

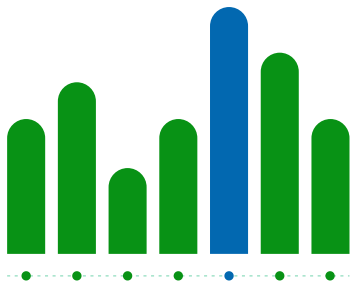


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EcoHoney

What is EcoHoney?

EcoHoney: Achieving environmental sustainability through raising awareness of bee protection, behavioural changes and the conversion of agriculture to organic honey production.



Main Objectives

EcoHoney has two main objectives:

(1) to enhance the key competences of farmers, producers & new-comers to convert to organic production of honey & honey products and their skills in marketing of the organic products and

(2) raise awareness among local communities and businesses of the vital importance and urgent need to protect and preserve bees, pollinators and their habitats (following the call for urgent action to relaunch the European Pollinators Initiative)



Target Groups

- Farmers, beekeepers and producers of honey wishing to converse to organic farming but lacking comprehensive and/or integrated training materials
- Producers of honey products interested in organic production process but again lacking complied and holistic information on the topic
- New entrepreneurs who do not come from the agricultural world



ProjectResults



- EcoHoney Learning Model
- EcoHoney Training course with 3 separate books with theory & many interactive resources:
 1. Handbook on organic production and farming
 2. Handbook of marketing of organic honey & honey products
 3. The Big BEE Book, to raise consumer awareness of the importance of beekeeping and support beekeepers in their communication efforts
- EcoHoney Guidebook on certification of organic honey & honey products
- EcoHoney Manual for trainers
- EcoHoney b-learning platform with all project results
- EcoHoney Interactive E-Library with various interactive & passive materials on project topics



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