

Protocol kick off meeting

Netherlands, Groenhorst College / Warmonderhof, 4 – 7 February 2013

”From the field to the plate - how organic agriculture is working.”

List of participants

| First name | Family name | Organisation name | County | |
|------------|---------------|---------------------------------|-----------------|----|
| Tomasz | Włoszczowski | AgriNatura Foundation | Poland | PL |
| Sonia | Prwiezienczew | AgriNatura Foundation | Poland | PL |
| Igor | Cholda | AgriNatura Foundation | Poland | PL |
| Alexander | Seyboth | Thüringer Ökoherz e.V. | Germany | DE |
| Uta | Beier | Thüringer Ökoherz e.V. | Germany | DE |
| Vojtech | Vesely | AREA viva | Czech Republic | CZ |
| Lenka | Vesela | AREA viva | Czech Republic | CZ |
| Birtha | Toft | Vestjylland Højskole | Denmark | DK |
| Kirsten | Bjerge | Vestjylland Højskole | Denmark | DK |
| Ruud | Hendriks | Groenhorst College/Warmonderhof | The Netherlands | NL |

Protocol

| Agenda | | Process | Fixing | | |
|----------|---|--|----------|-------|--|
| Date | Topic | Description | Deadline | Resp. | Annex/file |
| 05.02.13 | Participants | Details of the participants of the meeting are saved in files -> | | Uta | partnership_form_EFK.xls and partisipants_20130207_EFK.pdf |
| | Project lifetime | Presentation and discussion of the project lifetime The details are in file project_lifetime_EFK.doc | | Uta | project_lifetime_EFK.doc |
| | Communication | Creation of good communication methods between the project partners. | | | |
| | Expectations | The participants express and discuss their expectations of the project. This can be found in file expectations_EFK.pdf. | | | expectations_EFK.pdf |
| | Definition of the target group of the project | The developed material is provided for pedagogues in formal & non-formal education such as: teachers, trainers, diet-assistants, nutritionists, chefs (especially school canteens), employees of health insurance companies and experts in the | | | |

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| | | environmental education. Mainly to educate children between 10 and 14 years. | | | |
| | Contents of the good.food.toolbox | The good.food.toolbox is a collection of material behind the storyboard of the good.food.comic. These are additional important information about organic agriculture and organic food for the target group and multipliers of the project. All participants agreed to collect data for the toolbox for: - regarding the education in field of healthy diet and sustainable agriculture and - practices and educational methods in healthy diet, sustainable agriculture and environmental education | | | |
| | Final conclusion good.food.toolbox | The partners collect at first material in their languages. The project coordinator will provide a form sheet, where the partners will write in English short contents of their material. The material we need in English, we will translate later completely. The collection should include: - Recipes- Food growing / production - Food processing on a farm level - Organic food in school canteens and school shops - Food processing in kitchen - School garden - Information on different levels about organic farming, organic food - Material around all products of the good.food.comic | 29.03.2013 20.04.2013 | All Uta | toolbox_form_xxx_EFK.doc toolbox_form_xxx_EFK.doc |
| | Format of the good.food.toolbox | A proposal how to structure the toolbox could be: - Topics - Games - Process - Teaching material - Actions | | | |
| | Comic workshop part 1: | - Raising awareness of organic agriculture and organic food - Comic should attract people especially pupils between 10 and | | | |

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| | What we want to achieve? | 14 years for the topic organic agriculture - Comic as teaching material for the target group | | | |
| | Comic workshop part 2: What we need for the storyboard? | Brainstorming about the storyboard: - Choosing of funny heroes for children - Four friends (detectives) - different characters (maybe 2 girls, 2 boys) - What tastes better organic or conventional? - Storyboard around making a super delicious pancake | | | |
| | "The Super Pancake" | Some more ideas about the storyboard: "Discover the secrets of making pancakes"- Inspectors eat a pancakes in the school canteen -> misleading name -> investigation - The pancake should be something realistic in order not to arouse misconceptions about organic food, nothing about the golden egg. - Fantasy, could also be possible – the hero is the pancake himself | | | |
| 06.02.2013 | Comic workshop part 3: Who is responsible for the different parts of the storyboard? | Dividing the comic in different parts depend on the different products of the Super Pancake. Decision of the different parts of the comic: - Production of eggs (DE), flour (DK), milk (NL), oil (DK), honey (CZ), vegetable (NL), meat (CZ), herbs and spices (PL), fruit and jam (PL) - Awareness of meat consumption (DE) - Eating culture (DE) - How to make a super pancake(DK) One part created by each project partner | 04.06.2012 | All | storyboard_xxx_EFK.doc |
| | How we design the comic? | Discussion about the cover story from each product. - Drawing up of an example of one part of the comic with the designer (Igor) - Brainstorming of keywords for each part of the comic - These keywords are used by the partners to create their part of the storyboard. - To define the characters and the style of the comic, PL will develop the first story. | | PL + | keywords_EFK.doc storyboard_xxx_EFK.doc |

