compare and contrast the pros and cons of tillage techniques, including the impact on the organoleptic quality of the soil</p> <p>2. Discuss the benefits of using different mulching techniques in organic farming</p>	<p>1. Open a round of speeches on three topics: I. irrigation period; II. irrigation shifts; III. volumes of water to be given. Then summarize the results</p> <p>2. Further explore the topic of localized irrigation methods, such</p>	<p>1. Divide SS into three discussion groups on three topics: planting fertilization, farming fertilization, production fertilization. At the end of the period ask each group to share their findings with each other</p> <p>2. By brainstorming, create a list of possible</p>	<p>1. Ask SS to state what objectives they intend to achieve through pruning and what technique they apply accordingly</p> <p>2. Ask SS to tell what time(s) of year (and plant condition) they use to prune olive trees and for what reason</p>



	3. Ask SS to share their experience about green cover, thus showing the advantages deriving from this technique	as subirrigation and drip irrigation, opening up for SS interventions	advantages and disadvantages related to organic and non-organic fertilization	
			3. Divide SS into three discussion groups on three topics: fertilization and grassing, the practice of green manure, and the practice of keeping animals in the olive grove. At the end of the period ask each group to share their findings with each other	
<b>Estimated Duration</b>	Approximately 1,5 hours	Approximately 1,5 hours	Approximately 1,5 hours	Approximately 1,5 hours

## Unit 4 : The plant and its environment

	<b>2.4.1 Manage weeds</b>	<b>2.4.2 Prevent disease and pests</b>
<b>Topic</b>	This subsection explains how to prevent and limit the occurrence of weeds and how to treat the consequences of their presence through organic farming methods	This subsection explains what biological defense is, which are factors affecting the choice of a rational defense and possible practices to be applied when preventing disease and pests
<b>Aim</b>	At the end of the lesson, students will be able to understand the rationale and different strategies behind the integrated approach in dealing with the weed issue	At the end of this lesson, students will be able to understand what are the most appropriate means of defense to be used depending on specific factors and to recognize what are the adversities that can



		create damages or disease to olive plants
<b>Guidelines for Beginner Groups</b>	<ol style="list-style-type: none"> <li>1. Start by introducing the philosophy of organic farming behind weed management</li> <li>2. Describe strategies to prevent weed establishment, which is the most important possible intervention in organic farming</li> <li>3. Examine the strategy of improving crop competitiveness through the use of cultivars that are highly competitive against weeds by habitus and vigor</li> <li>4. Outline weed removal techniques through the use of machinery and manual interventions</li> </ol>	<ol style="list-style-type: none"> <li>1. As a first step, carefully introduce the concept of biological defense, which is the basis for choosing the most appropriate means of defense</li> <li>2. Differentiate the adversities that can create damage or disease to olive plants, classifying abiotic and biotic agents</li> <li>3. Discuss and present some examples of pest and disease management practices, with a focus on preventive measures</li> </ol>
<b>Guidelines for Advanced Groups</b>	<ol style="list-style-type: none"> <li>1. By brainstorming, create a list of possible advantages and disadvantages regarding integrated method in managing weed</li> <li>2. Discuss in further detail agronomic practices aimed at limiting weed reproduction and dispersal - preventive strategies</li> <li>3. Give samples of strategies for improving crop competitiveness while dealing with weeds</li> <li>4. Have a conversation in your group about direct weed containment techniques rely on the use of machinery and</li> </ol>	<ol style="list-style-type: none"> <li>1. Ask the class to share any previous information they have on diseases and pests of olive plants</li> <li>2. Go deeper into the analysis of diseases and pests that can attack olive plants, especially focusing on the local ones, showing pictures to help recognize each of them</li> <li>3. Explore what consequences the presence of diseases and pests can have on plants, leaves, and olives</li> <li>4. Ask students to share their experience in pests management within organic farming</li> </ol>





	manual interventions aimed at removing weeds	
<b>Resources and Material</b>	laptop or projector for display, Handouts, Flipchart or whiteboard with markers. Case studies	Laptop/PC, Projector, Handouts (printed copies for each participant), Flipchart or whiteboard with markers.
<b>Estimated Duration</b>	Approximately 1,5 hours	Approximately 1,5 hours

## Unit 5 : Harvesting and storage organic olives

	<b>2.5.1 transport and storage of organic olives</b>
<b>Topic</b>	This Unit explains the basic principles of olive harvesting, storage, and transport, providing basic information on packing, maintenance, and transport from the site of production to the oil mill
<b>Aim</b>	By the end of this lesson, students will be aware of the methods and timing for the proper harvesting, storage, and transport of olives so that the fruit is not damaged and the best quality is ensured for the subsequent production of organic olive oil
<b>Guidelines for Beginner Groups</b>	<ol style="list-style-type: none"> <li>1. Starts by introducing SS to all the possible effects that olive harvesting can have on present and future production</li> <li>2. Introduce to the class the notions about olive harvest timing</li> <li>3. Summarize the olive harvesting methods and the reasons behind them</li> <li>4. Describe the most frequent problems occurring during the harvesting</li> <li>5. Introduce the process of defoliation</li> <li>6. Ask SS to present what they think the risks of transporting olives might be. Then explain to them what these risks actually are</li> <li>7. Clarify the concepts of proper packing and storage of olives</li> <li>8. Outlines how to properly execute the process of transporting olives to the mill</li> </ol>
<b>Guidelines for Advanced Groups</b>	<ol style="list-style-type: none"> <li>1. Ask SS for their opinion about the impact of climate change on the quantity and quality of olive production. Discuss in more detail how these events have affected the methods and timing of harvesting</li> <li>2. List the methods used to harvest olives, outlining the advantages and disadvantages associated with traditional manual and more modern mechanical harvesting methods</li> </ol>





	<p>3. Take an in-depth look at the latest technology for olive harvesting</p> <p>4. Ask SS what expedients they follow or would follow to prevent damage to the plant and fruit during the olive harvesting process</p> <p>5. Ask the class to share their experience about the (primary and secondary) olives defoliation</p> <p>6. Ask SS to describe what are the best methods and processes for storing and transporting olives particularly focusing on the timing, then discuss these issues and come up with shared guidelines</p> <p>7. Review with students the evolutionary stages of packaging for olive preservation before and during transport to the mill</p> <p>8. Study in depth the dictates of the legislation regarding the transport of organic olives</p>
<b>Resources and Material</b>	laptop or projector for display, Handouts, Visual aids, Flipchart or whiteboard with markers,
<b>Estimated Duration</b>	Approximately 1,5 hours

## Module 3 – How to produce Eco Olive Oil

<b>Module Summary</b>	This Module is concerned with the production, quality and storage/transportation of Organic Olive Oil. It explores the different steps involved in the production of OO from crushing the olives to the separation of oil and water. It also distinguishes the characteristics in the aroma, flavour and quality indicators that determine the quality of OOO. And finally, it determines the proper ways to store, bottle and transport Olive Oil to maintain quality and shelf life.
<b>Module Aims - Objectives</b>	The objective of this module is to breakdown and analyze the different steps and components of the production for Organic Olive Oil.



<b>Learning Outcomes</b>	<p>Upon completion of this Module, you will:</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>● Identify the different steps and what they involve of the production of Organic Olive Oil</li> <li>● Recognize the different quality factors such as taste, aroma and levels of contaminants that determine the quality of OOO.</li> <li>● Comprehend the ways that OO Oil should be stored to ensure quality and prolonged shelf life.</li> </ul> <p>Competences and skills:</p> <ul style="list-style-type: none"> <li>● Be capable to/ Be able to start thinking and planning Organic Olive Oil Production</li> <li>● Be able to apply their knowledge whether they already have a production line and want to improve it, or if they want to start creating their own production of OOO.</li> </ul>
<b>Duration of the Module</b>	<p>Approximately 20 hours</p>
<b>Materials Needed</b>	<p>Whiteboard/Flipchart, Markers, Little Cups with a Tablespoon of Extra Virgin Olive Oil, Projector, Laptop/Pc, Small Glass Containers With All 7 Types Of Olive Oil, Printed materials of “Case Studies” contained in the curriculum of the EcoOlives Platform, Paper Pads for participants</p>

## Unit 3.1 – Introduction

	<b>3.1.1</b>
<b>Topic</b>	<p>Introduction to Olive Oil Production. Including a few words about the history of Olive Oil, the significance of it across the world, the various uses of OO and the importance and meaning of OO&amp;OO more specifically.</p>
<b>Aim</b>	<p>To educate students about the production of olive oil, its historical and cultural significance, and the significance of organic olive oil.</p>
<b>Guidelines for Beginner Groups</b>	<ol style="list-style-type: none"> <li>1. Start with a brief summary of the history and significance of olive oil in the Mediterranean diet.</li> <li>2. Describe the concept of organic olive oil manufacturing and its benefits.</li> <li>3. Discuss the various olive varieties utilised in the production of olive oil, as well as their distinctive characteristics.</li> </ol>



	<ol style="list-style-type: none"> <li>4. Give an overview of the stages involved in the production of organic olive oil.</li> <li>5. Conduct an olive oil tasting session and discuss the various flavors and fragrances (do so briefly as this exercise will be repeated with greater attention to detail later in the course)</li> </ol>
<b>Guidelines for Advanced Groups</b>	<ol style="list-style-type: none"> <li>1. Ask SS to share their experience so far in Olive Oil production.</li> <li>2. Ask SS to share one word about what Olives and Olive Oil means to them and write the words on the whiteboard.</li> <li>3. Ask SS what are the basic steps involved in olive oil production</li> <li>4. Discuss the different techniques used for organic olive oil production and their benefits according to SS experience</li> <li>5. Compare organic vs conventional olive oil production.</li> <li>6. Examine the impact of climate change on olive oil production and the benefits of organic farming.</li> </ol>
<b>Resources and Material</b>	<ul style="list-style-type: none"> <li>● PowerPoint presentation on olive oil production</li> <li>● Samples of organic olive oil</li> <li>● Whiteboard</li> <li>● Equipment and materials for olive oil tasting</li> </ul>
<b>Estimated Duration</b>	Approximately 60 minutes

## Unit 3.2 – Production Process

	<b>3.2.1 Crushing</b>	<b>3.2.2 Gramoling</b>	<b>3.2.3 Extraction</b>	<b>3.2.4 Separation</b>
<b>Topic</b>	This subsection explains the process of washing and crushing the olives before as the first step of transforming them into Olive Oil.	This subsection explains what Gramoling is and gives tips on how to execute this second step correctly.	This subsection explains the third step of Olive Oil production, Extraction. It gives the types of extraction, especially <i>Centrifugal extraction</i> .	This subsection explains the final stage of OO production in the processing of the olive which provides the final product as the oil and water separate.
<b>Aim</b>	By the end of this lesson, participants	To recognize the significance of the	To comprehend the process of olive oil	To educate students on the importance of separation in





	will be able to understand crushing as a process in olive oil production and the pros and cons of the different crushing techniques.	Gramoling process in the production of high-quality olive oil and to learn alternate malaxing processes.	extraction, the many extraction processes, and the primary extraction method utilized throughout the Mediterranean.	olive oil production and how to obtain a high-quality oil with no leftover water droplets.
<b>Guidelines for Beginner Groups</b>	<ol style="list-style-type: none"> <li>1. Explain why washing the olives before crushing them is important, and demonstrate the right procedure.</li> <li>2. Explain the 3 different ways you can crush olives and the pros and cons of each.</li> <li>3. Demonstrate how to crush olives using huge wooden sticks or mallets, emphasizing the importance</li> </ol>	<ol style="list-style-type: none"> <li>1. Review the fundamental phases of olive oil manufacturing, with an emphasis on the crushing process and the production of olive paste.</li> <li>2. Explain Gramoling and its function in combining small and large oil droplets to improve the flavor and aroma of olive oil.</li> <li>3. Use mixing bowls and paddles to imitate the Gramoling process.</li> </ol>	<ol style="list-style-type: none"> <li>1. Introduce the concept of extraction and its significance in the production of olive oil.</li> <li>2. Discuss the three extraction methods: pressure, percolation, and selective filtration.</li> <li>3. Concentrate on the primary extraction process utilized in the Mediterranean region, centrifugal extraction.</li> <li>4. Display films and photograph</li> </ol>	<ol style="list-style-type: none"> <li>1. Start by discussing separation and its significance in olive oil production.</li> <li>2. Explain the separation process, including the usage of a vertical centrifuge, using the handout.</li> <li>3. Discuss the consequences of not adequately separating the oil, such as quality and flavor degradation over time.</li> <li>4. Display olive oil samples with and without adequate separation to assist pupils understand the</li> </ol>





	<p>of not crushing the olives too much or too little.</p> <p>4. Discuss the benefits and drawbacks of hand crushing olives, including the effect on oil quality and the labor-intensive aspect of the operation.</p> <p>5. Show how to separate smashed olives from oil and pulp using a sieve or mesh bag.</p> <p>6. Emphasize the necessity of maintaining a consistent temperature during the crushing</p>	<p>4. Using a thermometer and a timer, provide instructions for the temperature and duration of the mixing procedure.</p>	<p>s of the extraction process using classroom-safe equipment like strainers and filters.</p> <p>5. Explain the advantages of employing organic extraction technologies.</p>	<p>difference in quality.</p> <p>5. Use the whiteboard to summarize the lesson's main topics and to answer any questions.</p>
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	process, and check the temperature with a thermometer.			
<b>Guidelines for Advanced Groups</b>	<ol style="list-style-type: none"> <li>1. Discuss the benefits of using different crushing techniques, including stone olive milling, metal tooth grinders, and hammer mills.</li> <li>2. Compare and contrast the pros and cons of each crushing technique, including the impact on the quality and quantity of the oil, the level of labor required, and the cost.</li> <li>3. Demonstrate the use</li> </ol>	<ol style="list-style-type: none"> <li>1. Discuss the advantages and disadvantages of using malaxing equipment in the Gramoling process.</li> <li>2. Introduce other Gramoling processes, such as high-speed mixers to obtain comparable results.</li> <li>3. Compare and contrast the various techniques in terms of efficiency, cost-effectiveness, and impact on the quality of olive oil.</li> <li>4. To attain the best outcomes, encourage experimenti</li> </ol>	<ol style="list-style-type: none"> <li>1. Compare and contrast the three types of extraction, as well as their benefits and drawbacks.</li> <li>2. Contrast industrial extraction methods with manual and traditional methods employed by small-scale producers.</li> <li>3. Examine the effect of extraction on the final product's quality, aroma, and flavor.</li> <li>4. Investigate other extraction processes, such as using a press or a</li> </ol>	<ol style="list-style-type: none"> <li>1. Review the fundamental ideas of separation and their significance in olive oil production.</li> <li>2. Discuss the different separation processes implemented in the industry, such as the use of vertical centrifuges.</li> <li>3. Compare and contrast the advantages and disadvantages of various separation procedures.</li> <li>4. Examine how poor separation affects the overall quality of olive oil and how it affects storage and flavor over time.</li> <li>5. Hold a group discussion about possible improvements</li> </ol>





