

# TRAINING ON CERTIFICATION

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WP3 : CB platform for quality management of Adriatic  
Region

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Work Package Title: CB platform for quality management of Adriatic Region  
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Activity Title: Promotion and implementation of green certification/ecolabel for SMEs, products and services  
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## SUMMARY

PP9/ABR was tasked with the coordination of the deliverable *D3.4.1 Training on certification* within the *Activity 3.4 Promotion and implementation of green certification/ecolabel for SMEs, products and services*.

The end goal of this activity was to realize 10 beneficiaries with ecolabel/green certification but also to promote education on ecolabels/green certification. Therefore, project partners were to raise awareness and educate stakeholders on certification (ISO, EMAS, ECOLABEL), their possible benefits, and how to obtain the certificates.

PP3/ZAD organized a cycle of three workshops, with the first being held on November 8, 2021, the second on November 29, 2021, and the last one on April 4, 2022.

# 1. FIRST TRAINING ON CERTIFICATION

PP3/ZAD held the first in a cycle of workshops for small and medium-sized enterprises in the agriculture, processing industry, and tourism sectors about the possibilities and limitations of the procedure for introducing EU eco-certificates and eco-labels in agriculture and production, as well as the benefits that entrepreneurs can achieve from the application of certificates and labels.

The workshop was held on November 8, 2021, at the New Campus of the University of Zadar.

The lecture was given by Ana Marušić Lisac from the Biotechnicon Entrepreneurial Centre, clarifying the differences between conventional and ecological agriculture and production, the regulation governing this area, and emphasizing the role of certification of ecological products and opportunities for marketing ecological products.

The education provided the opportunity for representatives of small and medium-sized enterprises, representatives of public and scientific institutions, and students, who attended the education, for a high-quality and competent discussion and presentation of proposals for increasing the volume of ecological agriculture and production in Zadar County.

A total of 28 persons participated in the workshop.



## 2. SECOND TRAINING ON CERTIFICATION

The second of a total of three workshops on the topic of ecological agriculture and eco-labels, which are foreseen by the TAKE IT SLOW project, was held on November 29, 2021. PP3/ZAD organized the workshop “Ecological agriculture – technical aspects” with the aim of raising awareness, spreading knowledge, and sharing best practices in ecological agriculture, and production.

The participants of the workshops had the opportunity to participate in lectures prepared by Mrs. Ana Marušić Lisac from Biotechnicon, a project management company and control and certification body in the field of ecological agriculture in Croatia. The workshop also provided the participants with an opportunity for a qualified discussion on the topic of ecological agriculture and production.

Mrs. Marušić Lisac gave a presentation on the technical aspects of ecological agriculture, during which she explained the role and details of the certification process. Special attention was paid to the specifics of various regulations related to plant production, cattle breeding, and the processing of ecological products. This lecture was intended for producers and potential producers who intend to convert their agricultural production to ecological, employees of local support services and scientific institutions, and students.

A total of 28 participants attended the workshop.





### 3. THIRD TRAINING ON CERTIFICATION

The last training on certification was held on April 4, 2022.

This workshop was also led by Mrs. Ana Marušić Lisac from Biotechnicon and it emphasized the issue of value addition, particularly with an emphasis on marketing issues and joint initiatives, which can help producers achieve and enhance the growth of their production, as well as their incomes.

The workshop also focused on the importance of local production, elements of short supply chains, and adding value in distribution channels in order to fulfil the goals and expected results of the project.

A total of 45 persons attended the workshop.