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| | | The draft of the 1. comic storyboard will be provided: | 20.04.2013 | Igor | |
| | Ruud Hendriks introduces Warmonderhof, Dronten | <ul style="list-style-type: none"> - Principles of organic farming and organic food production (what are the differences with conventional farming and what thoughts and principles in organic farming are based on food quality) - Visit to some parts of the farm (dairy, cheese production, greenhouse, orchard) - Presentation of the principles of biodynamic agriculture (Ruud) Ruud will send his presentation to the partners. | | Ruud | ????????? |
| | Dissemination and exploitation of the project outcomes and PR work | Do we need free cards? We would like to have something for promotion. This could be: free cards, book marks, paper for cap-boards, ect. Individual images from the comic could be maybe used. We will discuss it again in the next meeting and decide later. | | | |
| 07.02.2013 | Logo | Igor will create a logo for the project. | 19.02.2013 | Igor | ????????? |
| | National network of the partners inside their countries | Each partner creates a national network of affiliated institutions in their own countries with the aim of: <ul style="list-style-type: none"> - Collecting materials for the toolbox - As multipliers of the project outcomes also after the project lifetime - PR work and - for dissemination of the project outcomes in their own countries First ideas of the participants of the workshop are collected in file national_network_EFK.doc | 28.02.2012 | Uta | national_network_EFK.doc |
| | Financial plan | The project coordinator provides the file finc_plan_EFK.xls with the financial plan in the drop box. Each partner writes the planned costs for the meeting in their own country it in file finc_plan_EFK.xls. The money for the costs of the meetings the partners will always bring in cash. The host sends the file meeting_form_xxx_EFK.doc with the additional information about their own country before arriving. | 29.03.2013 | Uta | finc_plan_EFK.xls |
| | | | As soon as known | All | finc_plan_EFK.xls |
| | | | As soon as known | All | meeting_form_xxx_EFK.doc |

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| | | On this basis every partner is able to exchange money for the meeting in advance. The project coordinator provides the file meeting_form_xxx_EFK.doc in the drop box. | 29.03.2013 | Uta | meeting_form_xxx_EFK.doc |
| | Shared costs in the financial plan | All partners agreed about the shared costs: Igor will receive for his work: - good.food.comic: 2.000,00 EURO - good.food.freecards or other PR-products: 500,00 EURO - Project logo: 230,00 EURO For the public dinner is calculated: 1.000,00 EURO | 28.02.2013 | Uta | finc_plan_EFK.xls |
| | Timeline and deadlines | All partners agree to observe the deadlines of the project that are fixed in file timeline_EFK.doc | 28.02.2013 currently | Uta | timeline_EFK.xls |
| | All dates and agreements in order: | The dates and information of the meetings and of the project are written in file project_lifetime_EFK.doc Both files will always kept updated by the project coordinator. | currently | Uta | project_lifetime_EFK.doc |
| | | Logo is created by Igor | 19.02.2012 | Igor | ??????? |
| | | Protocol of the kick off meeting is ready. | 15.02.2013 | Uta | protocol_20130207_EFK.doc |
| | | Details of national networks and the draft of the financial plan is sent to all partners. | 28.02.2013 | Uta | national_networks_EFK.doc finc_plan_EFK.xls |
| | | Drop box is available online. | 29.03.2013 | Uta | |
| | | The project coordinator has provided the toolbox form sheet. | 20.04.2013 | Uta | toolbox_form_xxx_EFK.doc |
| | | First draft of the storyboard for the good.food.comic is written. | 20.04.2013 | Sonia + Igor | storyboard_xxx_EFK.doc |
| | Skype conference | 25.04.2013 | All | | |
| | First storyboard for the good.food.comic is written by each partner. | 04.06.2013 | All | storyboard_xxx_EFK.doc | |

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| | | First toolbox material is provided by each partner. | 04.06.2013 | All | toolbox_form_xxx_EFK.doc |
| | | 2. meeting in Czech Republic (AREA viva) "Food processing on a farm level" | 04.06.- 07.06.2013 | CZ | |
| | | 3. meeting in Germany (Thueringer Oekoherz e.V.) "Organic food to schools" | 28.10. - 31.10.2013 | DE | |
| | | 4. meeting in Denmark (Vestjyllands Højskole) "Nutrition Nordic kitchen based at organic, fresh and regional food" | 25.02. - 28.2.2014 or 11.03 - 14.03.2014 | DK | |
| | | 5. meeting in Poland (AgriNatura Foundation) "Public Dinner" | 05.05.- 08.05.2014 | PL | |
| | Evaluation | The presentation of the evaluation can be found in file evaluation_20130207_EFK.pdf Some comments on evaluation and improvement in future meetings: We achieved: - Good working and speaking atmosphere - Clarifying of the aim of the project - Good time management in the workshops - Good age mix of the participants - Excursion was very informative and interesting What we would like to do better next time: - Working hours in the classroom were to long - Better balance between – working time - workshops – activities – brakes - Changing the working environment between the tasks - More group work - More time for social part | | | evaluation_20130207_EFK.pdf |