	<p>of large plastic or stainless-steel containers for storing the crushed olives, and discuss the best practices for maintaining the temperature and preventing oxidation.</p> <p>4. Discuss the importance of quality control during the crushing process, including testing the acidity and other chemical properties of the oil.</p>	<p>ng with various techniques and parameters.</p>	<p>mortar and pestle.</p> <p>0. 5. Discuss the significance of selecting the proper extraction procedure to achieve the highest quality olive oil.</p>	<p>or innovations in separation technology to improve olive oil efficiency and quality.</p> <p>6. Use the whiteboard to summarize the lesson's main topics and to answer any questions.</p>
<p><b>Resources and Material</b></p>	<ul style="list-style-type: none"> <li>● Fresh olives</li> <li>● Plastic buckets</li> <li>● Strainer or mesh bag</li> <li>● Large wooden</li> </ul>	<ul style="list-style-type: none"> <li>● PowerPoint presentation or handouts summarizing the Gramoling process and alternative techniques</li> </ul>	<ul style="list-style-type: none"> <li>● Images and videos of the extraction process</li> <li>● Strainers and filters</li> </ul>	<ul style="list-style-type: none"> <li>● Coursebook excerpt</li> <li>● Whiteboard and markers</li> <li>● Handout with images and descriptions of the</li> </ul>



	sticks or mallets <ul style="list-style-type: none"> <li>• Large plastic or stainless-steel containers</li> <li>• Thermometer</li> </ul>	<ul style="list-style-type: none"> <li>• Olive paste samples for demonstration and practice</li> <li>• Mixing bowls and paddles or alternative equipment as needed</li> <li>• Thermometer and timer for monitoring temperature and duration of the mixing process.</li> </ul>	<ul style="list-style-type: none"> <li>• Olive paste and oil samples</li> <li>• Mortar and pestle, press</li> </ul>	separation process <ul style="list-style-type: none"> <li>• Samples of olive oil with and without proper separation</li> </ul>
<b>Estimated Duration</b>	Approximately 2 hours	Approximately 2 hours	Approximately 2 hours	Approximately 1 hour for beginner groups and 1.5 hours for advanced groups.

### Unit 3.3 – Oil quality

	<b>3.3.1 Flavor and aroma</b>	<b>3.3.2 Oil contaminants</b>	<b>3.3.3 Quality system and management</b>
<b>Topic</b>	This subsection is concerned with recognizing the different flavors and aromas that olive oil can have and what affects those.	This subsection is concerned with the various elements that degrade the quality by contaminating Organic Olive Oil.	This subsection is concerned with the different ways in which the quality of oil and handling of the olive oil is downgraded. The section also provides tips for how to manage and set a quality system for the OOO
<b>Aim</b>	The objective of this plan is to	This part aims to inform those who	The aim of this part is to comprehend the elements





	inform students about the Flavour of Olive Oils and Aromas, including their profile, type scents and tastes one can encounter, what affects flavor and aroma and the types of Olive Oils.	produce, use, or are generally curious about olive oil about the various kinds of contaminants that may exist in the oil, how their presence can impact the oil's quality, and how to avoid them.	impacting olive oil's quality and the steps necessary to maintain that quality via correct handling and management.
<b>Guidelines for Beginner Groups</b>	<ol style="list-style-type: none"> <li>1. Describe all of the different kinds of olive oil and their flavor qualities.</li> <li>2. Explain the fundamental flavors of olive oil, such as fruity, bitter, and pungent.</li> <li>3. Discuss correct olive oil tasting techniques, such as the usage of tasting glasses and palate washing.</li> <li>4. Provide a selection of olive oils for participants to sample and rate.</li> <li>5. Encourage participants to take notes on each oil's flavor and fragrance attributes.</li> </ol>	<ol style="list-style-type: none"> <li>1. Explain what a food contaminant is, and examples of how they might infiltrate the food chain.</li> <li>2. Describe the numerous biological, chemical, and physical types of pollutants. Give examples to illustrate how each can impact the quality of olive oil.</li> <li>3. Explain what free radicals are and how important free fatty acid concentration is in affecting the quality of olive oil.</li> <li>4. Describe the various varieties of olive oils and the amounts of free radicals in each.</li> </ol>	<ol style="list-style-type: none"> <li>1. Brainstorm with students which elements in their opinion could affect the quality of Olive Oil</li> <li>2. Talk about the circumstances during processing, storage, and packaging as they relate to olive oil quality.</li> <li>3. Describe the significance of shielding olive oil from air, heat, and light.</li> <li>4. Give the learners the handouts and go over the suggestions for ensuring product hygiene.</li> <li>5. Ask the students to select the container that would best shield the olive oil from its enemies after viewing samples of olive oil in various containers.</li> <li>6. Give pupils the opportunity to compare the quality of</li> </ol>



		<ol style="list-style-type: none"> <li>5. Describe how the quality of olive oil may be impacted by external conditions such as light, humidity, heat, and air.</li> <li>6. In order to avoid oxidation and keep the oil's quality, talk about the proper packaging for olive oil.</li> </ol>	<p>the olive oil kept in various containers.</p> <ol style="list-style-type: none"> <li>7. Hold a conversation in your group regarding the significance of managing and treating olive oil correctly to maintain its quality.</li> </ol>
<p><b>Guidelines for Advanced Groups</b></p>	<ol style="list-style-type: none"> <li>1. Examine various types of olive oil and their flavor characteristics.</li> <li>2. Discuss how elements such as olive type, environment, and manufacturing methods might affect the flavor and aroma of olive oil.</li> <li>3. Investigate olive oil's more nuanced flavor and scent components, such as grassy, nutty, and floral overtones.</li> <li>4. Provide a selection of high-quality, premium olive oils for</li> </ol>	<ol style="list-style-type: none"> <li>1. Additional details should be provided on the causes and consequences of biological, chemical, and physical pollutants in the manufacturing of olive oil.</li> <li>2. Discuss in further detail how free radicals and the amount of free fatty acids affect the quality of olive oil.</li> <li>3. Discuss the effects on cooking and consumption by contrasting the various types of olive oils and their different amounts of free</li> </ol>	<ol style="list-style-type: none"> <li>1. Ask the class to share any prior information they have about olive oil and its quality to start the session.</li> <li>2. Describe in depth the elements that determine the quality of olive oil, such as the kind of olive, the methods of processing, and the storage circumstances.</li> <li>3. In order to retain the quality of olive oil, stress the necessity of shielding it from light, heat, and oxygen.</li> <li>4. Discuss how a food production plant may adopt the guidelines for ensuring product cleanliness.</li> <li>5. Ask students to pick the container that would best shield olive oil from enemies after presenting them</li> </ol>



	<p>participants to sample and assess.</p> <p>5. Encourage participants to make specific notes on each oil's flavor and aroma qualities, including the intensity and duration of each flavor component.</p>	<p>radical concentration.</p> <p>4. Expand on the mechanisms of olive oil oxidation and the significance of antioxidants.</p> <p>5. Give samples of several olive oil packaging styles and analyze each one's benefits and drawbacks.</p>	<p>with samples of olive oil in several containers.</p> <p>6. Give pupils the opportunity to compare the quality of the olive oil kept in various containers.</p> <p>7. Have a conversation in your group about how to manage and handle olive oil properly in a facility that produces food in order to keep its quality.</p>
<b>Resources and Material</b>	<ul style="list-style-type: none"> <li>• Various extra virgin olive oils with distinct flavor qualities</li> <li>• Small tasting glasses</li> <li>• Bread or crackers to cleanse the palate</li> <li>• Notes and assessment sheets for tasting</li> </ul>	<ul style="list-style-type: none"> <li>• PowerPoint presentation with images and diagrams to illustrate key concepts.</li> <li>• Sample bottles of different types of olive oil to demonstrate differences in flavor and aroma.</li> <li>• Handouts summarizing key points and including additional resources for further reading.</li> </ul>	<ul style="list-style-type: none"> <li>• Whiteboard and markers</li> <li>• Handouts on the importance of handling and storage of Olive Oil</li> <li>• Samples of Olive Oil in different containers</li> <li>• Dark, cool airtight containers/bottles</li> <li>• Temperature and oxygen monitoring devices</li> </ul>
<b>Estimated Duration</b>	Approximately 2 hours	Approximately 2 hours	Approximately 2 hours





## Unit 3.4 – Storage, bottling and transportation

	3.4.1 Oil storage	3.3.2 Bottling process and materials	3.3.3 Transportation
<b>Topic</b>	This subsection is concerned with the proper ways to store olive oil before it is bottled and transported, so as to not downgrade the quality of the oil.	This subsection is concerned with the bottling process of Organic Olive Oil and all the things one must have in mind while choosing bottling materials and throughout the process.	This subsection is concerned with the transportation of Organic Olive Oil and what threats it could pose to the quality of oil and how to avoid degrading or ruining the quality of the oil.
<b>Aim</b>	The aim of this course is to make students aware of the significance of handling and storing olive oil properly to preserve its quality and stop oxidation.	The aim of this section is to educate students of the significance of the ingredients and bottling process in the manufacturing of olive oil.	This lesson's objective is to teach the value of carefully transporting olive oil in order to preserve its quality and prevent spoiling.
<b>Guidelines for Beginner Groups</b>	<ol style="list-style-type: none"> <li>1. Introduce the idea of oxidation and how it affects olive oil quality to begin the session.</li> <li>2. Discuss the many elements, including temperature, light, and oxygen exposure, that might impact the quality of olive oil.</li> <li>3. Describe the advantages of storing in stainless steel containers and the ideal</li> </ol>	<ol style="list-style-type: none"> <li>1. Introduce the topic of olive oil production's bottling procedures and ingredients.</li> <li>2. Describe the benefits of storing olive oil in dark, cold containers and the necessity of avoiding heat and direct light.</li> <li>3. Describe the qualities of the several bottle types that are appropriate for bottling olive oil.</li> <li>4. Describe the purpose of airtight</li> </ol>	<ol style="list-style-type: none"> <li>1. Start by discussing the idea of carrying olive oil with the class and its significance.</li> <li>2. Explain the dangers of exposing olive oil to the weather while it is being transported using the handout.</li> <li>3. Discuss the benefits and drawbacks of the various ways that olive oil is transported using images or videos.</li> <li>4. Describe the effects of the</li> </ol>





	<p>temperature range for olive oil.</p> <ol style="list-style-type: none"> <li>In order to prevent oxidation, emphasize the necessity of shielding the oil from oxygen and sunlight and the usage of inert gasses.</li> <li>To stabilize the phenol level of EVOO, talk about the right filtration procedure and the need of eliminating sediments.</li> <li>Review the EU guidelines for the hygienic maintenance of storage facilities.</li> </ol>	<p>lids and how they stop oxidation.</p> <ol style="list-style-type: none"> <li>The significance of maintaining temperature control during bottling and storage should be discussed.</li> <li>Teach students how to use the bottling machinery and how to reduce bottle headspace.</li> <li>In accordance with health and safety requirements, talk about how important it is to maintain the packaging area clean.</li> <li>Give some samples of label printing materials and talk about how important they are for product promotion.</li> </ol>	<p>coefficient of cubical expansion on the transportation of olive oil.</p> <ol style="list-style-type: none"> <li>Talk about the dangers of rust, ferrous, or saltwater contamination during transit.</li> <li>During loading and unloading, emphasize the need of keeping the proper temperature and preventing exposure to light, air, or oxygen.</li> </ol>
<p><b>Guidelines for Advanced Groups</b></p>	<ol style="list-style-type: none"> <li>Review the idea of oxidation and how it affects olive oil quality to start the session.</li> <li>Elaborate on the several elements that might impact olive oil's quality and their individual effects on the oil.</li> </ol>	<ol style="list-style-type: none"> <li>Review the fundamental principles of the manufacture of olive oil's components and bottling procedure.</li> <li>Discuss the characteristics of the many varieties of dark cool bottles used in the business.</li> </ol>	<ol style="list-style-type: none"> <li>Start by going over the fundamentals of shipping olive oil.</li> <li>Talk about the difficulties in maintaining temperature control throughout transit, particularly for exported oil.</li> <li>Examine the many techniques for</li> </ol>



