



# Lauku Ceļotājs

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

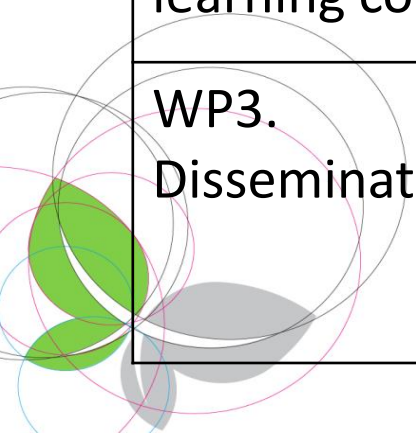
## Service design know-how for rural SMEs

strengthening the link between adult learning and  
working life in rural SME local food sector

**3rd partner meeting, Riga, LV, 26.06.2017.**

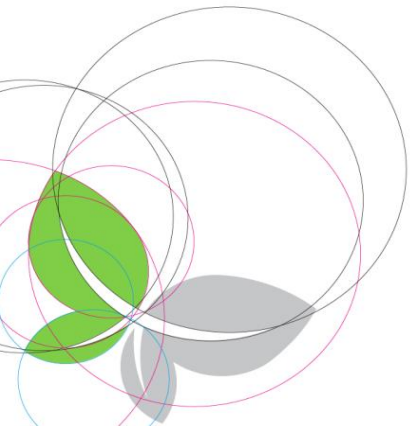
# Project overview

WP title	WP duration	Deliverable
WP1. Specification of the On-line Training structure.	09. - 11.2016	On-line Training structure in English – common for all partners / Baltic- Nordic country SMEs. <b>Done – WP1 completed!</b>
WP2. On-line Training learning contents.	12.2016. - 06.2017.	On-line Training - full learning contents in LV, NO, EE languages. <b>ongoing</b>
WP3. Dissemination	09.2016. – 08.2017.	Feedback summary from the target audience in all partner countries. <b>ongoing</b> <b>celotajs.lv</b>



# Key results achieved:

- **Handbook contents in all partner languages**
- **Handbook design**
- **Handbook on-line version proposal**
- **3 partner meetings**
- **Testing events**
- **Dissemination**



# Handbook design



# Handbook on-line

<https://macies.celotajs.lv/course/view.php?id=53>

LC e-mācības

LATVIEŠU (LV) ▾

Pašlaik izmantojat piekļuvi kā viesis ([Pieslēgties](#))

▴

Rokasgrāmata "Kā atvērt "Lauku labumu" veikalu""

Rokasgrāmata "Kā atvērt "Lauku labumu" veikalu"

Mācību materiāls

Diskusijas un materiāla novērtējums.


Sākums


Kalendārs

Rokasgrāmata „Kā atvērt Lauku labumu veikalu” - pakalpojumu dizains mazajiem un mikro uzņēmumiem

Sākums / Kursi / Mācību materiāli / Rokasgrāmata "Kā atvērt "Lauku labumu" veikalu""

Rokasgrāmata "Kā atvērt "Lauku labumu" veikalu"






jaunumi


Mācību materiāls

Materiāls sagatavots izdrukai PDF formātā.

 Rokasgrāmata "Kā atvērt "Lauku labumu" veikalu"

Rokasgrāmata būs noderīga mājražotājiem un citiem mazajiem uzņēmējiem, kuri vēlas atvērt savu veikalu, lai saīsinātu savas ražotās produkcijas ceļu un izmaksas līdz pircējam.

Diskusijas un materiāla novērtējums.

 Diskusijas - Kā atvērt Lauku labumu veikalu

Diskusijas par un ap mācību materiālu "Kā atvērt Lauku labumu veikalu"

PIESLĒGTIES

Lietotājs

Parole




☐ Atcerēties lietotājvārdu

Pieslēgties

Jauns lietotājs

Vai paaudējāt paroli?

