



TITLE

GI LEARN - CONSUMER LEARNING TO ENHANCE THE KNOWLEDGE OF PRODUCTS WITH GEOGRAPHICAL INDICATIONS

HIGHLIGHTS

The acquisition by the European adults of knowledge for identification and valorisation of PDO products and specifically, of their sensory characteristics; It will encourage the better promotion of PDO products, the preservation of traditional manufacture processes and the sustainable production.

ABSTRACT

GI Learn - Consumer Learning to Enhance the Knowledge of Products with Geographical Indications - is a training project for adult learning in protected designations of origin (PDO) products: its main objective is that European adults gain the knowledge for the identification and valorisation of PDO products and specifically, their unique sensory characteristics. Secondary objectives of GI Learn project are the promotion of PDO products and the preservation of traditional manufacture processes and the sustainable production.

The foreseen methodology combines off-line and on-line approach. Training consists on an innovative concept of “guided tasting” of PDO products: participants will perform a real-time tasting while they can consult with guides and charts for a proper fulfillment. Furthermore, the on-line format provides a more attractive approach allowing participants to interact with other through the course platform.

Training on PDO products will provide participants with a multidisciplinary knowledge regarding areas of production and socioeconomic impact, manufacture and cultural aspects of products. But the innovative idea lies on the acquisition of sensory capacities by European citizens which will let them to appraise quality, value and diversity of food PDO products.

KEYWORDS

Sensory Analysis, Product Development, On-Line Training, Vocational Education

PROMOTERS / PARTNERS

Escola Superior de Biotecnologia - Universidade Católica Portuguesa (Portugal); AINIA (Spain) (coordinator); Chambre de Métiers et de l'Artisanat du Rhône (France), QUALIVITA (Italy); MTT (Finland)

FINANCING PROGRAM	EXECUTION DATE	GLOBAL BUDGET
LLP - Lifelong Learning Programme	2013-2015	€ 50.679,00

CONTACTS	E-MAIL	PHONE
Eduardo Luís Cardoso	ecardoso@porto.ucp.pt	+351 22 55 800 71