	<ol style="list-style-type: none"> <li>3. Describe the advantages and drawbacks of utilizing various types of storage containers for olive oil as well as the significance of keeping a regulated environment.</li> <li>4. Describe the various filtering techniques and how they affect the phenol level of EVOO.</li> <li>5. Examine how naturally occurring antioxidants affect the stability of olive oil and how being exposed to oxygen affects their levels.</li> <li>6. Describe the unique EU rules for the hygienic and cleanliness of storage rooms and how they affect the olive oil's quality.</li> </ol>	<ol style="list-style-type: none"> <li>3. Describe the process for choosing the right bottling equipment based on the production capacity.</li> <li>4. Discuss the advantages and disadvantages of utilizing various packing materials.</li> <li>5. Especially for extra virgin and virgin olive oils, discuss the significance of climate control systems during the bottling and storage processes.</li> <li>6. Discuss methods to reduce oxidation during bottling and its impact on the process.</li> <li>7. What effect do label materials and design have on the promotion and branding of olive oil products?</li> <li>8. Encourage students to participate in group discussions regarding the newest developments in the olive oil bottling industry.</li> </ol>	<ol style="list-style-type: none"> <li>heating oil that has gotten solid during shipment.</li> <li>4. Describe the function of ventilation during transportation and how it may affect the oil's quality.</li> <li>5. Discuss the viability of potential solutions to the problems associated with shipping olive oil.</li> </ol>
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<b>Resources and Material</b>	<ul style="list-style-type: none"> <li>• PowerPoint presentation or whiteboard with markers for visual aids.</li> <li>• Samples of different types of storage containers for olive oil.</li> <li>• Handouts with EU regulations for storage and hygiene.</li> <li>• Olive oil samples for tasting to compare the quality of differently stored oils.</li> </ul>	<ul style="list-style-type: none"> <li>• Dark glass bottles or can</li> <li>• Air-tight lids</li> <li>• Climate control system</li> <li>• Bottling equipment</li> <li>• Label printing materials</li> <li>• Classroom friendly equipment such as a projector, whiteboard, and markers</li> </ul>	<ul style="list-style-type: none"> <li>• Whiteboard and markers</li> <li>• Handout of the excerpt from the textbook</li> <li>• Pictures or videos of different transportation methods for olive oil</li> </ul>
<b>Estimated Duration</b>	Approximately 2 hours	Approximately 2 hours	Approximately 1 hour

## Module 4 - How to market and sell organic olives & olive oil

<b>Module Summary</b>	We briefly cover the fundamentals of the transition from industrial to organic agriculture in this module, as well as the current social transformation in terms of consumption preferences.
<b>Module Aims - Objectives</b>	The main objective of the module is to create a strong understanding of the actors in the field to widen the market share, networking with stakeholders' involvement, as well as fairs and events participation for better brand recognition and performance towards clients.
<b>Learning Outcomes</b>	Upon completion of this Module, the trainees should be able to cover the following Areas of knowledge and Trainer will help their level of





	<p>enhancement. The Module 4 materials, activities and test questions should be reviewed by the trainees. As Trainers, you are expected to ensure that trainee's competences and skills described below were addressed and enriched to some extent.</p> <p><b>Competences and skills</b></p> <p>The trainees:</p> <ul style="list-style-type: none"> <li>● are able to apply the principles of organic production;</li> <li>● understand their consumer sector's interests;</li> <li>● are able to conduct a segmentation process and create different customer profiles for the OO &amp; OO and new products;</li> <li>● understand the different consumption patterns and consumer profiles worldwide;</li> <li>● enhance Sales and Marketing skills;</li> <li>● follow fundamental marketing principles to overcome barriers;</li> <li>● are able to communicate &amp; networking in demanding environment;</li> <li>● enhance the collaboration via events and fairs participation;</li> <li>● perform proactivity for participation and sustainable market positioning.</li> </ul>
<p><b>Duration of the Module</b></p>	<p>Approximately 20 hours</p>
<p><b>Materials Needed</b></p>	<p>Whiteboard/Flipchart, Markers different colors, Projector, Laptop/Pc, Printed materials of Exercises, "Case Studies" examples contained in the curriculum of the EcoOlives Platform, Paper Pads for participants, any other materials for exercises you as Trainer consider needed.</p>

## Unit 4.1 – Principles of organic farming

<p><b>Topic</b></p>	<p><b>Main principles on agri-food transformation in organic agriculture</b></p>
<p><b>Aim</b></p>	<p>The learners should understand the importance of transforming the global food system towards sustainability and promoting organic agriculture principles and values.</p> <p>They should also be aware of the essential elements for achieving a sustainable food system, which include improving conditions for</p>





	<p>small-scale farmers, changing industrial agriculture practices, reducing food loss and waste, and changing consumer diets and minds. Additionally, the learners should be familiar with the principles of health, ecology, fairness, and care and how they relate to organic farming and the management of natural and environmental resources for sustainable production and consumption.</p>
<p><b>Guidelines for Beginner Groups</b></p>	<ol style="list-style-type: none"> <li>1. Start by defining what sustainable agriculture is, and its importance to the environment and human health.</li> <li>2. Provide an overview of the four essential elements for achieving a sustainable food system: Boost the small, Transform the big, Losing less, Eat better.</li> <li>3. Discuss the importance of small-scale farmers and their role in sustainable agriculture.</li> <li>4. Explain the concept of organic farming and its principles of health, ecology, fairness, and care.</li> <li>5. Provide examples of sustainable farming practices, such as crop rotation, intercropping, and natural pest control.</li> <li>6. Discuss the impact of unsustainable farming practices on the environment and human health.</li> <li>7. Encourage students to think critically about their food choices and how they can make more sustainable choices.</li> </ol>
<p><b>Guidelines for Advanced Groups</b></p>	<ol style="list-style-type: none"> <li>1. Begin by discussing the current state of the global food system and the challenges faced by sustainable agriculture.</li> <li>2. Provide a detailed overview of the four essential elements for achieving a sustainable food system: Boost the small, Transform the big, Losing less, Eat better.</li> <li>3. Discuss the complexities of industrialized, large-scale agricultural production and the potential for transformative change.</li> <li>4. Analyze the role of policy and governance in promoting sustainable agriculture and reducing the impact of unsustainable farming practices.</li> <li>5. Explore innovative sustainable farming practices, such as agroforestry, regenerative agriculture, and precision farming.</li> <li>6. Discuss the importance of sustainable food systems in achieving the United Nations' Sustainable Development Goals.</li> <li>7. Encourage students to think critically about the social, economic, and political dimensions of sustainable agriculture and the role of consumers in driving change.</li> </ol>



<b>Resources and Material</b>	<ul style="list-style-type: none"> <li>• Worksheets and quizzes to reinforce key concepts and vocabulary.</li> <li>• Group discussions and debates to explore different perspectives on sustainable agriculture and organic farming.</li> <li>• Role-playing activities to simulate decision-making and problem-solving related to sustainable agriculture and organic farming.</li> </ul>
<b>Estimated Duration</b>	Approximately 60 minutes

#### 4.1.2. Change of consumer preferences towards organic consumption

<b>Topic</b>	<b>Change of consumer preferences towards organic consumption</b>
<b>Aim</b>	<p>The learners should understand the growing trend towards the consumption of organically produced food and the drivers of change within organic farming and consumer preferences. They should be able to identify the three main motivators or drivers of change and also be aware of the importance of eco-labeling in indicating to consumers the production methods and values behind organically produced food. At the end of the unit, learners should have an understanding of the reasons for the increase in the market for organic products and the benefits of promoting organic food products for higher food quality, personal health, and environmental concerns.</p>
<b>Guidelines for Beginner Groups</b>	<ol style="list-style-type: none"> <li>1. Start by introducing the concept of organic farming and why it is becoming more popular.</li> <li>2. Explain the differences between organic and conventional farming, including the use of chemicals and pesticides in conventional farming.</li> <li>3. Discuss the three main motivators or drivers of change for organic farming: consumer-driven, service-driven, and farmer-driven.</li> <li>4. Emphasize the importance of eco-labels and certification in the organic farming industry.</li> <li>5. Provide examples of organic products and their benefits, such as better health, higher quality, and environmental sustainability.</li> <li>6. Encourage class discussions and debates on the advantages and disadvantages of organic farming.</li> </ol>



<b>Guidelines for Advanced Groups</b>	<ol style="list-style-type: none"> <li>1. Start by introducing the concept of organic farming and why it is becoming more popular.</li> <li>2. Explain the differences between organic and conventional farming, including the use of chemicals and pesticides in conventional farming.</li> <li>3. Discuss the three main motivators or drivers of change for organic farming: consumer-driven, service-driven, and farmer-driven.</li> <li>4. Emphasize the importance of eco-labels and certification in the organic farming industry.</li> <li>5. Provide examples of organic products and their benefits, such as better health, higher quality, and environmental sustainability.</li> <li>6. Encourage class discussions and debates on the advantages and disadvantages of organic farming.</li> </ol>
<b>Resources and Material</b>	<ul style="list-style-type: none"> <li>• Videos and documentaries on organic farming and consumer preferences, such as "The Future of Food" or "Food, Inc."</li> <li>• Case studies and examples of successful organic farming businesses and practices</li> <li>• Classroom activities and exercises that engage students in exploring the benefits and challenges of organic farming and consumer preferences, such as group discussions, debates, and research projects.</li> </ul>
<b>Estimated Duration</b>	Approximately 60 minutes

### 4.1. 3. Innovation and Transformation

Topic	Innovation and Transformation
<b>Aim</b>	<p>Learners should understand the rapid growth of the organic agri-food industry as a response to health concerns associated with conventional foods and to gain awareness of the various changes and initiatives that have emerged as part of this movement.</p> <p>Learners should also be aware of the importance of innovation in the organic agriculture industry, including the need for a system approach and the role of farmers as innovators. Furthermore, learners should keep in mind the higher risks and expenses involved in organic farming, as well as the potential for transformation and long-term benefits.</p>
<b>Guidelines for Beginner Groups</b>	<ol style="list-style-type: none"> <li>1. Start by defining organic agriculture and its principles, such as avoiding synthetic pesticides and fertilizers and promoting soil health.</li> </ol>





	<ol style="list-style-type: none"> <li>2. Discuss the benefits of organic agriculture, such as promoting biodiversity and reducing the impact on the environment.</li> <li>3. Introduce the different initiatives and movements related to organic agriculture, such as fair trade and the Slow Food movement.</li> <li>4. Explain the concept of innovation and how it can help promote sustainable and regenerative agriculture.</li> <li>5. Discuss the challenges and obstacles facing organic farmers and the importance of innovation in overcoming these challenges.</li> <li>6. Highlight the role of agricultural research in promoting innovation and the contribution of farmers as innovators.</li> <li>7. Encourage students to participate in local initiatives related to organic agriculture, such as community gardens and farmers' markets.</li> </ol>
<p><b>Guidelines for Advanced Groups</b></p>	<ol style="list-style-type: none"> <li>1. Review the principles and practices of organic agriculture, including its benefits and limitations.</li> <li>2. Discuss the current state of organic agriculture, including its growth and the challenges it faces.</li> <li>3. Analyze the role of innovation in promoting sustainable and regenerative agriculture and its impact on the organic sector.</li> <li>4. Examine the various initiatives and movements related to organic agriculture, such as fair trade and the Slow Food movement, and their impact on the sector.</li> <li>5. Critically evaluate the effectiveness of current research in promoting innovation and the role of farmers as innovators.</li> <li>6. Discuss the potential future of organic agriculture and the role of innovation in shaping its development.</li> <li>0. Encourage students to conduct independent research on topics related to organic agriculture and innovation, and to present their findings to the class.</li> </ol>
<p><b>Resources and Material</b></p>	<ul style="list-style-type: none"> <li>● Visual aids, such as infographics and videos, to illustrate the principles and practices of organic agriculture</li> <li>● Case studies of successful organic farming initiatives</li> <li>● Seed packets and gardening tools for a hands-on learning experience</li> </ul>
<p><b>Estimated Duration</b></p>	<p>Approximately 60 minutes</p>



#### 4.1.4. Concepts of brand marketing

Topic	Concepts of brand marketing
<p><b>Aim</b></p>	<p>The learners should understand the importance of branding and marketing, the difference between branding and marketing, as well as the three fundamental concepts of branding: Promise, Attributes, and Personality.</p> <p>Additionally, the learners are expected to acquire knowledge about effective recommendations for building a strong brand. These recommendations include creating a memorable experience for customers, maintaining consistency, and staying true to the brand's values.</p> <p>Ultimately, the purpose is to assist the learners in comprehending the significance of branding in establishing a strong reputation and fostering a loyal customer base for their business.</p>
<p><b>Guidelines for Beginner Groups</b></p>	<ol style="list-style-type: none"> <li>1. Start with the basics: Begin by explaining the definition of branding and marketing, and how they differ from each other. Teach students about the three key elements of marketing organic products.</li> <li>2. Focus on the fundamental concepts of branding: Emphasize the promise, attributes, and personality of branding. Teach them how these three concepts are important to create a harmonious symbiosis.</li> <li>3. Teach the importance of creating an experience: Encourage students to provide their customers with a memorable experience by being attentive and providing exceptional customer service.</li> <li>4. Highlight the importance of consistency: Explain to students that consistency is key to maintaining a professional image and standing out to clients.</li> <li>5. Encourage authenticity: Teach students to be transparent and true to their values, fostering a strong sense of trust between their company and audience.</li> </ol>
<p><b>Guidelines for Advanced Groups</b></p>	<ol style="list-style-type: none"> <li>1. Dive deeper into branding and marketing: Teach students about the finer nuances of branding and marketing, including how to effectively convey a brand's identity and values in interesting and compelling ways.</li> <li>2. Focus on measurement and study: Encourage students to conduct thorough research and measurement to understand how their competitors are positioned. Teach them how to evaluate the strength of their brand using eight key questions.</li> <li>3. Teach advanced techniques for showing distinguishing characteristics: Explain how businesses can show</li> </ol>



	<p>trustworthiness through reliable products and customer service, instead of just claiming to be trustworthy.</p> <ol style="list-style-type: none"> <li>4. Encourage innovative approaches: Teach students to think outside the box and come up with innovative approaches to branding and marketing, including creating unique experiences that leave a lasting impression on clients.</li> <li>5. Emphasize the need for continuous growth: Teach students to invest in the growth of their brand, continually building and refining it to remain competitive in the marketplace.</li> </ol>
<b>Resources and Material</b>	<ul style="list-style-type: none"> <li>• Whiteboard/Chalkboard and markers/chalks to illustrate key concepts and ideas during the lesson.</li> <li>• Handouts or worksheets that summarize key points and provide opportunities for students to practice their branding and marketing skills.</li> <li>• PowerPoint presentations with images and videos to help illustrate key concepts and ideas.</li> <li>• Case studies of successful branding and marketing campaigns that can help students understand how to apply these strategies in real-world situations.</li> <li>• Classroom discussions and group activities that encourage students to collaborate and apply what they have learned.</li> </ul>
<b>Estimated Duration</b>	Approximately 60 minutes