SEKOJĒT MUMS



Pašlaik izmantojat piekļuvi kā viesis ([Pieslēgties](#))

Sākums

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**Remaining tasks by WPs:**

# WP2. On-line Training learning contents (12. 2016. – 06.2017.)

1. Partners develop survey form for visits to SMEs and collecting best practice – **do we have the form for reporting?**
2. Partners select the best practice cases and visit them to source information for the On-line Training. Interviews with service providers to highlight the most important aspects, and document the best practices in photos. Visits in active season to get the best illustrative material – **do we have the interviews and evidences of visits for reporting?**
3. Olustvere school proposes instruction how the information content should be presented in the On-line Training tool – **to be discussed in partner meeting 3.**



NORDPLUS  
Adult

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## WP2 - continued

5. Partners develop learning contents in their national languages – **handbooks in all partner languages – to be discussed in partner meeting 3 .**
6. Testing evaluation of **on-line contents** in partner countries with SMEs and training sector. The feedback will be incorporated in the final version (Ca 10 SMEs/organisations and at least 1 training establishment in each country – **is the feedback collected, all partners? Feedback from 12 HANEN regional organisations – the event with the 2nd partner meeting?**



**WP Deliverable: On-line Training - full learning contents in LV, NO, EE languages.**

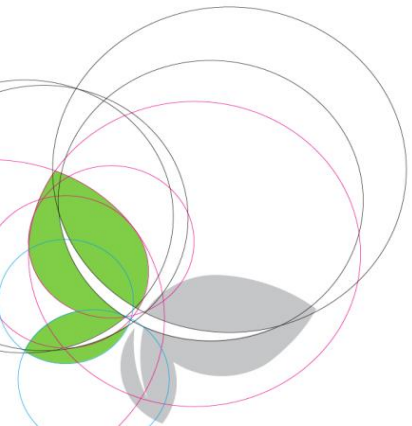


# WP3. Dissemination (09.2016. – 08.2017.)

## Dissemination plan for project months 4-11:

**Dissemination focused on the On-line Training structure and testing evaluation.**

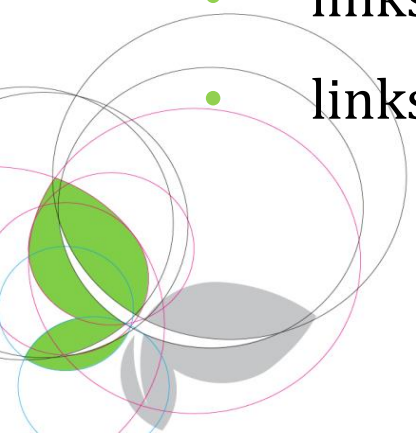
- all partners: roundmails, e-newsletter, social networks, project/partner web site info, board meetings, member assembly, meetings with networking partners, relevant international events – **ongoing – pls collect evidences for reporting!**



# WP3. Dissemination (09.2016. – 08.2017.)

**Dissemination plan for project month 12:** Dissemination focussed on promotion of the project result – the On-line training tool with printable handbook version for reading and reference „Service design know-how for rural food SMEs”.

- All partners: roundmails, e-newsletter, social networks, project/partner web site, board meetings, member assembly, meetings with networking partners, relevant international events;
  - training portal [www.macies.celotajs.lv](http://www.macies.celotajs.lv) – ongoing
  - links in web site [www.gardsutvikleren.no](http://www.gardsutvikleren.no) – to do!
  - links in web site [www.olustvere.edu.ee](http://www.olustvere.edu.ee) - to do!



# Dissemination target audience to reach:

LV	NOR	EE
<ul style="list-style-type: none"> <li>- ca 4000 SMEs</li> <li>-ca 120 training establishments</li> <li>- Latvian Cooperation Council of Agricultural Organisations (~17 000 members)</li> <li>-the board and general assembly of the LCTA;</li> <li>- specialised media journalists.</li> </ul>	<ul style="list-style-type: none"> <li>- ca 460 members of Hanen</li> <li>- the board of Hanen</li> <li>- 12 regional offices of Hanen</li> <li>- ca 20 training establishments</li> <li>- Organisations in NO: Statens Vegvesen, Innovation Norway, Farmers' market, Norwegian Farmers Union (~60 000 members), Matmerk</li> <li>- Social media, Facebook and Twitter</li> <li>- Nationen and Bondebladet – main papers for rural area</li> <li>- Rural development offices in 19 counties</li> </ul>	<ul style="list-style-type: none"> <li>- Eesti Maaturism and ca 100 rural tourism and rural food organizations;</li> <li>- ca 10 training establishments in Estonia;</li> <li>- offering adult training courses;</li> <li>- Estonian Cooperation Council of Agricultural Organisations</li> </ul>

## BALTIC/NORDIC

- Partner organisations, project „Baltic Culinary Routes” (DE, DK, NO, EE, LT, LV, PL, NO, SE, FI, RU)
- Eldrimner [www.eldrimner.com](http://www.eldrimner.com) – Swedish organisation for local food.
- Icelandic Farm Holidays (IFH)
- Savour South West Denmark
- Participants of the 9th Baltic Sea Tourism Forum (BSTF)



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