



Nordplus



# Lauku Ceļotājs

[www.celotajs.lv](http://www.celotajs.lv)

**Reaching greener future in local food&drink  
production and provider SME sector –  
innovative and best  
practice based adult training**

**1st partner meeting, Bergen, Norway, 15.09.2021.**

# Project

duration: 08/2021 - 03/2023

- **Lead partner:**

**L celotajs, Ltd.**

- **Project partners:**

- **Olustvere Service and Rural Economy Vocational School (EE)**

- **Hardangersmak (NO)**

**Doc from Nord+ 2018:**

**<https://drive.google.com/drive/folders/1ajp0Y99ZWNofGb8n60j0KZzS37EqXWFB>**

# Key result of the project

- **To facilitate adult learning in SME sector with the On-line Training „Greener future practices for local food&drink producers and providers" (on moodle platform with printable handbook, videos and green check-list for caterers):**
  - on-line training on Moodle platform;
  - printable handbook for reference
  - videos from best practice businesses
  - on-line check-list for caterers
    - LV, NO, EE languages

# WP1. Specification of the On-line Training content structure (08.-10.2021)

- Discuss and approve the pre-selected topics for the On-line Training
- Identify good practice examples in LV, EE, NO
- Define the structure with chapters and sub-chapters = framework and specification for learning contents
- Define the specification for training aid format
- 1st partner meeting aligned with the Local Food festival and a study tour in Bergen, Norway to discuss and finalize the On-line Training topics and structure

**Deliverable: On-line Training structure in English – common for all partners / SMEs in Baltic-Nordic countries.**

# On-line Training structure (Handbook contents)

- 1. Local food and drink presentation (highlighting the green production methods)
- 2. Story telling – product labels and marketing stories (carrying green philosophy messages)
- 3. Local products in menus
- 4. Customer segments and target groups
- 5. Channels to reach the customers (on-line marketing in media such as Fb, Instagram, Youtube)
- 6. Distribution and logistics (green principles in local food&beverage distribution models)
- 7. Pricing and sales.

○ Info to be used:

[https://www.celotajs.lv/g/Professional/Projects/BalticSeaFood/BSF\\_Handbook\\_en.pdf](https://www.celotajs.lv/g/Professional/Projects/BalticSeaFood/BSF_Handbook_en.pdf)

# WP2. On-line Training contents

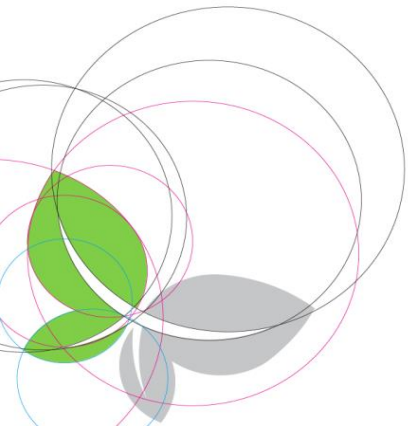
11.2021 – 07.2022

- Continue to collect the best practice information
- Produce videos **1-2 per country** The videos are innovative element in the training tool as they will highlight the training contents and will also serve as examples of visual online marketing for use in on-line media (Fb, Instagram, Youtube, etc.).
- Develop training material contents in partner languages
- Adapt the learning contents for the agreed formats
- Make the On-line Training tool available online
- 2nd partner meeting and study tour in Kuldīga, Latvia (December 2021)
- 3rd partner meeting in Røros, Norway (May 2022)

**Deliverable: On-line Training aid "Greener future in local food production and provision" in LV, NO, EE versions.**

# WP3. Dissemination of results (08.2021 – 01.2022.)

- Project web page within the web site of the project lead partner [www.celotajs.lv](http://www.celotajs.lv) in EN and LV languages <https://www.celotajs.lv/en/project/33>. It will introduce the partnership, the project goals and planned results. Along with the project progress, the web site will feature information from the project meetings (minutes, photos), project progress and availability of WP milestone results (they will be available as downloads from the project web site).



# WP3. Dissemination (02.2022. – 011.2022.)

- **Dissemination plan for project months 7-16:**
- **Dissemination activities will be focused on networking and promotion of the 1st WP result – the On-line Training structure.**
- **LC:** roundmails, social networks, project web site, board meetings, member assembly and e-newsletter of Latvian country tourism association, meetings with networking partners, relevant national and international events to address the target audience;
- **HARDANGERSMAK:** roundmails, organization web site, meetings with networking partners, relevant national and international events to address the target audience.
- **OLUSTVERE:** roundmails, organization web site, board meetings, meetings with networking partners, relevant national and international events to address the target audience.





