



Online Course

INTRODUCTORY MANUAL **FOR LEARNERS** COURSE INSTRUCTIONS



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Co-funded by the
Erasmus+ Programme
of the European Union



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EcoOils ONLINE COURSE

V3_March 2023



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1. PRESENTATION OF THE PROJECT

Welcome to the Training on organic production of aromatic plants and essential oils. You selected an innovative training method that allows you to choose your rhythm of work according to your availability, while being a rigorous person on your work and organisation.

Eco-Oils - Enhancing the competences for online, blended and distance learning of farmers and distilleries of aromatic plants and of the trainers in the field is a project approved by the EU Erasmus + programme aiming at strengthen new training paths for MAPs producers and distillers. It is a collaborative project between 5 countries: Spain, Greece, Italy, Bulgaria and Francee.

Withing this framework, a common training program has been created, 100% online, and pursue two main objectives: building new competences on MAPS and essential oil in organic production, and expand the educational skills of the trainers in agricultural sector

This manual is meant to help you understand the content of the course and organize your work in order to succeed.

The Eco-Oils team

V3_March 2023



2. COURSE CONTENT

The course program is made of:

- 5 chapters that include 11 modules
- Case studies
- Activities
- Videos

The total duration of the course is estimated at 50 hours.

The course is made of documents that should be downloaded or directly opened on your screen. It could include links to the internet, videos, ppt presentation, pdf files.

Although the course is accessible 24/7, we strongly recommend that you follow a regular working rhythm.

Each module is independent and will be evaluated separately.

2.1 Online course program:

CHAPTER 1 – Producing and transforming Aromatic Plants in Organic Agriculture

- Module 1: Plant management
- Module 2: The plant and its environment
- Module 3: Harvesting - transforming and labelling

CHAPTER 2: How to market aromatic plants in organic agriculture

- Module 4: Customer profiles - European market
- Module 5: The principles of marketing

CHAPTER 3: Digital technology in the practice of organic aromatic plants and organic essential oils

- Module 6: Essentials of digital business
- Module 7: Digital communication in rural areas

CHAPTER 4: Territorial impact of organic aromatic plants and organic essential oils production

- Module 8: Economic diversification and rural tourism
- Module 9: Aromatic plants and heritage

CHAPTER 5: Economical issues and business model for organic aromatic plants and organic essential oils

- Module 10: Economic specificities and business models
- Module 11: Legislation regarding OAP/OEO & REACH regulation

2.2 Additional material: activities, case studies and videos

Activities and case studies are proposed on each module, and accessible via the platform. Videos are accessible on the YouTube channel dedicated to the project. Please click on following link: [EcoOils Project - YouTube](#), or go to <https://www.youtube.com/@ecoilsproject679>

Through these videos, you will:

- have access to additional specific information (the tutorials)
- meet producers from all the project countries who are sharing their experience

3. CALENDAR

The course is accessible online 24/7.



4. EVALUATION

An evaluation is proposed at the end of each module.

The test is a multiple-choice questions.

This assessment is compulsory if you want to get a certificate of attendance.

If you get a minimum score of 80% of correct answers, you pass!

If you get a score less than 80%, you can take the test again once.

5. REGISTRATION AND CERTIFICATION

Application should be requested to one of the tutors of the course (please, refer to the list below). Once registered, you will receive your unique login and password on your email address and you will free access to the Eco-Oils platform.

At the end of the course, you will get a certificate of attendance from one partner of the course, upon completion of the following criteria:

- You have dedicated a reasonable amount of time to each module to ensure the acquisition of competencies. Each partner organization will check this requirement on the platform before the certificate validation.
- You have submitted the multiple-choice tests within every module with at least 80% of correct answers. The platform automatically validates the learners' performance on each module.

This certificate will mention the title of the modules you attended and the results of the evaluations.



6. EDUCATIONAL SUPPORT

For all information and help related to the course, you can rely on your tutor.

List of tutors for each country:

FRANCE

Name: Christelle Aunac

e-mail: formation@uess.fr

Phone number: 04 92 72 50 68

Name: Matthieu Guary

e-mail: guary.matthieu@cde-petrapatrimonia.eu

Phone number: 0620 42 47 13

GREECE

Name: Isabelle Trinquelle

e-mail: itrinquelle@medcenv.org

Phone number: 02130243159

ITALY

Name: Fabrizio Tomasso

e-mail: fabriziotomasso@gmail.com

Phone number:

SPAIN

Name: Eva Lahuerta Otero

e-mail: eva.lahuerta@usal.es

Phone number: 923294400

BULGARIA

Name: Anélia Haradinova

e-mail: haradinova@gmail.com

Phone number:



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7. HOW TO ACCESS THE ONLINE COURSE

You must write in the toolbar: <https://www.uess-elearning.eu>

You will receive your login and password by email.

You have time to get used to the platform before the beginning of the course.
To help you get started, please find below some information.

Enter your username and password.
Choose your language

Homepage

WELCOME

English

Username

Pass

Login

[I lost my password](#)

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DESCRIPTION OF THE HOMEPAGE

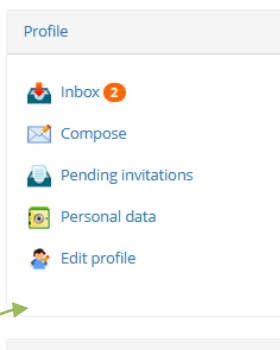
To access the course you are registered for

To get a feedback on your activity on the platform

To use your electronic mail, find friends or join the Eco-Oils social group



WELCOME



You can edit your profile: change the language, add a picture, change your password. In the future, if you lose your password, we'll be able to send you a new one.

You can also read messages sent on your inbox, write a message to other learners or tutors, and accept, or refuse, invitations to join a social group.

If you select "my courses", you'll arrive on this page:



DESCRIPTION OF THE “MY COURSES” PAGE

List of the course you are registered

Select a course in order to get access to the tools.

	Module 1_Preparación de tierras_SP   Christelle Aunac Eva Lahuerta Otero Javier Melgosa Arcos
	Module 6_Marketing digital _SP  Christelle Aunac Eva Lahuerta Otero Javier Melgosa Arcos
	Module 10_Business_FR  Christelle Aunac Matthieu Guary Coraline Milin
	Модул 1_Подготовка на земята_BG   Christelle Aunac Anelia Haradinova Ana Sharkova

DESCRIPTION OF THE COURSE PANEL

Once you enter the course, you have access to 3 folders.

 Module 6_Marketing digital _SP



Lección

Access the lesson,
activities, cases studies
and documents



Links

Access the videos



Tests

Take the test related to
the course

Select "Lesson": you can now access the course material and study.

- The lesson is directly accessible by clicking on the pdf file
- Depending on the module, 2 or 3 folders are available: cases studies, documents that contain additional and relevant information, and activities.

Module 6_Marketing digital_SP / Documents



Current folder

Documents

Type	Name ↓	
	Actividades	
	Casos concretos	
	Documentos	
	Eco_oils_lesson_MODULO-6-ES.pdf	  

Download the course

Click the icon to view the course directly on your screen





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Find more on the project on
www.eco-oils.eu



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