### 4.2.1. How to introduce the new product on the market

Topic	How to introduce the new product on the market
<b>Aim</b>	<p>Learners should understand that the introduction of a new product to the market should occur only after successfully implementing a marketing segmentation strategy and combining various approaches and completing milestones.</p> <p>Furthermore, learners should recognize the significance of the segmentation process, which involves dividing a heterogeneous market into smaller, homogeneous groups of prospective consumers based on factors such as demographics, behavior, and other characteristics. This enables tailored responses to commercial actions.</p> <p>Learners are advised to conduct a comprehensive analysis of factors that impact the consumption of organic oils and olive oil (OO&amp;OO) using different segmentation criteria. This allows them to group</p>





	<p>consumers into clusters that share specific characteristics and expectations from products. By doing so, differentiated marketing programs can be developed and adapted to meet the needs of these customer segments.</p> <p>Moreover, learners should be aware that they have the option to choose from different segmentation strategies, including undifferentiated, differentiated, concentrated, and others, in order to effectively compete in target markets during the introduction of a new product.</p>
<p><b>Guidelines for Beginner Groups</b></p>	<ol style="list-style-type: none"> <li>1. Start by explaining what a “new product” is and the product/portfolio diversification principles, as enablers for better marketing and selling OO &amp; OO.</li> <li>2. Discuss the challenges and obstacles facing organic products and the importance of product diversification and producers knowledge about the sector market trends in overcoming these challenges.</li> <li>3. Explain the concept of marketing segmentation strategy and the importance of application of a segmentation process.</li> <li>4. Introduce the different factors like demographics, behavior and various characteristics as an approach to group customers and their preferences in clusters.</li> <li>5. Encourage trainees to run local initiatives related to full review of factors, so that they can group consumers who share certain characteristics and expectations from the OO &amp; OO products.</li> <li>6. Provide feedback upon the completion of activities and exercises</li> <li>7. Discuss with trainees the benefits of such segmentation criteria application and from realization of a full review of factors that affect the OO &amp; OO consumption, based on their experience, own scenario and targeted market.</li> <li>8. Explain the concept of marketing strategy and how it can help promote sustainable production.</li> <li>9. Highlight the role of segmentation in promoting and the contribution of farmers, thus differentiated marketing programmes can be applied.</li> <li>10. Explain different segmentation strategies - undifferentiated, differentiated, concentrated, one-to-one.</li> <li>11. Discuss the challenges and obstacles and which strategy in their perspective can help promote sustainable and better new product market disruption and realization.</li> <li>12. Facilitate networking</li> </ol>



	<p>13. Encourage trainees to participate in local initiatives related to organic agriculture, innovations, new technologies and tools application, platforms or AI support &amp; interface that can be used to personalize and introduce better the product or service.</p>
<p><b>Guidelines for Advanced Groups</b></p>	<ol style="list-style-type: none"> <li>1. Present the EcoOlives concepts and technical terminology to trainees with relevant examples to facilitate the learning process on how to introduce new products on the market - marketing segmentation strategy and segmentation process.</li> <li>2. Discuss the current state and challenges facing organic products and the importance of product diversification and producers knowledge about the sector market trends in overcoming these challenges.</li> <li>3. Adapt contents (including examples) to advanced trainees and encourage them to run local initiatives related to full review of factors like demographics, behavior and various characteristics as an approach to group customers and their preferences in clusters.</li> <li>4. Provide extra materials about different segmentation strategies if necessary (additional references, videos, local case studies)</li> <li>5. Encourage students to conduct independent research on topics related to launching new products on market while applying different segmentation strategies and marketing programs - to present their findings to the class.</li> <li>6. Provide feedback upon the completion of activities and exercises.</li> <li>7. Critically evaluate the effectiveness of current research and programs. Discuss the challenges and obstacles and which strategy in their perspective can help promote sustainable and better new product market disruption and realization.</li> <li>8. Discuss the potential future of OO &amp; OO products, niche market and their role in shaping its development.</li> <li>9. Facilitate networking</li> <li>10. Motivate and engage trainees to increase participation in local initiatives related to organic agriculture, innovations, new technologies and tools application, platforms or AI support &amp; interface that can be used to personalize and introduce better the product or service.</li> </ol>
<p><b>Resources and Material</b></p>	<ul style="list-style-type: none"> <li>● Visual aids, such as infographics and videos, to illustrate the principles and practices</li> <li>● Case studies of successful initiatives</li> <li>● Storytelling</li> </ul>



	<ul style="list-style-type: none"> <li>• EcoOlives materials for a hands-on learning experience</li> <li>• Group participants into teams to work on exercises (if applicable)</li> <li>• Moderate discussions, incl. usage of tangible materials, laptop/online quizzes &amp; other assignment &amp; papers preparation.</li> <li>• Leave participants time for networking.</li> </ul>
<b>Estimated Duration</b>	Approximately 60 minutes

## 4.2.2. How to expand the existing market share

<b>Topic</b>	<b>How to expand the existing market share</b>
<b>Aim</b>	<p>Learners should understand the importance of adopting new approaches to expand market share. However, it is recommended that they first analyze their existing customers and identify their unmet needs.</p> <p>Additionally, learners should be aware of the potential products, services, and modifications to their current portfolio. This enables them to determine which new offerings to adopt and how to respond effectively to the expectations of existing and potential customers. By doing so, they can enhance the company's market expansion. Furthermore, learners should be informed that there are various effective strategies available for increasing market share, whether for a current product or a newly offered one. They can refer to the examples provided by the Forbes Business Council members, which are included in the Module 4 content.</p>
<b>Guidelines for Beginner Groups</b>	<ol style="list-style-type: none"> <li>1. Start by defining the principles of expanding market share and its economic value.</li> <li>2. Discuss with trainees the benefits of the existing market share expansion and how it fuels the company growth.</li> <li>3. Introduce the different initiatives and approaches related to existing customer analysis, such as need analysis conduction, instant feedback for customer satisfaction, recommendation and ways of improvement of the existing portfolio.</li> <li>4. Explain the concept of innovation and how it can help to implement new modifications, products, services and can promote sustainable company' market expansion.</li> <li>5. Discuss the challenges and obstacles implementers may face while trying to expand the existing market share and the importance of market knowledge, brand presence, digital marketing and innovation in overcoming these challenges.</li> </ol>





	<ol style="list-style-type: none"> <li>6. Highlight the role of research in promoting the best applicable strategy or a combination of several effective strategies, for increasing the market share.</li> <li>7. Encourage trainees to participate in local initiatives related to economic forums with focus on their targeted market, trends &amp; innovations, sustainability and other business conferences.</li> </ol>
<p><b>Guidelines for Advanced Groups</b></p>	<ol style="list-style-type: none"> <li>1. Review with trainees the known principles and practices for existing market share expansion, including its benefits and limitations.</li> <li>2. Analyze the role of innovations in promoting sustainable, modified &amp; enhanced products and services and its impact on the sector in general and (each) company portfolio market positioning; opportunities for growth and the challenges that may face.</li> <li>3. Adapt the Module 4.2.2 contents (including other examples) to advanced trainees and encourage them to realize locally, initiatives related to effective current market share expansion.</li> <li>4. Provide extra materials about different effective strategies if necessary (additional references, videos, local case studies, researchers)</li> <li>5. Encourage students to conduct independent strategies on topics related to modification of current and launching new products on market while applying different strategies and programs and how it reflects the market share - to present their findings to the class. Provide feedback upon the completion of activities and exercises.</li> <li>6. Highlight the role of research in promoting the best applicable strategy or a combination of several effective strategies for increasing the market share.</li> <li>7. Discuss the potential future of OO &amp; OO products, niche market and their role in shaping its development.</li> <li>8. Encourage trainees to participate in local initiatives related to economic forums with focus on their targeted market, trends &amp; innovations, sustainability and other business conferences.</li> </ol>
<p><b>Resources and Material</b></p>	<ul style="list-style-type: none"> <li>● Visual aids, such as infographics and videos, to illustrate the principles and practices of current portfolio analysis, customer satisfaction assessment.</li> <li>● Case studies of successful new products adoption, innovations, scale-up, portfolio diversification.</li> </ul>



	<ul style="list-style-type: none"> <li>• Tools and tasks for a hands-on learning experience towards different strategies application for existing market share expansion.</li> <li>• Storytelling</li> <li>• EcoOlives materials for a hands-on learning experience</li> <li>• Group participants into teams to work on exercises (if applicable)</li> <li>• Moderate discussions, incl. usage of tangible materials, laptop/online quizzes &amp; other assignment &amp; papers preparation.</li> <li>• Allow participants time to network</li> </ul>
<b>Estimated Duration</b>	Approximately 60 minutes

### 4.2.3. How to create a marketing niche for OO & OO

<b>Topic</b>	<b>How to create a marketing niche for OO&amp;OO</b>
<b>Aim</b>	<p>Learners should understand the process of creating a marketing niche for OO &amp; OO (organic oils and olive oil). Firstly, it is crucial for learners to recognize the importance of segmentation and the need to divide consumers into specific groups, with a focus on organic food consumers.</p> <p>Learners should be advised to thoroughly review clients' motives and purchasing behaviors. It is essential to understand that the consumption of OO &amp; OO is not just to satisfy a psychological need, but it is also part of consumers' social lifestyle and represents their desire to act sustainably and eco-friendly.</p> <p>Furthermore, learners should be aware that organic products are often associated with natural and healthier choices, which can provide significant competitive advantages through differentiation. Learners should delve into the main reasons that drive consumer preferences and demand for organic products, including factors such as price sensitivity.</p> <p>Additionally, learners should acquire knowledge about important questions to ask when creating a marketing niche for OO &amp; OO. These questions include: Who, What, When, Where, Why, and How. The answers to these questions will help identify the ideal combination for targeting a niche market, which includes high demand for a product or service, high income potential, and limited competition.</p>



<p><b>Guidelines for Beginner Groups</b></p>	<ol style="list-style-type: none"> <li>1. Start by defining what is a marketing niche and its principles, such as quite the opposite of mass-marketing &amp; mass-positioning.</li> <li>2. Discuss the benefits of marketing niche, such as focus on one element of the market, a subset, and put all efforts there at best quality, with maximum impact/profit.</li> <li>3. Introducing different initiatives and movements related to specific strategies to niche audiences, offers some key advantages.</li> <li>4. Explain the concept of creating a marketing niche for the OO &amp; OO products while addressing the: Who, What, When, Where, Why and How questions, described within the EcoOlives material.</li> <li>5. Discuss the challenges and obstacles faced by the organic farmers and producers/processors and explain the importance of knowledge about market trends, customers preferences, marketing tools, innovation and product modifications in overcoming these challenges and positioning in a marketing niche and the contribution of trainees as innovators.</li> <li>6. Highlight the effects of implementing niche marketing using: word-of-mouth campaigns, direct mail, social messages, targeted events, experiential marketing, video marketing, different niche marketing in the client segment, different communication styles, alliances with other local products and services.</li> <li>7. Encourage students to describe their own “Ideal niche” related to OO &amp; OO, targeting potential heavy demand for a product or service, high income potential, and light competition.</li> <li>8. Provide feedback upon the completion of activities and exercises.</li> </ol>
<p><b>Guidelines for Advanced Groups</b></p>	<ol style="list-style-type: none"> <li>1. Review the principles and practices of creating a marketing niche, including its benefits, such as focus on one element of the market, a subset, and put all efforts there at best quality, with maximum impact/profit, musts and potential obstacles.</li> <li>2. Discuss the current state of initiatives and movements related to specific strategies towards niche markets and its marketing.</li> <li>3. Analyze the importance of addressing right questions to the audience: Who, What, When, Where, Why and How questions, described within the EcoOlives material. Adapt the Module 4.2.3 contents (including other examples) to</li> </ol>







	<p>advanced trainees and encourage them to realize locally, initiatives related to effective marketing niche creation.</p> <ol style="list-style-type: none"> <li>4. Provide extra materials about ways to implement niche marketing if necessary (additional references, videos, local case studies, researches, etc.)</li> <li>5. Encourage students to conduct independent strategies on topics related to marketing niche creation, while applying different ways and programs and how it reflects their market position and OO &amp; OO portfolio - present their findings to the class.</li> <li>6. Provide feedback upon the completion of activities and exercises.</li> <li>7. Highlight the role of “Ideal niche” related to OO &amp; OO, targeting potential heavy demand for a product or service, high income potential, and light competition.</li> <li>8. Discuss the future of OO &amp; OO products, the marketing niche and their role in shaping its development.</li> </ol>
<p><b>Resources and Material</b></p>	<ul style="list-style-type: none"> <li>● Visual aids, such as infographics and videos, to illustrate the principles and practices of current portfolio analysis, customer satisfaction assessment.</li> <li>● Case studies of successful new market niche, innovations, scale-up, portfolio diversification.</li> <li>● Tools and tasks for a hands-on learning experience towards different strategies application for existing market share expansion.</li> <li>● EcoOlives materials for a hands-on learning experience</li> <li>● Group participants into teams to work on exercises (if applicable)</li> <li>● Moderate discussions, incl. usage of tangible materials, laptop/online quizzes &amp; other assignment &amp; papers preparation.</li> <li>● Leave participants time for networking.</li> </ul>
<p><b>Estimated Duration</b></p>	<p>Approximately 60 minutes</p>

### 4.3. Development of marketing strategy

<p><b>Topic</b></p>	<p><b>Development of marketing strategy</b></p>
<p><b>Aim</b></p>	<p>Learners should understand how to better market and sell organic olives &amp; olive oil with focus on successful development and implementation of a tailored marketing strategy. Learners should be</p>



advised to understand and implement with the time a combination of several different approaches, ideas and marketing strategies. Learners should also be aware of the importance of marketing of the OO & OO products, which often includes direct sales strategies in combination with museums exhibitions, crafts, guided tours, gastronomy, art sessions organization and/or participation at music and dance festivals, thematic night events, etc. Moreover, learners should know the successful marketing strategy preferably combines tourism experience at the domain, presenting the hospitality of the local region, other local products presentation and cross-selling, promising unique and stupendous results thanks to the effective marketing plan completion, so that implementers can respond differently to commercial actions. Learners should be advised to continuously adapt the OO & OO products marketing strategy, learning from good-working practices, worldwide examples, sales and marketing tips, research material, innovations and statistics that can support businesses to formulate a sustainable marketing strategy. Furthermore, learners should know they can opt for different marketing strategies such as: strategy that outlines the organic character of the products; strategy and research for better sales and networking; approaches that power the marketing campaigns.

