



Enogastronomy Marketing

Mobility Initiative



OBJECTIVES OF THE MOBILITY INITIATIVE

The Mobility Initiative aims to provide participants with the opportunity to get to know new strategies for marketing of enogastronomy products. The focus will be on the Tuscan experience in the field and on Tuscan strategies for an effective and successful marketing of enogastronomy.

The specific objectives of the “Enogastronomy Marketing” Mobility Initiative is to give participants the opportunity to:

- Acquire a better understanding of the Italian and Tuscan Enogastronomy Sector and its role and contribution to the national and regional economic system
- Acquire knowledge about the current policies and strategies for the promotion and marketing of Tuscan enogastronomy products
- Acquire information about how the enogastronomy enterprises are organised and managed in Tuscany
- Acquire information of the existing methods and experiences for the promotion and marketing of enogastronomy products through new Media and ICT
- Share best practices with public and private institutions operating in the enogastronomy sector in Tuscany
- Develop new contacts and explore opportunities of cooperation with public and private institutions operating in the enogastronomy sector in Tuscany

EXPECTED RESULTS

The individuals who participate in the study visit will have the opportunity to get to know new methods, strategies and solutions for a successful marketing of enogastronomy.

Furthermore, the programme will give to the participants the opportunity to meet with managers and directors of the Tuscan enogastronomy enterprises and of public bodies in charge of the promotion of enogastronomy products.

ROLE OF PIXEL AS HOST ORGANIZATION

Pixel organize the mobility initiative at local level.

Pixel is in charge of the implementation of the programme, of the liaising with local bodies, of the preparation of the visits, of the tutoring during the visits, of the language assistance, of the monitoring and supervision etc.

A representative of Pixel will be accompanying the group during each visit to the local bodies, providing practical assistance in the reaching the institutions to be visited, giving assistance during the visit, making all the necessary reciprocal introductions, moderating the visit and providing linguistic support.

RELEVANCE OF THE INITIATIVE

The “Enogastronomy Marketing” Mobility Initiative is relevant to respond to the needs of the participants involved because it will give them the opportunity to:

- Better understand the specific characteristics, points of strength and main challenges that the enogastronomy Sector is facing in Italy, and in Tuscany in particular, and get to know what the public bodies and private enterprises are doing in order to enhance the marketing of enogastronomy products.
- Get to know and understand, in a comparative approach, how the enogastronomy Sector is organised and managed in Italy and in Tuscany in particular in order to highlight main differences and points in common with the own country system and to identify possible Best Practices to be shared.
- Have a direct contact and get to know the enogastronomy Sector through meetings with the key actors working in the field, both at Public and Private level, and therefore learning about different existing experiences and work methods of another European Country (i.e. Italy).
- Get in contact with the different types of Tuscany enogastronomy offer.
- Share points of view of colleagues operating in the same sector in an other country, in order compare everyday challenges and common problems and share the most effective solutions adopted to face them effectively. This will give the participants involved the opportunity to develop a more aware and open minded point of view.
- Develop, during the visits to institutions working in the enogastronomy Sector important contacts to be exploited in future cooperation initiatives and partnerships.

PREPARATION

The participants involved in the “Enogastronomy Marketing” Mobility Initiative, before the beginning of the mobility project will have to:

- Carry out a brief study on the Italian enogastronomy sector and prepare a list of questions and topics of discussion that will be proposed to the representatives of each of the Italian public and private organization working in the enogastronomy Sector they will visit during the Mobility Initiative training. The questions and topics of discussions will be shared with the hosting institutions and will then be proposed to each of the institutions visited so to foster the effectiveness of the meetings.
- Carry out a brief presentation of own country enogastronomy sector organisation to be presented to each of the institutions visited in order to enhance the sharing of mutual challenges and of best practices.



THE HOST ORGANIZATION

GENERAL DESCRIPTION

The Mobility Initiative is organized by Pixel. The mission of Pixel is the promotion of internationalization and European Cooperation.

Pixel was established in Florence (Italy) in 1999 and has therefore over 10 years of experience in the following areas:

- Organization of international training initiatives
- Consultancy for planning and managing European projects
- Organization of transnational mobility events and initiatives
- Direct submission as a promoter or coordinator of European projects
- Organization of international conferences in the field of education and training

Pixel has developed cooperative agreements and partnerships throughout Europe with over 400 institutions in 30 different European countries.

Pixel is engaged in a constant improvement in the quality of training and consulting services performed. Pixel obtained quality certification according to UNI EN ISO 9001:2000. Pixel is accredited as a training agency in the Ministry of Education. Pixel is accredited as a training agency in the region of Tuscany.

More information on the expertise of Pixel can be found at: <http://www.pixel-online.net>.

