

ENTERTAINMENT + EDU



AgriXPlainer

Description of the activity

- **The Entertainment + Education** method will be implemented through a series of engaging workshops, interactive sessions, and multimedia presentations designed to strengthen educational marketing practices in rural agricultural food micro-enterprises. The activities will include role-playing games, farm tours, interactive cooking demonstrations, and multimedia storytelling sessions. These will be tailored to convey ethical marketing practices, gender equality, and inclusivity in agricultural food marketing, aligned with common EU standards.

Easy operations to be replicated

- **Role-Playing Games:** Develop scenarios where participants act out marketing strategies, addressing ethical considerations and gender equality.
- **Farm Tours:** Offer guided tours of micro-enterprises practicing sustainable agriculture and ethical marketing.
- **Cooking Demonstrations:** Host interactive sessions where chefs use local, sustainably sourced products to teach cooking and marketing techniques.
- **Storytelling Sessions:** Use multimedia tools to present case studies and success stories of micro-enterprises that have successfully adopted ethical and inclusive marketing strategies.
- **Workshops:** Conduct hands-on workshops on EU marketing standards, sustainable practices, and gender inclusivity in marketing.

Expected outcomes

Purpose	Added value	Target Audience
To educate farmers and consumers about sustainable food production and consumption, encouraging more environmentally-friendly practices and informed choices.	Increased awareness and knowledge about sustainability, leading to improved farming practices, healthier consumer choices, and stronger local food economies.	Farmers, consumers, local food producers, culinary enthusiasts, and educators.

Type of experts to be involved

- Agricultural Experts and Consultants
- Sustainable Food Chefs
- Environmental Scientists
- Marketing and Communication Specialists
- Educators and Facilitators

Requirements

Geographical requirements	Type of products	Legal requirements
Accessible rural and urban areas with existing infrastructure for workshops and tours. Locations should have farms practicing sustainable agriculture and venues for cooking demonstrations.	Locally grown vegetables, fruits, grains, organic produce, and other sustainable agricultural products.	Compliance with local health and safety regulations, food safety standards, and data protection laws for participant information.

Tips & tricks/successful case study

- **Engage the Community:** Collaborate with local schools, community centers, and farmer's markets to attract a diverse audience.
- **Use Local Resources:** Leverage local farms and businesses practicing sustainability to provide real-world examples.
- **Interactive Learning:** Incorporate hands-on activities and interactive elements to keep participants engaged and make learning memorable.

- **Document and Share Successes:** Capture and share success stories and feedback from participants to inspire others and demonstrate the impact.

Successful Case Study:

In a rural region, a community organization partnered with local farms and chefs to create a series of “Farm-to-Table” events. These included farm tours showcasing sustainable practices, followed by cooking demonstrations using the farm’s produce. The initiative included educational games for children and workshops on composting and organic farming. As a result, local farmers saw an increase in demand for their sustainable products, consumers became more knowledgeable and enthusiastic about sustainability, and the program received positive media coverage, inspiring similar initiatives in neighboring areas.

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