**Guidelines  
for Beginner  
Groups**

1. Start by defining what is a marketing strategy and its aims, elements, scope, principles, such as non-existing one-size-fits-all approach.
2. Discuss the benefits for trainees to be open to new avenues for thinking and experimenting with marketing strategies and put efforts there at best visibility and recognition, at OO & OO products best quality, and realization for maximum impact/profit.
3. Introduce trainees with different initiatives and movements, related to specific marketing strategy - present some key advantages of each approach: sustainable & organic marketing strategy that emphasis the organic character of the olives and oils; direct sales strategy in combination with museums exhibitions, gastronomy, art sessions - festivals, thematic events organization and participation; strategy that combine touristic experience at the domain, guided tours presenting the hospitality of the local region, merged with other local products presentation and cross-selling, etc.
4. Adapt the Module 4, Unit 4.3 contents (including other examples) for trainees better understanding of the initiatives related to effective marketing strategy creation to targeted





	<p>audience, incl. focus on olive oil museum management, other organic products cross-selling, innovations in the sector; bridge with local gastronomy experience, etc.</p> <ol style="list-style-type: none"> <li>5. Explain the concept of creating a marketing strategy for the OO &amp; OO products Origin and Museum concept &amp; exhibition organization, described within the EcoOlives material examples.</li> <li>6. Encourage students to describe their own “marketing strategy” related to OO &amp; OO, targeting to outline the organic character of the products, and present it to the class (if applicable).</li> <li>7. Provide feedback upon the completion of activities and exercises.</li> <li>8. Explain the effects of marketing strategy development with focus on - guerrilla marketing; different techniques to motivate customers to become brand and label advocates, word-of-mouth campaigns; ways to monetise the OO &amp; OO origin and brand story via experiential marketing, video marketing, different niche marketing in the client segment, targeted marketing campaigns; launch customer loyalty programs, etc.</li> <li>9. Explain the concept of direct strategies (such as offering free bottles/samples and tasting merged with gastronomy) and how it can help to promote the sustainable and effective direct selling strategy because to allow customers to try and experience the brand &amp; products.</li> <li>10. Discuss the challenges and obstacles faced by the organic farmers and producers/processors and explain the importance of enhanced knowledge about market trends, customers preferences, innovative marketing tools and techniques in overcoming these challenges and continuous marketing strategy adaptation and the trainees’ role &amp; contribution as innovators.</li> <li>11. Encourage trainees to follow and participate at local and international initiatives related to OO &amp; OO products marketing and organic agriculture, such as farmers' markets, fairs, agri &amp; trade conferences, as well as to address marketing agencies and/or in-house marketing advisory as inevitable activities for their sustainable business.</li> </ol>
<p><b>Guidelines for Advanced Groups</b></p>	<ol style="list-style-type: none"> <li>1. Review the principles and practices of creating a marketing strategy, including its elements, benefits, musts and potential obstacles.</li> </ol>







2. Discuss the current state of initiatives and movements related to specific marketing strategies already applied by the advanced trainees towards OO & OO products/services, and/or any gained knowledge from executed marketing plans and previous strategies' adaptations.
3. Analyze the role of innovations in development & promoting sustainable marketing strategies and its impact on the organic sector.
4. Examine the various initiatives and movements, related to specific marketing strategy such as: sustainable & organic marketing strategy that emphasis the organic character of the olives and oils; direct sales strategy in combination with museums exhibitions, gastronomy, art sessions - festivals, thematic events organization and participation; strategy that combine touristic experience at the domain, guided tours presenting the hospitality of the local region, merged with other local products presentation and cross-selling, etc.
5. Critically evaluate the effectiveness of each technique in promoting such marketing strategy and the role of implementers as innovators.
6. Adapt the Module 4, Unit 4.3 contents (including other examples) to advanced trainees and provide extra materials about ways to create & implement marketing strategy if necessary (additional references, videos, local case studies, storytellers, researches, campaigns, causes, etc.)
7. Encourage students to create independent strategies/adapt existing marketing strategy for OO & OO products/services, while applying different ways and programs and how it reflects their market position and portfolio - present their findings to the class. Guide them to focus on: guerrilla marketing; different techniques to motivate customers to become brand and label advocates, word-of-mouth campaigns; ways to monetise the OO & OO origin and brand story via experiential marketing, video marketing, different niche marketing in the client segment, targeted marketing campaigns; launch customer loyalty programs, direct samples and bridge with gastronomy, etc. Provide feedback upon the completion of activities and exercises.
8. Discuss the challenges and obstacles faced by the organic farmers and producers/processors and explain the importance of enhanced knowledge about market trends, customers preferences, innovative marketing tools and techniques in overcoming these challenges and continuous marketing





	<p>strategy adaptation and the trainees' role &amp; contribution as innovators.</p> <p>9. Encourage trainees to follow and participate at local and international initiatives related to OO &amp; OO products marketing and organic agriculture, such as farmers' markets, fairs, agri &amp; trade conferences, as well as to address marketing agencies and/or in-house marketing advisory as inevitable activities for their sustainable business.</p>
<b>Resources and Material</b>	<ul style="list-style-type: none"> <li>• Visual aids, such as infographics and videos, to illustrate the principles and practices of existing marketing strategies, to support the current applied by the trainees marketing strategy and its assessment.</li> <li>• Case studies of successful marketing strategies worldwide, innovations, good working-practices, OO &amp; OO market trends, portfolio diversification and cross-promotion, loyalty programs for customer satisfaction, techniques to motivate clients consumption, and brand monetisation.</li> <li>• Tools and tasks for a hands-on learning experience towards different marketing strategies influence and tailored marketing strategy development and application.</li> <li>• Storytelling, willingness to share experience</li> <li>• Use the EcoOlives materials for a hands-on learning experience</li> <li>• Generate but not dominate discussions, include the usage of tangible materials, laptop/online quizzes &amp; other assignments.</li> </ul>
<b>Estimated Duration</b>	Approximately 60 minutes

#### 4.4. Essentials on digital marketing

<b>Topic</b>	<b>Essentials on digital marketing</b>
<b>Aim</b>	<p>Learners should understand the essentials of digital marketing and how to seek ways to apply digital communications technologies to transform their businesses, in order to spread the word via digital marketing methods like podcasting, reels, stories, voice/visual search optimization, and brand storytelling which outline the new marketing trends.</p> <p>The trainees should also be aware of the importance of transition to digital business on profitability - potential for increased revenue, based on larger customers and their retention; cost reduction thanks to efficient business processes and other intangible benefits - brand</p>



	<p>awareness; network expansion; better forecasting &amp; planning; more responsive marketing &amp; customer service. etc.  Learners should be advised to learn about the three main types of media channels to reach a digital audience: paid media; earned media; owned media.  Moreover, trainees should be taught about the core marketing activities related to digital marketing interactions, so called The 7Ds of digital marketing: goals &amp; strategy; audience; devices; platforms; media; data; marketing technology.  Furthermore, learners should know The 5S goals of digital marketing, such as: sell; speak; serve, save, sizzle - how the benefit is delivered and examples of typical objectives.</p>
<p><b>Guidelines for Beginner Groups</b></p>	<ol style="list-style-type: none"> <li>1. Start by defining digital marketing and its principles, such as bringing new technology marketing opportunities based on the Internet and mobile communications.</li> <li>2. Explain the benefits of applying digital communications technologies to transform businesses, such as promoting digital marketing methods like podcasting, reels, stories, voice/visual search optimisation, brand storytelling and more.</li> <li>3. Introduce the two core impacts of transition to digital business on profitability - potential for increased revenue from increased reach to a larger customer groups, incl. cross-selling; and cost reduction achieved through delivering services electronically, incl. more efficient business processes, shorten cycles, etc.</li> <li>4. Discuss with trainees the intangible benefits from digital marketing and digitalisation in general such as effect on the brand awareness; more responsive marketing communications &amp; customer service; forecasting and planning; faster product development, etc.</li> <li>5. Explain the main channels and how to reach a digital audience and promote OO &amp; OO products to customers via paid media; earned media and owned media.</li> <li>6. Introduce the digital marketing concept, its purpose and different marketing activities related to digital marketing interactions, such as The 7Ds of digital marketing: goals &amp; strategy; audience; devices; platforms; media; data; marketing technology.</li> <li>7. Adapt the Module 4, Unit 4.4 contents (including other examples) for trainees better understanding of the initiatives related to effective digital marketing activities, devices, technology and strategy to targeted audience, incl. focus on</li> </ol>





	<p>different channels, other digital solutions for cross-selling, innovations in the field of data collection and processing - incl. AI support and integration, etc.</p> <ol style="list-style-type: none"> <li>8. Discuss the challenges and obstacles that trainees may face while implementing a digital marketing strategy and the importance of innovation in overcoming these challenges.</li> <li>9. Highlight the role and benefits of the digital marketing realization - explain the 5s goals of the digital marketing (sell; speak; serve, save, sizzle), how benefit is delivered and provide examples of typical objectives to aim at and measure the impact.</li> <li>10. Encourage trainees to follow and participate at local and international initiatives related to OO &amp; OO products marketing, digitalisation of the organic agriculture, such as digital &amp; marketing conferences, webinars, fairs, agri &amp; trade summits, as well as to address marketing agencies and/or in-house marketing advisory as inevitable activities for their sustainable business and transition to digitalisation.</li> </ol>
<p><b>Guidelines for Advanced Groups</b></p>	<ol style="list-style-type: none"> <li>1. Review the principles and methods of digital marketing, including its benefits, trends; methods like podcasting, reels, stories, voice/visual search optimisation, brand storytelling and mention digital marketing limitations.</li> <li>2. Discuss with trainees the current state and benefits of applying digital communications technologies to transform businesses and OO &amp; OO products and services, including core impacts on profitability - potential for increased revenue and cost reduction, as well as intangible impact on the brand, on customer care and entire organization and processes.</li> <li>3. Encourage students to conduct independent research on topics related to digital marketing and innovation, and to present their findings to the class.</li> <li>4. Critically evaluate the effectiveness of currently applied by the trainees digital marketing initiatives and promote innovations and digitalisation, underline the role of trainees as innovators.</li> <li>5. Examine the various channels and how trainees should reach a digital audience and promote OO &amp; OO products to customers via paid media; earned media and owned media.</li> <li>6. Analyze the different marketing activities related to digital marketing interactions, such as The 7Ds of digital marketing: goals &amp; strategy; audience; devices; platforms; media; data; marketing technology.</li> </ol>



	<ol style="list-style-type: none"> <li>7. Discuss the role and benefits of the digital marketing realization - highlight the 5s goals of the digital marketing (sell; speak; serve, save, sizzle), how benefit is delivered and provide examples of typical objectives to aim at and measure the impact.</li> <li>8. Adapt the Module 4, Unit 4.4 contents (including other examples) to advanced trainees and provide extra materials about initiatives related to effective digital marketing activities, devices, technology and strategy to targeted audience, incl. focus on different channels, other digital solutions for cross-selling, innovations in the field of data collection and processing - incl. AI support and integration, if necessary (additional references, videos, local case studies, storytellers, researches, campaigns, causes, etc.).</li> <li>9. Discuss the potential future of digital marketing for organic agriculture and the role of innovation in shaping its development.</li> <li>10. Encourage trainees to participate at local and international initiatives related to OO &amp; OO products marketing, digitalisation of the organic agriculture, such as digital &amp; marketing conferences, webinars, fairs, agri &amp; trade summits, as well as to address marketing agencies and/or in-house marketing advisory as inevitable activities for their sustainable business and transition to digitalisation.</li> </ol>
<p><b>Resources and Material</b></p>	<ul style="list-style-type: none"> <li>● Visual aids, such as infographics and videos, to illustrate the principles and practices</li> <li>● Case studies of successful digital marketing and branding initiatives &amp; campaigns that can help students understand how to apply these strategies in real-world situations</li> <li>● Storytelling, good practices and examples</li> <li>● EcoOlives materials for a hands-on learning experience</li> <li>● Group participants into teams to work on exercises (if applicable)</li> <li>● Generate but not dominate discussions, include the usage of tangible materials, laptop/online quizzes &amp; other digital environment assignments in Miro board for example.</li> <li>● Role-playing activities to simulate decision-making and problem-solving related to digital marketing of sustainable OO &amp; OO products and organic farming.</li> <li>● PowerPoint, Prezi, pitching video interviews, tutorials, presentations with images to help illustrate key concepts and ideas.</li> </ul>





	<ul style="list-style-type: none"> <li>• Classroom discussions and group activities that encourage students to collaborate and apply what they have learned</li> <li>• Handouts or worksheets that summarize key points and provide opportunities for students to practice their marketing and digital skills.</li> </ul>
<b>Estimated Duration</b>	Approximately 60 minutes

## 4.5. Communication techniques with - customers and stakeholders

<b>Topic</b>	<b>Communication techniques with - customers and stakeholders</b>
<b>Aim</b>	<p>Learners should understand how communication techniques with customers and stakeholders could enhance the way they market and sell organic olives &amp; olive oil, in order to release a successful communication and marketing strategy as a combination of several different fundamental approaches and milestones completion.</p> <p>Learners should also be aware of the importance of the well-defined brand identity, clear branding strategy in particular, on how to communicate these unique products and to generate well-being for the whole production realization.</p> <p>Learners should be advised to realize a full review of standard-market style such as: the creation of an internet site, social media positioning, printed materials development, audio-visual media usage, definition of points of sales actions, active participation in trade fairs, culinary events invitations and links to production sites.</p> <p>Furthermore, learners should know they can opt for different techniques to structure efficient communication towards customers and stakeholders such as: to affect customers' emotions and create "loyalty-loop"; focus on "Perception - the 5th "P"; the Storytelling technique; add WOM &amp; influencers, social media and web presence; fairs and competitions participation; the power of horizontal networks.</p>
<b>Guidelines for Beginner Groups</b>	<ol style="list-style-type: none"> <li>1. Start by explaining "communication strategy" definition and fundamental communication principles, channels, techniques, tools, key actors and targeted audience as enablers for better marketing and sales of OO &amp; OO products and services.</li> <li>2. Discuss the challenges and obstacles facing organic products communicating with stakeholders and clients and the importance and existence of so called standard-market style</li> </ol>





communication like: internet site, social media positioning, printed materials development, audio-visual media usage, definition of points of sales actions, active participation in trade fairs culinary events and invitations and links to production sites.

