



EcoHoney

1ST NEWSLETTER

JUNE 2024

Let's talk about EcoHoney



Upcoming Events



2ND TPM,
02-03/07/2024,
ZARAGOZA SPAIN

Can you bee-lieve the solution to sustainability? Honeybee awareness, behavior shifts, and organic farms. The main objectives of our Erasmus+ project are to:

- Enhance the key competences of farmers, producers & new-comers to convert to ecological and organic production of honey and honey products
- Enhance their skills in marketing of the ecological and organic products
- And to increase the awareness of local communities & business on the vital importance & urgency in protecting & preserving the bees, pollinators & their habitats.



A survey in six EU countries, including Cyprus and Italy, gathered data from 62 beekeepers. Aged 46-55, they prefer combined theoretical and practical training on beehive management, pest control, and honey production. Key marketing focuses were honey tourism and digital marketing. They valued clear course agendas and pre- and post-assessment tests, emphasizing the need for practical, well-structured training in organic honey production.



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MAIN GOALS

- Develop an immersive training course in ecological and organic production & marketing of organic honey & honey products tailored to the specific needs of the target groups.
- Organise a large-scale awareness raising campaigns on the urgent need to protect & preserve bees, pollinators & their habitats on local, national & EU level.
- Raise awareness on the importance of honey, bees & the entire eco-systems as a significant cultural & ecological element of our local heritage.

1ST TPM

- The 1st international meeting between the partner organisations was successfully completed in Sofia, Bulgaria, which lasted 2 days between 19 and 20 February 2024.



STAY TUNED FOR OUR RESULTS

1. An EcoHoney Learning Model
2. An EcoHoney training course with three separate books with theory & many interactive resources
3. An EcoHoney Guidebook on certification of organic honey & honey products EcoHoney
4. A manual for trainers using the EcoHoney b-learning platform with all project results
5. An EcoHoney Interactive E-Library with various interactive & passive materials on project topics.



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