

EDUCATIONAL ITINERARIES



Description of the activity

This good educational marketing practice consists of organizing educational itineraries to increase the consumption of local and zero-mile products. Through educational itineraries, it will be possible to enhance local experiences, systematize them as good practices, and promote an ethical code of values that is consistent with the culture of the territory and which can be referred to in the development of recommendations/guidelines to administrative and government bodies. The activity offers the possibility of creating an effective collaboration between producers and consumers, promoting the consumption of local products, and valorizing the identifying agri-food production of rural areas.

Easy operations to be replicated

- Farm visits: organize guided visits to farms to learn about the origin of the products;
- Visit companies processing agri-food products or agritourism companies and educational/social farms to allow the organization of workshops and train users to use agricultural products;
- Local market visit to understand commercial and sales dynamics and understand the importance of local resources;
- Organize specific educational marketing itineraries aimed at students; tourists, people with disabilities;

Expected outcomes

- Acquisition of greater knowledge about the origin of the products;
- Greater transparency on production processes;
- Acquire materials and information and learn about good practices;
- Improved consumer awareness of the value of products;
- Participate in specific training activities;

Purpose	Added value	Target Audience
<ul style="list-style-type: none"> Educate end consumers, both students and visitors, about sustainable agriculture practices; Improve consumers' diet; Train users on the quality of the products and the possibility of transforming and using them daily (food preparation). 	Encouraging the creation of interpersonal relationships and collaborations between all the active parties involved in educational itineraries can give rise to processes in which the consumer can become a producer and recognize the quality of the product, enhancing and promoting it as an element of the cultural tradition of the territory.	<ul style="list-style-type: none"> Students; Food producers; Farmers; Policymakers; Consumers; Educators; Local community members;

Type of experts to be involved

- Touristics guides
- Environmental scientists
- Educators and trainers
- Local farmers and producers

Requirements

Geographical requirements	Type of products	Legal requirements
<ul style="list-style-type: none"> Area with local farms, agri-food producers, and educational farms. 	<ul style="list-style-type: none"> Identity products of the locality to which they belong; Quality agri-food products; Environmentally friendly products 	<ul style="list-style-type: none"> Knowledge of the rules for promoting product quality, competition, and environmental protection; Establishment of networks; Collaboration with local educational institutions.

Tips & tricks/successful case study

Promote educational itineraries using all communication channels;
 Involve local actors in defining educational itineraries;
 Provide reward gadgets to recognize participation in educational itineraries.

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