



## “Geo-Ergon Paideia” Press release

### Kick-off meeting for the project “Start Up Farm: Skills for future eco-farmers”

The kick-off meeting of the project “Geo-Ergon Paideia” (*Γεωργών Παιδεία*), will be held on **Monday 7<sup>th</sup> of November 2016**, in Scala’s Cultural Center of the Evrotas Municipality. The project is coordinated by the University of the Aegean and funded by the European programme **Erasmus+**, through the Greek State Scholarship Foundation.

The main objective of “Geo-Ergon Paideia” project is to attract young people from rural areas to get involved in the agricultural sector and will preserve their family assets. The project will provide incentives, experience, experiential learning and interactive courses in order to develop skills and abilities which will help in their evolution as Farmers Entrepreneurs with ecological identity. The project focuses in secondary school students, just before reaching the point of choosing their future profession. Teachers and parents with the collaboration of local authorities and communities will be part of this effort and will also included in an interactive knowledge platform that will provide all the required tools to shape the Start Up Farm concept.

Within the next months “Geo-Ergon Paideia” will generate:

- **On-line Open Courses** on Eco-Farming and Start-up Agricultural Business: «**Start Up Farm**».
- An **educational platform and collaborative space on innovative entrepreneurship**, for existing and future farmers and stakeholders.
- Summer school in agricultural entrepreneurship to be held in Geraki (Lakonia, Greece) and in Murfatlar (Romania). The lectures will be given by researchers and entrepreneurs.
- **Experiential learning for the students of both of the participating schools**, through two pre-organized field trips in UNESCO Biosphere Reserve in Bliesgau (Germany)
- A **Network-Cluster of Prospective Eco-farmers** in national level in Greece and Romania, for the promotion of innovation, entrepreneurship (agri-food sector, environment, tourism and culture) and sustainable development of rural areas
- **Virtual Interactive Labs** for the cooperation of students, parents, teachers, entrepreneurs, farmers, regional policy makers, local communities and stakeholders.
- **Online handbooks and tools** on “Geo-Ergon Paideia” educational material and entrepreneurship teaching methodology for teachers, school students and open courses users.

The participants of “Geo-Ergon Paideia” kick-off meeting comprise of the research team of the University of the Aegean and the research institute IZES gGMBH (Germany), KEAN representatives, school teachers and Municipality of Evrotas (Lakonia, Greece) and Murfatlar (Romania) representatives.

Municipality of Evrotas is organizing in parallel the *1<sup>st</sup> Interaction and Collaboration Laboratory* with the involvement of local stakeholders and the project partners.

**Coordinator:**  
**University of the Aegean**  
**Department of Environment**



#### Partners

**Research Organizations**  
**IZES gGmbH**



**Non-governmental organizations**  
**Cell of Alternative Youth Activities (KEAN)**



**Municipalities**  
**Municipality of Evrotas**



**Municipality of Murfatlar (Romania)**



**Schools**  
**Gymnasium of Geraki (Lakonia, Greece)**  
**Scoala Gimnaziala Adrian V.Radulescu, (Murfatlar Romania)**

#### **INFORMATION**

Project code: 2016-1-EL01-KA201-023601  
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