STAFF EXPERIENCE AND EXPERTISE

The Mobility Initiative, at Pixel, is organized by:

- Dr. Elisabetta Delle Donne has over 15 years of experience in the planning and management of international education and training events. She is in charge of the creation of the programme for the group of participants, of the identification of the trainers and experts who deliver the practical course, who are chosen among the network of about 100 experts who continuously cooperate with Pixel.
- Dr. Andrea Peraldo has over 9 years experience in the planning and management of international education and training events. He is in charge of accompanying the group during each visit to the institutions, giving assistance in the use of Public transports, moderating the visit and giving linguistic assistantship when necessary
- The trainers involved in the delivery of the practical training part of the Mobility Initiative have a long experience in delivering courses for in service teachers training, they adopt a very practical approach for the training, based on the constant integration between theory and practice and speak a very good and clear English.

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Certificazione di Qualità in
in conformità alla norma
UNI EN ISO 9001:2000.

Certified Quality System
in compliance with the standard
UNI EN ISO 9001:2000.



Accreditamento presso il
Ministero della Pubblica Istruzione
con Decreto del 25/07/2006

Accredited by the Italian
Ministry of Education with the
Legislative Act of 25/07/2006



Accreditamento presso la
Regione Toscana con
Decreto n. 1722 del 25/03/2003

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Council with Legislative Act n.
1722 of 25/03/2003

THE MOBILITY INITIATIVE PROGRAMME

| Day | Time Table | Contents |
|--------------------|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| DAY 1 Monday | Morning 9:00 – 13:30 | <ul style="list-style-type: none"> • Presentation of participants • Presentation of the Mobility Initiative programme and of practical issues • Introduction to the enogastronomy sector Italy and Tuscany |
| | Afternoon | <ul style="list-style-type: none"> • New Technologies for the web marketing of enogastronomy in Tuscany • Discussion |
| DAY 2 Tuesday | Morning 8:00 – 13:00 | <ul style="list-style-type: none"> • Visit to Confindustria Firenze – (Industrial Association of Florence). Association of Enterprises representing the interest of the enogastronomy enterprises in Firenze Province. |
| | Afternoon 14:00 – 17:00 | <ul style="list-style-type: none"> • Cultural visit of Florence |
| DAY 3 Wednesday | Morning 10:00 – 12:00 | <ul style="list-style-type: none"> • Visit to CIA – Confederazione Italiana Agricoltori (Confederation of Italian Farmers). Association representing the interests of Agricultural enterprises of the Tuscany Region |
| | Afternoon 15:00 – 17:00 | <ul style="list-style-type: none"> • Visit at the “Azienda Agricola Il Cerro” (Farm enterprise) and meeting with the Manager |
| DAY 4 Thursday | Morning 9:00 – 13:30 | <ul style="list-style-type: none"> • Visit at the “Antica fattoria Montagliari” (Farm Enterprise) and meeting with the Manager |
| | Afternoon 15:00 – 17:00 | <ul style="list-style-type: none"> • Wine Tasting Experience and visit to the “Antica fattoria Montagliari” production of Wine artisan factory |
| DAY 5 Friday | Morning 10:00 – 12:00 | <ul style="list-style-type: none"> • Visit at the “Azienda Agricola Barocelli” (Farm Enterprise) and meeting with the Manager |
| | Afternoon | <ul style="list-style-type: none"> • Free Time |

GENERAL INFORMATION

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| Target Group | Professionals, managers, trainers working in the field of enogastronomy and agriculture; entrepreneurs; Operators in the field of enogastronomy and agriculture; managers of public authorities in charge of enogastronomy and agriculture. |
| Location | Florence (Italy) |
| Total Duration | 1 week |
| Fees | <p>Option 1: € 1.200 per person. The fee includes an all inclusive package: Organizational costs: Implementation of the program locally: liaison with local bodies, preparation of the visits, tutoring during the visits, language assistance, monitoring and supervision etc. Accommodation for 6 nights (arrival on Sunday and departure on Saturday) in single rooms with private bathrooms Breakfasts, lunches, dinners.</p> <p>Option 2: € 1.050 per person. The fee includes an all inclusive package: Organizational costs: Implementation of the program locally: liaison with local bodies, preparation of the visits, tutoring during the visits, language assistance, monitoring and supervision etc. Accommodation for 6 nights (arrival on Sunday and departure on Saturday) in shared double rooms (for 2 people) with private bathrooms Breakfasts, lunches, dinners.</p> <p>Option 3: € 900 per person. The fee includes an all inclusive package: Organizational costs: Implementation of the program locally: liaison with local bodies, preparation of the visits, tutoring during the visits, language assistance, monitoring and supervision etc. Accommodation for 6 nights (arrival on Sunday and departure on Saturday) in shared rooms for 4 people with private bathrooms Breakfasts, lunches, dinners.</p> <p>Option 4: € 800 per person. The fee includes an all inclusive package: Organizational costs: Implementation of the program locally: liaison with local bodies, preparation of the visits, tutoring during the visits, language assistance, monitoring and supervision etc. Accommodation for 6 nights (arrival on Sunday and departure on Saturday) in shared rooms for 4 people with private bathrooms Breakfasts, lunches</p> <p><i>The fees are related to groups of minimum 12 participants. For smaller groups the price could</i></p> |



FURTHER INFORMATION

For further information, please contact:

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