

EDUCATIONAL MARKETING FOR SCHOOL



AgriXPlainer

Description of the activity

The use of this good educational marketing practice consists in the organization of training courses in order to increase the consumption of genuine local products through food education aimed at children. Through educational marketing actions aimed at schools it will be possible to enhance local experiences, systematize them as good practices, promote sustainable consumption and be more attentive to the nutritional values of foods. The activity offers the possibility of creating an effective collaboration between producers and consumers, of promoting the consumption of local products, of valorising 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

- Lectures in class;
- 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 in companies (cooking workshops);

Purpose	Added value	Target Audience
<ul style="list-style-type: none"> • Optimize knowledge about the origin of products, production and transformation processes and marketing and marketing activities; • Educate younger end consumers and their families about sustainable agriculture practices; • Improve consumers' diet by raising awareness of healthier habits; • Train users on the quality of the products and the possibility of transforming and using them on a daily basis. 	<p>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.</p>	<ul style="list-style-type: none"> • Students; • Food producers; • Farmers; • Policy makers; • Consumers; • Educators; • Local community members;

Type of experts to be involved

- Educators and trainers
- School teachers/directors
- Nutrition experts
- Medical doctors

Requirements

Geographical requirements	Type of products	Legal requirements
<ul style="list-style-type: none"> • Area with local farms, agri-food producers, 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 training courses using all communication channels;
- Involve local actors in defining educational courses;
- Provide reward gadgets to recognize participation in educational courses.

The Network of Municipalities Friends of MenSarda aims to promote at all regional, national, and European institutional levels, innovative policies aimed at making food a sovereign element for the life of communities. With the MenSarda project, an organized system of municipalities has been established that experiments with administrative processes, implements regulations, and initiates awareness and training courses in matters related to the MenSarda theme, transversally concerning the policies of the local authority.

<https://www.ancisardegna.it/progetto-mensarda/>

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