# WP3. Dissemination (12.2022. – 03.2023.)

- **Dissemination plan for project month 17-20:**
- **Dissemination activities will be focused on promotion of the project result – the On-line training tool „Greener future practices for local food&drink producers and providers”.**
- All: roundmails, e-newsletter, social networks, project web site, board meetings, member assembly, meetings with networking partners, relevant international events; training portals.
- LC – <https://macies.celotajs.lv>
- HARDANGERSMAK: <https://kurs.hanen.no>
- Olustvere: <https://www.olustvere.edu.ee>

- Project final meeting in Olustvere, Estonia (September 2022)



# Dissemination target audience - LV / NOR

## Latvia:

- ca 4000 rural food and rural tourism SMEs in LV;
- ca 42 training establishments in LV, especially to vocational schools, competence centres
- LLKC (Latvian Centre for Agricultural Consultations and Training) offering adult training courses;
- Latvian Cooperation Council of Agricultural Organisations (~17 000 members)
- the Network of Adult education coordinators' (in ~80 local municipalities)
- the board and general assembly of the Latvian country tourism association;
- specialised media journalists.

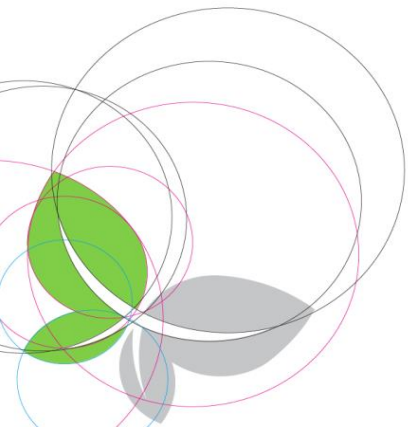
## Norway:

- ca. 600 member companies of the organization HANEN;
- the boards of HARDANGERSMAK and HANEN;
- 17 owners and other SMEs of cooperative Hardangersmak
- 12 regional offices of HANEN in Norway;
- ca 20 training establishments and educational institutions in NO;
- Matarena AS, a network of seafood and agricultural industries to promote sustainable local food from sea and land;
- Ulvik city, a member of Cittaslow network
- Schools - Kompetansenavet Vest, the responsible organization of training local food producers in Western Kompetansenavet Vest | Sogn Jord- og Hagebruksskule | Økologisk landbruksskole Vg2 Vg3 (sjh.no) , Studiestad - Hjeltnes - Fagskolen (hordaland.no)
- Organisations in NO: Innovation Norway, Farmers' market, Norwegian Farmers Union (~60 000 members), Matmerk.

# Dissemination target audience - EE

## Estonia:

- ca 300 members of Eesti Maaturism (Estonian rural tourism organization) <https://www.maaturism.ee/>
- ca 200 members of food producer network of Maaturism <https://kohaliktoit.maaturism.ee/>
- ca 10 training establishments in Estonia offering adult training courses;
- Specialised media
- disseminate in electronic form to ca 40 rural tourism and rural food adult students of Olustvere Service and Rural Economy Vocational School



# Evaluation plan

## Evaluation

### EVALUATION PLAN:

#### Aspects to evaluate:

- Compliance with the time schedule
- Compliance with the budget
- Quality of project results

#### Evaluation activities:

- evaluation of the project progress, budget and result achievement will be done during the project meetings (each WP);
- evaluation of the On-line training structure with the boards of project partners and Latvian Country tourism association, HANEN and Estonian Rural Tourism Organization is done combining with dissemination events at the end of WP1.
- evaluation of the On-line Training contents and functionality is done during WP2

In Latvia the project results will be evaluated in cooperation with Latvian country Tourism Association - the board and members – food&drink production SMEs.

In Estonia the testing evaluation will be done with school students and in cooperation with Estonian Rural Tourism Organisation Eesti Maaturism.



# Visual identity, logos

<https://www.nordplusonline.org/about/design-manual>

## DESIGN MANUAL

The design manual gives directions on how to use the Nordplus logo and visual identity.

## Logos and design manual

Here you can find the Nordplus logo for both print and digital use - as well as a manual on how to use the logo.

- For print  
CMYK - EPS
- For digital media and Word-Documents  
RGB - JPG Format

# 2nd partner meeting will take place in December 2021 in Kuldīga, Latvia

The project partners will be experiencing Christmas market, where local food distributors take part with special Christmas offers and product packages and meeting the most active Food network in Latvia "Kuldīgas labumi" (Kuldīga goodies).



# Next tasks and deadlines to be agreed:

<b>Task</b>	<b>Deadline</b>
Translate the On-line Training structure to LV, EE, NOR	1.10.21
Finding best practice examples	1.10.22
Producing training videos	1.10.22
Learning contents in partner languages	1.05.22
Adapting the learning contents for the agreed formats – Moodle, tests questions	1.09.22
Make the On-line Training tool available online	1.09.22
2nd partner meeting in Kuldīga, Latvia	6.12.21
3rd partners meeting in Røros, Norway	9.06.22
4rd in Olustvere, Estonia	End Sept 22



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