

EXECUTIVE SUMMARY

DESCRIPTION

GI Learn - Consumer Learning to Enhance the Knowledge of Products with Geographical Indications - is a training project for adult learning in protected designations of origin (PDO) products: its main objective is that European adults gain the knowledge for the identification and valorisation of PDO products and specifically, their unique sensory characteristics. Secondary objectives of GI Learn project are the promotion of PDO products and the preservation of traditional manufacture processes and the sustainable production.

The foreseen methodology combines off-line and on-line approach. Training consists on an innovative concept of “guided tasting” of PDO products: participants will perform a real-time tasting while they can consult with guides and charts for a proper fulfillment. Furthermore, the on-line format provides a more attractive approach allowing participants to interact with other through the course platform.

Training on PDO products will provide participants with a multidisciplinary knowledge regarding areas of production and socioeconomic impact, manufacture and cultural aspects of products. But the innovative idea lies on the acquisition of sensory capacities by European citizens which will let them to appraise quality, value and diversity of food PDO products.

OBJECTIVES

The project’s main objective is to develop an innovative e-learning program for improving the knowledge about PDO products by European consumers.

The specific objectives of the project are:

1. To provide European citizens with the necessary training in PDO products and particularly, in their sensory characteristics to help consumers to appraise those products.
2. To develop a new and mixed methodology combining an innovative ICT approach and real-life experience by “guided tasting”.
3. To strength the relations among consumers, Regulatory PDO Boards and the partners to ensure a wider impact of the methodology developed and the effectiveness of the training.

RESULTS

The main **expected results** are:

1. A working methodology to engage all actors in developing effective training programs responding to specific adult needs.
2. A specific training program in PDO products for European citizens.
3. The promotion of closer cooperation between the consumers and Regulatory PDO Boards.
4. The promotion of the regulation about the use of sensory analysis for PDO products in order to assure their characteristics of typicity.
5. Dissemination of results by adapting the training program for new countries and for new PDO

BENEFITS

The main expected benefits are:

1. The acquisition by the European adults of knowledge for identification and valorisation of PDO products and specifically, of their sensory characteristics.
2. It will encourage the better promotion of PDO products, the preservation of traditional manufacture processes and the sustainable production.

PARTNERS

ainia
centro tecnológico

AINIA (Spain) – Project Coordinator – Food Research and Development Centre with previous experience in VET projects. Ainia also has participated in a number of R+D projects in Europe and in Third Countries.

Contact: Dr. Beatriz Villegas

Name of the contact person: Beatriz Villegas

Position: Sr. Research Scientist

Telephone and e-mail: +34 96136 60 90 /
bvillegas@consumolab.es

Website of the company/centre: www.ainia.es



Faculty of Biotechnology - Catholic University of Portugal (ESB – UCP) (Portugal)- ESB - UCP is an institution of higher education with an education and training offer from 1st to 3rd cycle in the areas of bioengineering, biosciences and nutrition sciences.

Has coordinated and participated in numerous national and European projects on training and education, particularly in food quality and safety and on traditional products. ESB-UCP is responsible for Workpackage 4: Program Development and Training Materials.

Contact: Prof. Eduardo Luís Cardoso

Name of contact person: Eduardo Luís Cardoso

Function: Researcher and Professor. Coordinator of Knowledge Transfer & Entrepreneurship.

Telephone and email: +351 225580071 /
ecardoso@porto.ucp.pt

Web page: www.esb.ucp.pt



**Chambres de Métiers
et de l'Artisanat**

Rhône

Chambre de Métiers et de l'Artisanat du Rhône (France)- The Chamber of Crafts is a public establishment, responsible for representing the general interests of the craft.

In December 2008 the Chamber had 24928 enterprises, 31% in the production sector, 20% services, 40% in construction and 9% in the food trade for about 68000 people. The Chamber manages trades apprenticeship contracts and teacher learning. The Chamber has been involved for many years in European programs and transfers its practices in the training results of programs.

Contact: Sophie Putcrabey

Name of the contact person: Sophie Putcrabey

Position: International project officer

Telephone and e-mail: +33(0)4 72 43 43 68 /
s.putcrabey@cma-lyon.fr

Website of the company/centre: www.cma-lyon.fr



QUALIVITA (Italy) – Foundation for the protection and the valorisation of quality agri-food products. –Coordinator of WP3 – Qualivita promotes and develops publishing, educational and research projects on Geographical Indications, especially concerning PDO, PGI and TSG products protected by European Union.

Qualivita is recognised by the Italian Ministry of Agricultural, Food and Forestry Policies as a leading player with technical and scientific capacities in the quality agri-food sector and in PDO, PGI, TSG products.

Contact: Fondazione Qualivita

Name of the contact person: Nicoletta Lucia

Position: project manager

Telephone and e-mail: +39 0577 1503049
nicoletta.delucia@gmail.com

segreteria@qualivita.it

Website of the company/centre: www.qualivita.it



MTT (Finland) – Work package 5 leader – Agrifood Research Finland MTT is leading research institute developing sustainability and competitiveness of the food system. MTT is operating under the Ministry of Agriculture and Forestry.

Contact: ETM, Tuomo Tupasela

Name of the contact person: Tuomo Tupasela

Position: Sr. Research Scientist

Telephone and e-mail: +358 40 5133586 /
tuomo.tupasela@mtt.fi

Website of the research institute: www.mtt.fi