3. Explain the concept of branding and the importance of application of a well-defined brand identity, clear strategy in particular, on how to communicate OO & OO unique products and to generate well-being for the whole production realization.
4. Introduce and explain the different considerations & examples, ideas & techniques as an approach trainees to structure an efficient communication towards customers and stakeholders such as: to affect customers' emotions and create "loyalty-loop"; to focus on "Perception - the 5th "P"; to use the Storytelling; to add WOM & influencers, social media and web presence; to participate at fairs and competitions; the power of horizontal networks and perform active networking.
5. Encourage trainees to realize locally, initiatives related to full review of communication techniques currently in use, so that they can outline some gaps and focus on new approaches towards consumers who share certain characteristics and better meet the expectations of the stakeholders.
6. Provide feedback upon the completion of activities and exercises.
7. Explain to trainees the benefits of such new communication techniques application and how they affect the OO & OO consumption, based on specific experience, scenario and targeted market.
8. Discuss the challenges and obstacles and which techniques in their perspective can help promote sustainable and better OO & OO products market disruption and realization.
9. Explain the concept of communication strategy, differentiated for clients and stakeholders, and how it can help promote sustainable production.
10. Highlight some useful recommendations in promoting and communication such as: adopting different types of language for effective marketing messages, thus differentiated marketing programmes can be applied, based on analyzed clients' motivations/stimuli, perception of risks and information quality, customer retention and preferences for ways of olives and olives oil communication, which are





	<p>inevitable for choosing the techniques and conduction of effective communication strategy towards consumers and establishment of fundamentals and OO &amp; OO's principles.</p> <ol style="list-style-type: none"> <li>11. Facilitate networking.</li> <li>12. Encourage trainees to participate in local and international fairs and events related to organic agriculture, innovations and tools application or AI support that can be adopted.</li> <li>13. Encourage trainees to participate in local and international competitions related to OO &amp; OO where they can be awarded, and cause positive effects on: knowledge-sharing; build goodwill &amp; recognition, brand integrity and industry/sector norms.</li> </ol>
<p><b>Guidelines for Advanced Groups</b></p>	<ol style="list-style-type: none"> <li>1. Present the EcoOlives concepts and technical terminology to advanced trainees with relevant examples to facilitate the learning process on how to enhance the communication techniques with stakeholders and clients of OO &amp; OO products.</li> <li>2. Discuss the current state and challenges facing organic products and the importance of communication strategy in place and producers knowledge about the market trends, consumer perception, preferences and loyalty-loop creation, different digital marketing techniques and approaches in overcoming these challenges.</li> <li>3. Adapt contents (including examples) to advanced trainees and encourage them to realize locally, initiatives related to full review of communication techniques in use like: Storytelling, WOM &amp; influencers, social media &amp; web presence; participation at fairs and competitions; performing active networking and horizontal network expansion.</li> <li>4. Provide extra materials about different communication techniques if necessary (additional references, videos, local case studies, documentaries).</li> <li>5. Encourage students to conduct independent research on topics related to better positioning and realization of OO &amp; OO products on market while applying different communication techniques and marketing programs - to present their findings to the class.</li> <li>6. Provide feedback upon the completion of activities and exercises.</li> <li>7. Critically evaluate the effectiveness of currently applied communication techniques and programs. Discuss the</li> </ol>



	<p>challenges and obstacles and strategy in their perspective can help promote sustainable and better OO &amp; OO products market disruption and realization.</p> <ol style="list-style-type: none"> <li>8. Discuss the potential future of OO &amp; OO products, communication strategy differentiated for clients and stakeholders, digital marketing and innovations application in the field, and their role in shaping its development.</li> <li>9. Analyze with trainees the role of innovations, digital marketing, 360 degree assessment of the satisfaction and promoting sustainable communication strategy to clients and stakeholders and its impact on the organic sector.</li> <li>10. Facilitate networking.</li> <li>11. Motivate and engage trainees to increase participation in local initiatives related to organic agriculture, innovations, new technologies and tools application, platforms or AI support &amp; interface that can be used to personalize and introduce better the OO &amp; OO products and services.</li> <li>12. Encourage trainees to participate in local and international competitions related to OO &amp; OO where they can be awarded, and cause positive effects on: knowledge-sharing; build goodwill &amp; recognition, brand integrity and industry/sector norms.</li> </ol>
<p><b>Resources and Material</b></p>	<ul style="list-style-type: none"> <li>● Visual aids, such as infographics and videos, to illustrate the principles and communication techniques.</li> <li>● PowerPoint, Prezi, pitching video interviews, tutorials, presentations with images to help illustrate key concepts and ideas.</li> <li>● Case studies of successful initiatives, events, competitions, campaigns and presentations that can help students understand how to apply these techniques in real-world situations.</li> <li>● Storytelling, documentaries - examples of successful organic farming businesses and practices with clients and other stakeholders; forecasting consumer preferences and future trends of OO &amp; OO products and services.</li> <li>● EcoOlives materials for a hands-on learning experience.</li> <li>● Role-playing activities to simulate decision-making and problem-solving related to communication techniques with stakeholders and customers of OO &amp; OO products and organic farming.</li> <li>● Group participants into teams to work on exercises (if applicable).</li> </ul>





	<ul style="list-style-type: none"> <li>● Group activities and exercises that engage students in exploring the communication techniques - the “Do’s” and “Don’t” with stakeholders and consumer preferences, such as group discussions, debates, and research projects.</li> <li>● Classroom discussions and group activities that encourage students to collaborate and apply what they have learned (if applicable).</li> <li>● Generate but not dominate discussions, include the usage of tangible materials, laptop/online quizzes &amp; other assignment &amp; papers preparation.</li> <li>● Whiteboard/Chalkboard and markers/chalks to illustrate key concepts and ideas during the lesson.</li> <li>● Handouts or worksheets that summarize key points and provide opportunities for students to practice their marketing, sales and communication skills.</li> <li>● Database, source of information about different OO &amp; OO products, future events and competitions - dates, framework, requirements &amp; awards, etc.</li> <li>● Leave participants time for networking.</li> </ul>
<b>Estimated Duration</b>	Approximately 60 minutes

### 4.6.1 The marketing research process

<b>Topic</b>	<b>The marketing research process</b>
<b>Aim</b>	<p>The learners should understand the process of market research and its importance in developing effective marketing strategies for a company. By the end of the unit, learners should be able to identify the steps involved in the marketing research process, such as identifying the issue, developing a research plan, collecting and analyzing data, and presenting the results. Additionally, learners should be able to distinguish between primary and secondary research methods and understand the types of analysis that can be used to evaluate data. Ultimately, learners should be able to use the knowledge gained from this content to create a research report that summarizes their findings and offers recommendations for improving marketing strategies.</p>
<b>Guidelines for Beginner Groups</b>	<ol style="list-style-type: none"> <li>1. Start by explaining the basics of marketing research and its importance in business decision making.</li> <li>2. Emphasize the importance of identifying the problem or issue that needs to be addressed in marketing research.</li> </ol>



	<ol style="list-style-type: none"> <li>3. Introduce the different methods of data collection, such as surveys, interviews, and focus groups.</li> <li>4. Explain the difference between qualitative and quantitative data and how they are used in marketing research.</li> <li>5. Teach the different types of analysis, such as exploratory, descriptive, and causal research.</li> <li>6. Use examples and case studies to help students understand how marketing research is used in real-world scenarios.</li> <li>7. Encourage students to ask questions and participate in class discussions.</li> <li>8. Assign individual or group projects to help students practice conducting marketing research.</li> <li>9. Provide feedback and support to help students improve their research skills.</li> </ol>
<p><b>Guidelines for Advanced Groups</b></p>	<ol style="list-style-type: none"> <li>1. Begin by reviewing the basics of marketing research and its importance in business decision making.</li> <li>2. Introduce advanced topics, such as big data analytics and predictive modeling, and explain how they are used in marketing research.</li> <li>3. Discuss the benefits and drawbacks of different research methods, including primary and secondary research.</li> <li>4. Teach advanced data analysis techniques, such as cluster analysis and regression analysis.</li> <li>5. Discuss how marketing research can be used to improve customer experience, brand perception, and overall business performance.</li> <li>6. Use real-world case studies to help students understand how marketing research can be applied in complex business scenarios.</li> <li>7. Encourage students to engage in critical thinking and problem-solving by presenting them with challenging research questions.</li> <li>8. Assign group projects that require students to develop a comprehensive marketing research plan.</li> <li>9. Provide feedback and support to help students develop advanced research skills.</li> </ol>
<p><b>Resources and Material</b></p>	<ul style="list-style-type: none"> <li>● Whiteboards or flip charts for visual aids during lectures or brainstorming sessions.</li> <li>● Presentation software like PowerPoint or Google Slides for creating research reports and presentations.</li> <li>● Online tools for survey creation and data analysis, such as SurveyMonkey or Qualtrics</li> </ul>



	<ul style="list-style-type: none"> <li>Marketing research simulations or games to reinforce learning in a fun and interactive way. Classroom discussions and group activities that encourage students to collaborate and apply what they have learned.</li> </ul>
<b>Estimated Duration</b>	Approximately 60 minutes

## 4.6.2 Study cases analysis

Topic	Study cases analysis
<b>Aim</b>	The unit expects the learners to understand the importance of effective marketing strategies in promoting and selling products in a competitive market. It emphasizes the need to communicate the value of a product to the consumer, not just its intrinsic quality, but also the perceived quality of the market. The unit also suggests various ways to differentiate and promote a product, such as customized packaging, information tags on the bottle, and providing relevant and valuable content to the consumer. Ultimately, the text aims to guide learners in developing their marketing strategies by adding value to their products and differentiating themselves from their competitors.
<b>Guidelines for Beginner Groups</b>	<ol style="list-style-type: none"> <li>Start by introducing the concept of marketing and its importance in promoting products.</li> <li>Define the target audience and the need for differentiation from competitors.</li> <li>Explain the importance of communicating the quality of the product to the customer and how it affects their purchasing decisions.</li> <li>Discuss the various marketing strategies that can be used to make a product stand out in the market.</li> <li>Use examples of successful marketing campaigns to illustrate the concepts.</li> <li>Encourage students to brainstorm ideas for marketing their own hypothetical products.</li> </ol>
<b>Guidelines for Advanced Groups</b>	<ol style="list-style-type: none"> <li>Begin with a review of the basics of marketing and target audience identification.</li> <li>Discuss the various strategies that companies use to differentiate themselves from their competitors.</li> <li>Focus on the importance of effective communication of product quality and the role it plays in the purchasing decisions of customers.</li> </ol>





	<ol style="list-style-type: none"> <li>4. Analyze successful marketing campaigns and discuss the key factors that contributed to their success.</li> <li>5. Encourage students to apply their knowledge to develop their own marketing strategies for existing or hypothetical products.</li> <li>6. Conduct case studies of successful and unsuccessful marketing campaigns and encourage critical analysis and evaluation of the strategies employed.</li> </ol>
<p><b>Resources and Material</b></p>	<ul style="list-style-type: none"> <li>● Whiteboards and markers: Whiteboards are great for group brainstorming sessions where ideas can be written down and discussed.</li> <li>● Flip charts: Similar to whiteboards, flip charts can be used to display ideas and keep track of the progress made during group work.</li> <li>● Post-it notes: These small sticky notes can be used to write down ideas and stick them on a wall or board for everyone to see and discuss.</li> <li>● Index cards: Index cards are a great tool for organizing information and can be used for various group activities, such as sorting and ranking ideas.</li> <li>● Scenarios and case studies: Scenarios and case studies can be used to encourage group discussion and problem-solving. These materials can be in the form of written scenarios, videos, or role-playing activities.</li> </ul>
<p><b>Estimated Duration</b></p>	<p>Approximately 60 minutes</p>

## Module 5 - Sustainability and Certification

<p><b>Module Summary</b></p>	<p>Module 5 delves into the impact of the different processes for organic farming on the environment as well as on how to use crop residues and, finally, the certification processes for organic olives and olive oil.</p>
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	During the module some aspects like sanitation, security prevention, secondary products and EU directives and regulations will be reviewed.
<b>Module Aims - Objectives</b>	Understand how to make the best possible use of your crops while respecting the environment as much as possible. Know the certifications and <u>regulations on organic production and labeling of organic products</u>
<b>Learning Outcomes</b>	<ul style="list-style-type: none"> <li>• Know / Comprehend/ Identify/ Recognize the different certifications and regulations on organic production and labeling of organic products.</li> <li>• Be capable of maintaining the organic farm in an environmentally-friendly way.</li> <li>• Be able to identify the secondary products and comprehend how to re use them.</li> </ul>
<b>Duration of the Module</b>	Approximately 2 hours
<b>Materials Needed</b>	Whiteboard/flipchart, paper pads and notepads for participants, markers, projector, laptop/PC, internet connection, small glass containers with the different varieties of olives available locally (in the eras when they are available), small copies of the equipment used in the olive growing stages-if available, printed materials of the case studies contained in the EcoOlives platform curriculum.

