

Nordplus Adult 2021 (08/2021 - 03/2023) (NPAD-2021/10090)

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

HANDBOOK

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

Content and general structure:

1. Local food and drink presentation (highlighting the green production methods)

How to present local food and drinks effectively

- 1.1. Collaboration - a way to success
- 1.2. Local food networks
- 1.3. Use of different certificates, logos and other quality marks
- 1.4. Green production methods
- 1.5. Good examples

2. Story telling – product labels and marketing stories (carrying green philosophy messages)

How to communicate that you are responsible business carrying green philosophy ideas

- 2.1. Benefits of story telling
- 2.2. The key elements of story telling
- 2.3. Ways to communicate stories to clients
- 2.4. Satisfaction of clients, feedback from them – how to use it in story telling
- 2.5. Good examples

3. Local products in menus

How to integrate local products in your daily offers

- 3.1. Identification of traditional and regional local products
- 3.2. Ways how to use local products in menus
- 3.3. Ways how to communicate with customers about local products
- 3.4. Good examples

4. Customer segments and target groups

How to identify the most important customers for your business

- 4.1. Benefits of dividing/grouping customers
- 4.2. Identification of different target groups
- 4.3. Special needs of target groups
- 4.4. How to adapt business to the main target groups
- 4.5. Good examples

5. Channels to reach the customers (on-line marketing in media such as Facebook, Instagram, Youtube)

How to reach customers through on-line marketing

- 5.1. Identification of proper communication and marketing channels
- 5.2. Benefits of digital marketing channels
 - 5.2.1. Facebook
 - 5.2.2. Instagram
 - 5.2.3. Youtube
 - 5.2.4. Other platforms
- 5.3. Good examples

6. Distribution and logistics (green principles in local food&beverage distribution models)

How to distribute local food and drinks sustainable

- 6.1. Different types of distribution channels
- 6.2. Effective logistics management
- 6.3. Green principles in distribution and logistics
- 6.4. Good examples

7. Pricing and sales

How to manage financial aspects

- 7.1. Cost structure
- 7.2. Different pricing models
- 7.3. How to choose a pricing model for each target group
- 7.4. How to handle sales
- 7.5. Good examples