



# EcoOils at a Glance!



Co-funded by the  
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## Why EcoOils?

The European aromatic plant production and processing sector requires strengthening of **quality approaches** to meet the growing demands of consumers, contribute to the preservation of the environment, and be more profitable for producers.

The **Eco-Oils Project** supports the training of European professionals in the cultivation and transformation of aromatic plants towards quality organic production.



## Our objectives

- Building new competences through an online learning program designed specifically with and for producers of aromatic plants & essential oils interested in conversion to organic production.
- Expanding the educational skills of the trainers in the agricultural sector, enabling them to deliver high quality inclusive digital education.

## From whom? The 6 partners of EcoOils



CDE Petra Patrimonia • France



Mediterranean Centre of Environment • Greece



Université Européenne des Saveurs et Senteurs  
• France



Universidad de Salamanca • Spain



Molise verso il 2000 srl • Italia



AVA Creations Foundation • Bulgaria

## For whom? Professionals & Trainers

- The core target group are **traditional OAP cultivators and OEO producers** and **new entrepreneurs** interested in starting or switching to OAP and OEO organic production.
- The second target group is made of **trainers and entrepreneurs who will support producers and farmers** to use the electronic platform and all its training materials, such as lifelong learning organizations, Vocation training centers, public bodies providing training for professionals, educational & professional institutions, etc.



A 100% online training program

EcoOils proposes 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.

## 5 CHAPTERS

# EcoOils Course

1

**Producing and transforming Aromatic Plants in Organic Agriculture**

2

**How to market OAP & OEO**

3

**Digital technology in the practice of OAP/OEO professionals today**

4

**Territorial impact of OAP/OEO production**

5

**Economical issues and business model for OAP/OEO**

# 11 Modules

## 1. Producing and transforming Aromatic Plants in Organic Agriculture

Introduction to organic farming for aromatic plants, as well as provides the mean reasons and concerns farmers will find when converting or starting to produce aromatic plants or essential oils in an organic form.

**Module 1 - Plant management**

**Module 2 - The plant and its environment**

**Module 3 – Harvesting, transforming and labelling**

## 2 - How to market OAP & OEO

The specificities of the OAP and OEO market and how to reach consumers with the principles of traditional marketing.

**Module 4 - Customer profiles - European market**

**Module 5 - The principles of marketing**

## 3. Digital technology in the practice of OAP/OEO professionals today

Incorporating digital technologies to successfully promote, market and sell OAP and OEO in the European markets.

**Module 6 - Essentials of digital business**

**Module 7 -Digital communication in rural areas**



## 4 - Territorial impact of OAP/OEO production

Analyzing the impact to and from the territory, in relation to heritage, and rural tourism of the organic OAP/OEO production.

**Module 8 - Economic diversification and rural tourism**

**Module 9: Aromatic plants and heritage**

## 5. Economical issues and business model for OAP/OEO

Economic and legal issues that learners need to know before implementing a successful business model.

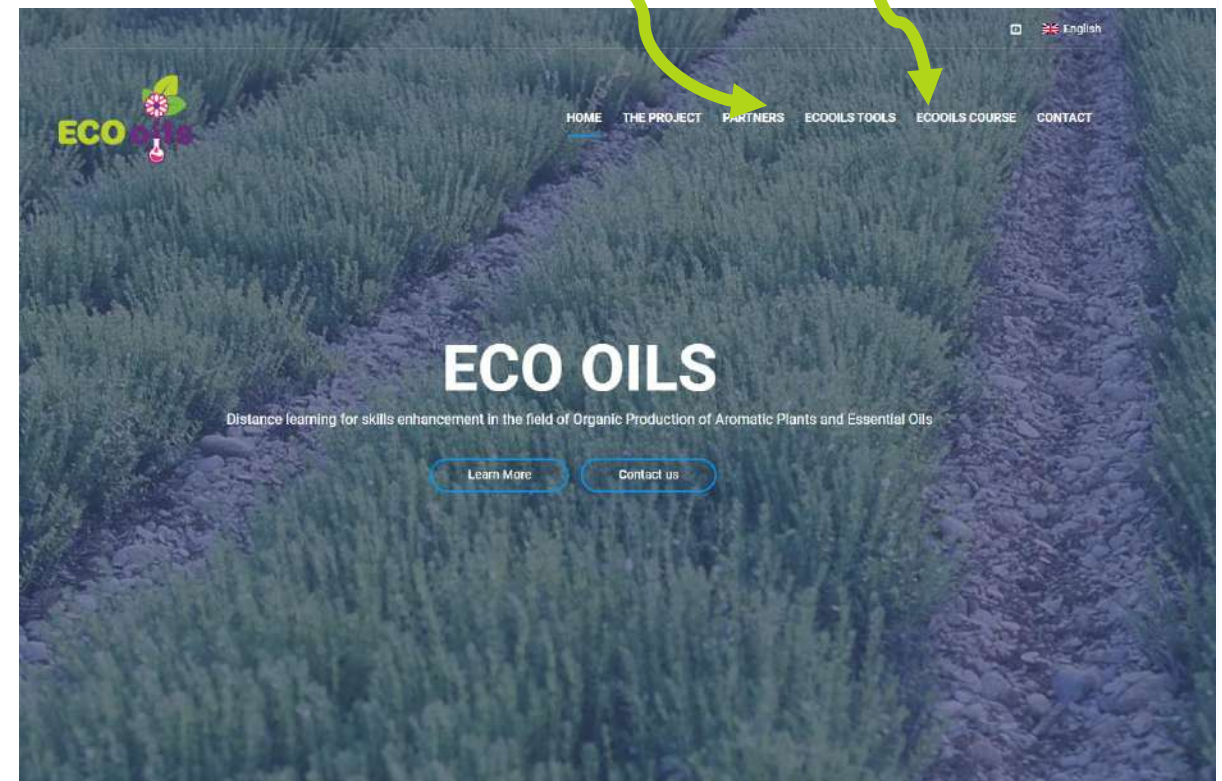
**Module 10 - Economic specificities and business models**

**Module 11 - Legislation regarding OAP/OEO & REACH regulation**

Free access from our website: [www.eco-oils.eu](http://www.eco-oils.eu)

Learn about the training method

Register to the Course



For each Lesson, various learning materials!