## Unit 5.1: Plant cleaning and sanitation

<b>Topic</b>	<b>Learn about the importance of cleanliness, maintenance, and environmental impact in food production, focusing on proper practices</b>
<b>Aim</b>	Learn about cleaning, maintenance and environmental impact in relation to food production, specifically in the context of food safety and the quality of agricultural products.





**Guidelines for  
Beginner  
Groups**

1. Introduce the concept of cleanliness and sanitation in food production and highlight its importance to guarantee the quality and safety of the products.
2. Explain the risks associated with poor management of cleaning and sanitation in the food production process.
3. Present proper cleaning and sanitation practices at all stages from field to market, emphasizing critical points where contamination and spread of harmful microorganisms can occur.
4. Describe the role of sanitizers and their incorporation into cleaning and washing practices to prevent the transfer of foodborne pathogens.
5. Explain the specific recommendations and regulations for organic production regarding the use of disinfectants and chemical products, emphasizing the limitation of their use and the conditions established by the regulation.
6. Discuss concerns related to the environmental effects and toxicity of disinfectants, and promote the use of alternative methods whenever possible.

**Guidelines for  
Advanced  
Groups**

1. Conduct a comprehensive review of current cleaning and sanitation principles and practices in food production.
2. Analyze the specific challenges faced by professionals in the field of cleaning and sanitation in relation to food quality and safety.
3. Explore in detail the sanitizers and other chemicals used in the food industry, including their classification, toxicity, and effects on organisms and the environment.
4. Examine current guidelines and regulations, both nationally and internationally, for the use of disinfectants and chemicals in food production.
5. Present case studies and examples of good cleaning and sanitation practices in different food production contexts.
6. Analyze emerging technologies and innovative approaches in cleaning and sanitation, such as ultraviolet light disinfection, ozonation, and nanotechnology.
7. Encourage discussion and exchange of experiences among professionals, and promote collaboration in improving cleaning and sanitation practices in the food industry.







<b>Resources and Material</b>	<ul style="list-style-type: none"> <li>● Whiteboard/flipchart</li> <li>● paper pads/notepads for participants</li> <li>● markers</li> <li>● laptop/PC</li> <li>● projector</li> <li>● PowerPoint presentation</li> </ul>
<b>Estimated Duration</b>	Approximately 15 minutes

## 5.1.2 Minimizing the environmental impact

<b>Topic</b>	<b>Minimization of environmental impact in organic agriculture.</b>
<b>Aim</b>	Learn about the measures and actions that must be taken in organic agriculture to minimize environmental impact. Trainees will learn about the ban on certain synthetic products, the limited use of external inputs, and the positive effects organic farming has on the environment.
<b>Guidelines for Beginner Groups</b>	<ol style="list-style-type: none"> <li>1. Introduction to organic agriculture and its principles.</li> <li>2. Explanation of the rules and regulations related to organic production and the labeling of organic products.</li> <li>3. Discussion on the ban on synthetic products and the limited use of external inputs.</li> <li>4. Exploration of sustainable practices to maintain the health of the soil, ecosystems and people.</li> <li>5. Exhibition of the positive effects of organic agriculture on the environment, climate, biodiversity, animal welfare, farmers' income and rural development.</li> </ol>
<b>Guidelines for Advanced Groups</b>	<ol style="list-style-type: none"> <li>1. Review of the fundamentals of organic agriculture and its importance in minimizing environmental impact.</li> <li>2. Detailed analysis of current rules and regulations related to organic production and labeling of organic products.</li> <li>3. Case study and examples of good practices in organic agriculture to reduce environmental impact.</li> <li>4. Exploration of advanced techniques of soil management, pest control and fertilization in organic agriculture.</li> </ol>



	<ol style="list-style-type: none"> <li>5. Investigation of innovative technologies and methodologies that promote sustainability in organic agriculture.</li> <li>6. Discussion on the economic, social and environmental benefits of organic agriculture and its role in sustainable development. Ask SS to tell what characteristics and priorities have directed them in their experience in the selection of cultivars and plants for transplanting</li> </ol>
<b>Resources and Material</b>	<ul style="list-style-type: none"> <li>● Whiteboard/flipchart</li> <li>● paper pads/notepads for participants</li> <li>● markers</li> <li>● laptop/PC</li> <li>● projector</li> <li>● PowerPoint presentation</li> </ul>
<b>Estimated Duration</b>	Approximately 10 mins

### 5.1.3 – Fire prevention and other safeguards

<b>Topic</b>	<b>Main theme of the text: Fire prevention and other security measures</b>
<b>Aim</b>	Learn about the guidelines and recommendations to prevent fires and guarantee safety in constructions for agriculture. The people who receive the training will learn about structural protection measures, fire fighting equipment, alarm systems, evacuation, water supply and training necessary for fire protection in the agricultural field.
<b>Guidelines for Beginner Groups</b>	<ol style="list-style-type: none"> <li>1. Introduction to the importance of fire prevention in agricultural buildings.</li> <li>2. Explanation of the Confederation of Fire Protection Associations in Europe (CFPA E) and its role in facilitating and supporting fire protection activities.</li> <li>3. Identification of common fire hazards in agricultural buildings and their relationship to flammable materials, equipment, and storage.</li> <li>4. Presentation of the guidelines for structural protection, such as the planning of safety zones between buildings and the use of appropriate equipment for fire fighting.</li> </ol>



	<ol style="list-style-type: none"> <li>5. Discussion on alarm systems, safe evacuation and prevention measures to avoid the start of fires.</li> <li>6. Information on the most common causes of fires on farms, such as failures in electrical systems, mechanical equipment, heating and work with fire.</li> <li>7. Introduction to the importance of fire protection training for farmers and their employees.</li> </ol>
<b>Guidelines for Advanced Groups</b>	<ol style="list-style-type: none"> <li>1. Detailed review of the guidelines and recommendations of the Confederation of Fire Protection Associations in Europe (CFPA E) in the context of agricultural buildings.</li> <li>2. Analysis of case studies and examples of good practices in fire prevention and safety in agricultural buildings.</li> <li>3. Exploration of national regulations related to fire protection in the agricultural field and its application.</li> <li>4. Study of advanced structural protection techniques, such as partitioning, safety zones and adequate ventilation systems.</li> <li>5. Analysis of alarm systems, early detection methods and innovative technologies in agricultural fire protection.</li> <li>6. Specific considerations on water supply for firefighting in agricultural settings and coordination with rescue services.</li> <li>7. Development of training and awareness programs in fire protection adapted to the needs and conditions of farms.</li> </ol>
<b>Resources and Material</b>	<ul style="list-style-type: none"> <li>● Whiteboard/flipchart</li> <li>● paper pads/notepads for participants</li> <li>● markers</li> <li>● laptop/PC</li> <li>● projector</li> <li>● PowerPoint presentation</li> </ul>
<b>Estimated Duration</b>	Approximately 15 mins





## Unit 5.2 : Secondary Products.

### 5.2.1 Recovery and re-use of olive oil-derived by-products

<b>Topic</b>	<b>Recovery and reuse of by-products derived from olive oil.</b>
<b>Aim</b>	Learn about the recovery and valorization of the by-products generated in the production of olive oil, focusing on obtaining high added value compounds, such as tyrosol, hydroxytyrosol, oleocanthal, oleuropein, ligustroside, squalene, acids fatty, among others. The people who receive the training will learn about the extraction and characterization technologies of these by-products, as well as their application in the food and pharmaceutical industries..
<b>Guidelines for Beginner Groups</b>	<ol style="list-style-type: none"> <li>1. Introduction to the importance of the recovery and reuse of by-products derived from olive oil.</li> <li>2. Presentation of the opportunities for valorization of these by-products and the obtaining of compounds with high added value.</li> <li>3. Description of the green extraction technologies (PLE, SFE, etc.) used to recover the biologically active compounds present in the by-products.</li> <li>4. Discussion on the importance of characterizing the recovered compounds and knowledge of their biological properties and mechanisms of action.</li> </ol>
<b>Guidelines for Advanced Groups</b>	<ol style="list-style-type: none"> <li>1. Detailed review of the extraction and characterization technologies used for the recovery of valuable compounds from olive oil by-products.</li> <li>2. Analysis of the advances in research and development related to the recovery of these by-products and the obtaining of high value-added compounds.</li> <li>3. Study of the biological properties and mechanisms of action of the recovered compounds, and their application in the food and pharmaceutical industry.</li> <li>4. Analysis of circular economy policies and approaches applied to the reuse of olive oil by-products.</li> </ol>





	5. Discussion on future trends and opportunities in the recovery and reuse of by-products derived from olive oil.
<b>Resources and Material</b>	<ul style="list-style-type: none"> <li>● Whiteboard/flipchart</li> <li>● paper pads/notepads for participants</li> <li>● markers</li> <li>● laptop/PC</li> <li>● projector</li> <li>● PowerPoint presentation</li> </ul>
<b>Estimated Duration</b>	Approximately 10 mins

## 5.2.2 Wastewater

<b>Topic</b>	<b>Wastewater generated during the extraction of olive oil.</b>
<b>Aim</b>	Learn about the treatment and management of wastewater generated during the olive oil extraction process, focusing on the specific case of wastewater known as "Olive Oil Mill Wastewater" (OMWW) . The people who receive the training will learn about the composition of olive oil mill wastewater, its fertilizing properties and the challenges associated with its disposal due to the presence of phytotoxic and biotoxic substances.
<b>Guidelines for Beginner Groups</b>	<ol style="list-style-type: none"> <li>1.Introduction to the wastewater generated during olive oil extraction and its importance in terms of quantity and composition.</li> <li>2.Description of the basic composition of olive oil mill wastewater, including its water content, organic and inorganic compounds.</li> <li>3. Explanation of the fertilizing properties of olive oil mill wastewater</li> <li>4. Presentation of the challenges associated with the disposal of olive oil mill wastewater due to the presence of phytotoxic and biotoxic substances.</li> <li>5. Discussion on the biodegradability of olive oil mill wastewater and its suitability as fertilizer or irrigation water.</li> </ol>
<b>Guidelines for Advanced Groups</b>	<ol style="list-style-type: none"> <li>1.Detailed analysis of the composition of olive oil mill wastewater and its variability depending on various parameters.</li> <li>2. Study of the fertilizing properties of olive oil mill wastewater and its potential use as a low-cost and abundantly available fertilizer.</li> </ol>





	<p>3. Analysis of the phytotoxic and biotoxic substances present in olive oil mill wastewater and their effects on the disposal and reuse of wastewater.</p> <p>4. Review of the treatment and purification techniques used to eliminate phytotoxic and biotoxic substances from olive oil mill wastewater.</p> <p>5. Exploration of sustainable alternatives for the management of olive oil mill wastewater, such as the use of biological treatment processes or the application of energy recovery techniques.</p>
<b>Resources and Material</b>	<ul style="list-style-type: none"> <li>● Whiteboard/flipchart</li> <li>● paper pads/notepads for participants</li> <li>● markers</li> <li>● laptop/PC</li> <li>● projector</li> <li>● PowerPoint presentation</li> </ul>
<b>Estimated Duration</b>	10 minutes

## 5.3 Certification

### 5.3.1 – Organic, bio and eco certifications: similarities and differences

<b>Topic</b>	<b>Wastewater generated during the extraction of olive oil.</b>
<b>Aim</b>	Explain the similarities and differences between organic, bio and ecological certifications, and provide a clear understanding of the requirements and standards associated with each. Readers will learn to distinguish between these terms and understand how they are regulated and applied in the European Union.
<b>Guidelines for Beginner Groups</b>	<p>1. Introduction to organic, bio and ecological certifications and their importance in the market for sustainable products.</p> <p>2. Explanation of the term "eco" and its lack of explicit legal regulation.</p> <p>3. Description of organic certifications and their focus on production without the use of synthetic pesticides, chemical fertilizers, genetically modified organisms (GMOs) and artificial additives.</p>







	<p>4. Presentation of the organic certification issued by an accredited inspection body and the use of the EU organic logo or label on the products.</p> <p>5. Explanation of the term "bio".</p>
<b>Guidelines for Advanced Groups</b>	<p>1. Detailed analysis of the requirements and standards associated with organic, bio and ecological certifications in the European Union.</p> <p>2. Exploration of the certification and accreditation processes of organic and bio certifications, including the participation of accredited inspection bodies and EU legislation.</p> <p>3. Comparison of the criteria used in organic and bio certifications, emphasizing the differences in the use of pesticides, chemical fertilizers, genetically modified organisms and other artificial additives.</p> <p>4. Discussion on the benefits and limitations of organic, bio and ecological certifications, both for producers and consumers.</p> <p>5. Analysis of current trends in the market for organic, bio and ecological products, and their impact on consumer choice and business strategies of companies.</p>
<b>Resources and Material</b>	<ul style="list-style-type: none"> <li>● Whiteboard/flipchart</li> <li>● paper pads/notepads for participants</li> <li>● markers</li> <li>● laptop/PC</li> <li>● projector</li> <li>● PowerPoint presentation</li> </ul>
<b>Estimated Duration</b>	15 minutes



### 5.3.2 European Commission directives

<b>Topic</b>	<b>Regulations and standards for olive oil and organic production.</b>
<b>Aim</b>	Explain the regulations and standards associated with the olive oil trade and organic production, focusing on the regulations of the European Union and the importance of organic certification. They will gain insight into the requirements and controls necessary for the olive oil trade and organic production, as well as measures to ensure the quality and integrity of the products.
<b>Guidelines for Beginner Groups</b>	<ol style="list-style-type: none"> <li>1. Introduction to the regulations and standards applicable to the olive oil trade, including the European Union, the International Olive Council and the Codex Alimentarius.</li> <li>2. Explanation of the European Union regulations for olive oil, covering the physical, chemical and organoleptic characteristics, as well as the methods of analysis.</li> <li>3. Description of the organic regulation of the European Union (Regulation 2018/848) and its scope in the production and labeling of organic products.</li> <li>4. Presentation of the official certification system for operators (producers, processors and distributors) who wish to obtain organic certification.</li> <li>5. Explanation of the principles of organic production, which include respect for natural systems, maintenance of soil, water and air health, exclusion of genetically modified organisms and responsible use of natural resources.</li> <li>6. Information on the requirements of organic agriculture in terms of soil fertility, genetic diversity, selection of plant varieties and animal husbandry.</li> </ol>
<b>Guidelines for Advanced Groups</b>	<ol style="list-style-type: none"> <li>1. Detailed analysis of the regulations and standards established by the European Union for the trade of olive oil and organic production.</li> <li>2. Exploration of the differences between the regulations of the European Union and the standards of the International Olive Oil Council regarding the trade of olive oil.</li> <li>3. Discussion on Regulation 2018/848 of the European Union and its impact on organic production and the labeling of organic products.</li> </ol>





	<p>4. Analysis of official controls and compliance measures established to guarantee the integrity of organic products and prevent fraud.</p> <p>5. Evaluation of the requirements and procedures for the importation of organic products from countries outside the European Union.</p> <p>6. Exploration of the implications and benefits of organic certification for producers, processors and consumers, as well as the impact on consumer confidence and the promotion of the organic logo of the European Union.</p>
<b>Resources and Material</b>	<ul style="list-style-type: none"> <li>● Whiteboard/flipchart</li> <li>● paper pads/notepads for participants</li> <li>● markers</li> <li>● laptop/PC</li> <li>● projector</li> <li>● PowerPoint presentation</li> </ul>
<b>Estimated Duration</b>	30 minutes

### 5.3.3 Labeling

<b>Topic</b>	<b>The use of the organic logo of the European Union in the labeling of organic products.</b>
<b>Aim</b>	Explain the regulations and requirements associated with the use of the European Union organic logo on the labeling of organic products. Readers will learn about the conditions that products must meet to bear the logo, how it must be displayed on labeling, and when its use is prohibited..
<b>Guidelines for Beginner Groups</b>	<p>1. Introduction to the organic logo of the European Union and its importance in the identification of organic products.</p> <p>2. Explanation of the conditions that products must meet to bear the logo, including certification by an authorized control agency or entity.</p> <p>3. Description of the requirements for the content of organic ingredients in the products (at least 95%) and additional conditions for the remaining 5%.</p> <p>4. Information about the display of the logo.</p>





	<p>5. Explanation of the obligatory nature of the logo in the majority of the organic prepackaged products and the optional possibility of use in other cases.</p> <p>6. Description of logo usage restrictions,</p>
<b>Guidelines for Advanced Groups</b>	<p>1. Detailed analysis of the regulations and requirements for the use of the organic logo of the European Union in the labeling of organic products.</p> <p>2. Exploration of the criteria and certification processes necessary for products to carry the logo.</p> <p>3. Discussion on the strict conditions for the content of organic ingredients in the products (at least 95%) and the additional measures for the remaining 5%.</p> <p>4. Information about logo display requirements, including minimum size and standard color scheme.</p> <p>5. Analysis of the cases in which the use of the logo is allowed and not allowed, such as imported products, non-prepackaged products and products in conversion period.</p> <p>6. Assessment of the implications and benefits of the European Union organic logo for producers, processors and consumers, including consumer confidence and the promotion of authentic organic products.</p>
<b>Resources and Material</b>	<ul style="list-style-type: none"> <li>● Whiteboard/flipchart</li> <li>● paper pads/notepads for participants</li> <li>● markers</li> <li>● laptop/PC</li> <li>● projector</li> <li>● PowerPoint presentation</li> </ul>
<b>Estimated Duration</b>	15 minutes



## Module 6 – Olive groves as part of the national cultural heritage

<b>Module Title</b>	<b>Module 6.</b>
<b>Module Summary</b>	Module 6 delves into the history, culture, preferences and country specifics of olive oil production. During the module the main trends throughout the history of olive oil will be reviewed and main areas of production identified. Furthermore, the cultural aspect will be briefly reviewed and preferences outlined on general as well as partner-country specific level. Finally, brief case studies of agro tourism will be introduced from the partner countries of Spain, Italy, Portugal, Cyprus, Bulgaria and Germany.
<b>Module Aims - Objectives</b>	The main objective of the unit is to understand the historical value of olive oil to our society and the way its use spread throughout the times, societal changes and the formation of olive oil culture of the present times;
<b>Learning Outcomes</b>	Upon completion of this Module you will: <b>Knowledge:</b> <ul style="list-style-type: none"> <li>● Comprehend the vast history of olive oil production throughout the centuries</li> <li>● Recognize the key periods of the history of olive oil</li> <li>● Understand how olive oil connects to the cultural heritage</li> <li>● Identify how the olive oil preferences changed over time</li> <li>● Comprehend the international realities of olive oil</li> </ul> <b>Competences and skills:</b> <ul style="list-style-type: none"> <li>● Be capable to grasp the general trends of the history of olive oil from Bronze age to modern times;</li> <li>● Be able to understand and distinguish the cultural differences of olive oil production and consumption in different regions;</li> <li>● Be able to differentiate between the habits of olive oil production and consumption;</li> </ul>
<b>Duration of the Module</b>	240 minutes

### Unit 1: Introduction

	<b>6.1.1</b>	<b>6.1.2</b>
<b>Topic</b>	Olive Oils through the centuries	Culture and oil preferences (habits)
<b>Aim</b>	To introduce the learners to the history of olive oil	To introduce the learners to the uses of olive oil and the changes in



		preferences for the use of olive oil
<b>Guidelines for Beginner Groups</b>	The trainer should present the topic by initiating a discussion with the learners on what they know of the history of the olive oil.	The trainer should present the topic by initiating a discussion with the learners on what olive oil is used for.
<b>Guidelines for Advanced Groups</b>	None	After the presentation the learners could discuss the possibilities of the olive oil within their perspective
<b>Resources and Material</b>	Projector, video (short olive oil history on youtube, for <a href="#">example</a> )	projector
<b>Estimated Duration</b>	30 minutes	30 minutes

## Unit 6.2. Country-specific Organic Olive Oil Culture

	<b>6.2.1.</b>	<b>6.2.2.</b>	<b>6.2.3.</b>	<b>6.2.4.</b>	<b>6.2.5</b>	<b>6.2.6</b>
<b>Topic</b>	Spain	Italy	Bulgaria	Cyprus	Portugal	Germany
<b>Aim</b>	To introduce the learner to the Spanish Olive Oil industry and statistics	To introduce the learner to the Italian Olive Oil industry and statistics	To introduce the learner to the Bulgarian Olive Oil industry and statistics	To introduce the learner to the Cypriot Olive Oil industry and statistics	To introduce the learner to the Portuguese Olive Oil industry and statistics	To introduce the learner to the German Olive Oil industry and statistics
<b>Guidelines for Beginner Groups</b>	The trainer should present the topic on screen	The trainer should present the topic on screen	The trainer should present the topic as	The trainer should present the topic on screen	The trainer should present the topic on screen and initiate a	The trainer should present the topic





	and initiate a discussion on why and how the country is one of the main olive oil producers in the world	and initiate a discussion on why and how the country is one of the main olive oil producers in the world	a case study of a lesser known olive oil producer	and initiate a discussion on why and how the country is one of the main olive oil producers in the world	discussion on why and how the country is one of the main olive oil producers in the world	from a perspective of a non-olive growing country, but as one of the main consumers
<b>Guidelines for Advanced Groups</b>	The trainer should initiate a discussion on what are the benefits and shortcomings of the market as compared to other countries	The trainer should initiate a discussion on what are the benefits and shortcomings of the market as compared to other countries	the trainer should initiate a discussion on how the country could improve its production numbers	The trainer should initiate a discussion on what are the benefits and shortcomings of the market as compared to other countries	The trainer should initiate a discussion on what are the benefits and shortcomings of the market as compared to other countries	The trainer should initiate a discussion on why the country is an important player in the olive oil market
<b>Resources and Material</b>	Projector	Projector	Projector	Projector	Projector	Projector
<b>Estimated Duration</b>	10 minutes	10 minutes	10 minutes	10 minutes	10 minutes	10 minutes

### Unit 6.3. Agrotourism

	<b>6.2.1.</b>	<b>6.2.2.</b>	<b>6.2.3.</b>	<b>6.2.4.</b>	<b>6.2.5</b>	<b>6.2.6</b>
<b>Topic</b>	Spain	Italy	Bulgaria	Cyprus	Portugal	Germany
<b>Aim</b>	To introduce the	To introduce the	To introduce the	To introduce the	To introduce the	To introduce the



	learner to the Spanish case study in agro tourism	learner to the Italian case study in agro tourism	learner to the Bulgarian case study in agro tourism	learner to the Cypriot case study in agro tourism	learner to the Portuguese case study in agro tourism	learner to the German case study in agro tourism
<b>Guidelines for Beginner Groups</b>	The trainer should present the topic on screen and initiate a discussion on what are the pros and cons of the study (what the case study brings to the producer, the visitor etc.)	The trainer should present the topic on screen and initiate a discussion on what are the pros and cons of the study (what the case study brings to the producer, the visitor etc.)	The trainer should present the topic on screen and initiate a discussion on what are the pros and cons of the study (what the case study brings to the producer, the visitor etc.)	The trainer should present the topic on screen and initiate a discussion on what are the pros and cons of the study (what the case study brings to the producer, the visitor etc.)	The trainer should present the topic on screen and initiate a discussion on what are the pros and cons of the study (what the case study brings to the producer, the visitor etc.)	The trainer should present the topic on screen and initiate a discussion on what are the pros and cons of the study (what the case study brings to the producer, the visitor etc.)
<b>Guidelines for Advanced Groups</b>	The trainer should initiate a discussion on how this case example could (or if it should) be	The trainer should initiate a discussion on how this case example could (or if it should) be	The trainer should initiate a discussion on how this case example could (or if it should) be	The trainer should initiate a discussion on how this case example could (or if it should) be	The trainer should initiate a discussion on how this case example could (or if it should) be	The trainer should initiate a discussion on how this case example could (or if it should) be



	replicated to the learner environment	replicated to the learner environment	replicated to the learner environment	replicated to the learner environment	replicated to the learner environment	replicated to the learner environment
<b>Resources and Material</b>	Projector	Projector	Projector	Projector	Projector	Projector
<b>Estimated Duration</b>	20 minutes	20 minutes	20 minutes	20 minutes	20 minutes	20 minutes

## Module 7 – Conclusion and evaluation

<b>Module Summary</b>	The final module is intended to walk the learners through the process of a business plan creation and the evaluation process after completion of the course.
<b>Module Aims - Objectives</b>	The two main objectives of the module are to create a business plan and to evaluate the progress after completion of the EcoOlives Course
<b>Learning Outcomes</b>	<p>Upon completion of this Module you will:</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>● be aware of the benefits of creating a business plan</li> <li>● know the factors that may influence business planning</li> <li>● recognize the progress made during the EcoOlives course</li> </ul> <p>Competences and skills:</p> <ul style="list-style-type: none"> <li>● be able to prepare and execute a business plan</li> <li>● be capable of self evaluating your progress of the EcoOlives Course</li> </ul>
<b>Duration of the Module</b>	210 mins

### Unit 7.1: Design a business plan





	<b>7.1.1</b>	<b>7.1.2</b>	<b>Annexes</b>
<b>Topic</b>	Introduction to the business plan	The Seven Sub-Plans	Annexes
<b>Aim</b>	The aim of this lesson is to introduce the learners to the activity of business plan	The aim of this lesson is to delve into the 7 sub-topics of the business plan	To put in practice the business plan
<b>Guidelines for Beginner Groups</b>	To present the basics of the concept to the learner using presentation tools. The beginner should be introduced to the topic and given time to discuss why it is needed and why they should consider making it.	The trainer should present the 7 sub-plans as a comprehensive step-by-step to the learners and be ready to answer the questions	The trainers should present the annexes / templates and walk the participants through what they are and what they are meant to
<b>Guidelines for Advanced Groups</b>	For more advanced groups the basic definitions could be omitted instead going more in-depth to the topic of benefits of the business plan, with additional reading included.	The trainer should present the outlines of the 7 sub-plans and initiate a discussion on the benefits and drawbacks of the sub plans and if there should be any specific additions made.	For the more advanced users the trainer should walk the learners through the process of completion of a business plan, have a discussion on the more specific aspects and plan a timeline of completion. By the end of the session, the learners should have a more or



			less abstract idea of their own business plan.
<b>Resources and Material</b>	Projector	Projector	Projector, handouts of the annexes
<b>Estimated Duration</b>	30 minutes	60 minutes	60 minutes

## Unit 7.2 – Assessment and evaluation

	<b>7.2.1</b>	<b>7.2.2</b>
<b>Topic</b>	Self Assessment Questions / Open-Ended	Self Assessment / Multiple Choice questions
<b>Aim</b>	The aim of this exercise is for the learners to self evaluate their own progress in terms of how they see the benefits and the shortcomings of the training	The aim of this exercise is to check the uptake of information from the EcoOlives Training Course and to obtain certification of completion.
<b>Guidelines for Beginner Groups</b>	The trainer should present the questions and initiate an open discussion with the trainees on the questions.	The trainer should hand out the testing questions. The process should be completed via the platform, but it is possible to print out the questions for individual review. In case of printed questions, the certification will not be obtained.
<b>Guidelines for Advanced Groups</b>	n/a	n/a
<b>Resources and Material</b>	projector and / or handouts of the questions	EcoOlives platform access and / or handouts
<b>Estimated Duration</b>	30 minutes	30 minutes

## Annexes

*Annex 1: Module Exercises*

*Annex 2: Self-Assessment for Trainers*



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