**Theoretical content.** The main lesson in pdf format summarizes the most important aspect of the module.

**Activities.** Practical activities providing empirical context to the theoretical foundations.

**Case studies.** Different case studies providing detailed, relevant examples of successful practices on each topic.

**Additional EcoOils resources.** Interviews of professionals, Videos tutorials and Articles to complete the learning materials.

**Self-evaluation tests.** Multiple-choice tests are available at the end of each module so learners can assess their newly acquired skills and competencies.



EcoOils is it also...

## A YouTube channel with more than 30 videos!

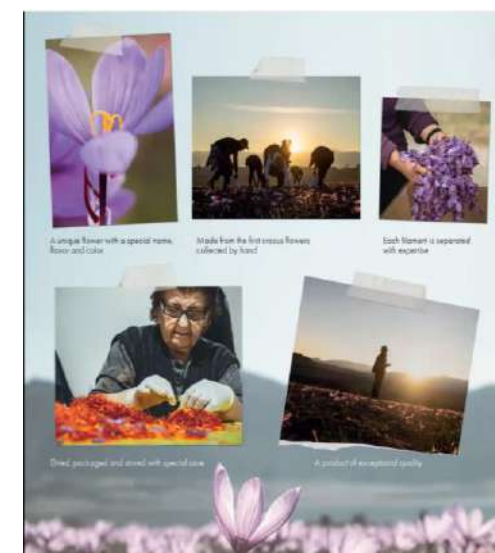
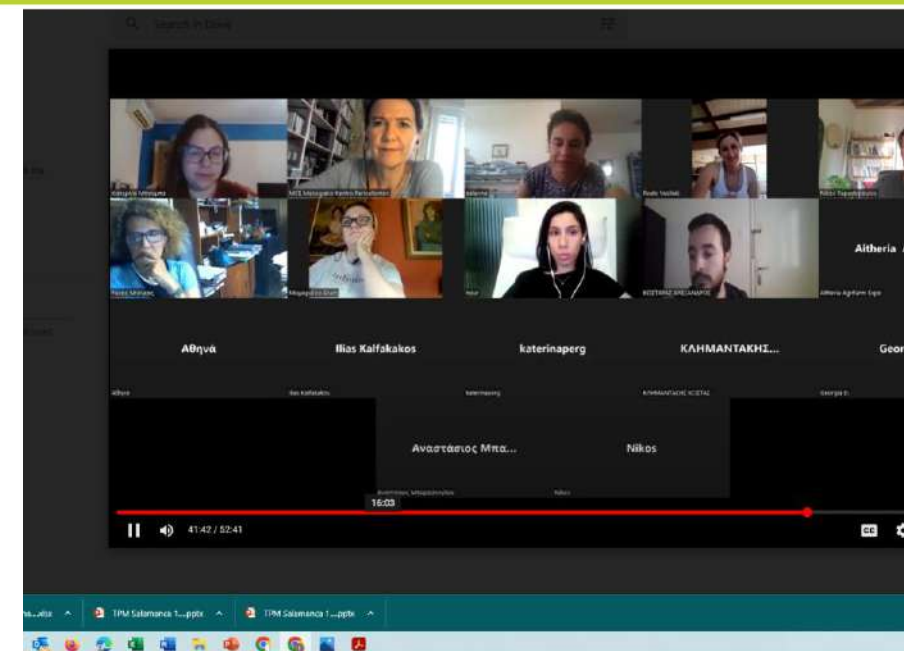
Interviews of professionals and practical video tutorials to offer learning content, information, knowledge and opportunities in more dynamic, interactive content.

The screenshot shows the EcoOils Project YouTube channel. The header features the YouTube logo, a search bar, and navigation links for Home, Shorts, and Subscriptions. The channel banner includes the EcoOils logo, the European Union flag, and the text "Co-funded by the European Union". Below the banner, the channel name "EcoOils Project" is displayed along with the handle "@ecooilspjroct679", 13 subscribers, and 32 videos. A description states: "The Eco-Oils Project supports the training of European professionals in the...". A "Subscribed" button is visible. The video grid shows six videos:

- EcoOils - Module 4 Tutorial - Customer Loyalty Program**: 20 views • 3 weeks ago
- EcoOils Module 4 Customer profiles - Approach to the...**: 17 views • 4 weeks ago
- EcoOils-Module 5-Guidances for marketing**: 35 views • 1 month ago
- EcoOils - Module 2 - La Lavanda di Montebello**: 18 views • 1 month ago
- EcoOils - Module 1 Tutorial - How to Compost**: 44 views • 1 month ago
- EcoOils - Module 1 - Tutorial - Build an Irrigation Tank**: 27 views • 1 month ago



A series of  
webinars,  
conferences,  
study visits, and a  
European  
network of  
producers, trainers,  
students and other  
stakeholders of the  
sector!



We currently export to 28 countries around the world.

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- ❖ Top spices companies such as McCormick
- ❖ Top retailers at the level of World Foods (UK and South East US)
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*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*



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