



**PROJECT ERASMUS+**



## **"Let's favour short marketing circuit to avoid short circuit!"**

### 1. Main goal

Facing the evolution of climate changes and population growth, we would like to make our students aware of the fact they can consume in a different way and that their choices can have an impact on our planet (we would like to make the students and the teachers of our school aware of their responsibilities; discovery of short food supply chains).

### 2. Secondary goals

We would like our students to become responsible people who take (and will take even more) part in our society. We would also like to show them there is another way to consume (emphasizing that their ways of consuming have an influence on our planet);

Writing a report of short marketing channels in Belgium and in Italy with the students (understanding the European differences at the level of short food supply chains);

Integrating short food supply chains at school;

Creating language exchanges between two different European cultures.

### 3. Our strategies

The study and discovery of different short food supply chains in Liège and in Italy (inventory and comparison between two European countries);

List to introduce in both countries: presentation realised by the students to other students and teachers;

Creation and composition of a booklet containing the inventory of short food supply chains in Liège and in Italy (type of short food supply chains, products offered, ways of functioning, location, ...)

#### 4. Actors

The Athénée Royal Charles Rogier in Liège: development with a correspondent class (and exchange with the students of our school and with Italian students);

Secondary school in Italy: development with a correspondent class (and exchange with the students of the school and the students from Liège);

The correspondent class consists of 12 to 17 students of the 5<sup>th</sup> year of secondary school (Belgian school system meaning students aged 16-17).

#### 5. The European dimension

Discovery of the cultures of both countries mainly concerning sustainable food;

Discovery of different systems of short food supply chains in Belgium (Liège) and in Italy.

#### 6. Our activities

Cultural discovery of two countries;

Work in groups mixing students of both countries (language and cultural exchange);

Visit of some short marketing channels in Liège and in Italy;

Creation of a booklet (in the type of a report) listing different characteristics of the short food supply chains found;

Presentation of the different short food supply chains (and the booklet) by two correspondent classes to other students in both schools.

#### 7. Our schedule

September 2018: selection of the correspondent class.

October 2018: preliminary work for the project consisting of 3 days in Italy.

November and December 2018: creation of the project with the correspondent class.

January 2019: meeting to check the evolution of the project and the preparation of the first exchange in Italy between schools – 3 days in Liège.

February 2019: creation and organization of our first meeting in Italy.

March 2019: exchange between both schools in Italy (minimum 7 days and maximum 17 students in each school)

April, May and June 2019: assessment and overview of our exchange in Italy.

September and October 2019: overview of the benefits learned after our exchange in Italy with the correspondent class.

November 2019: Meeting consisting in 3 days in Liège.

December 2019 and January 2020: Writing of the first part of our booklet concerning our short food supply chains.

February 2020: Preliminary meeting of the second exchange consisting in three days in Italy.

March 2020: organization of our second exchange in Liège.

April 2020: Exchange between both schools in Liège (7 days and 17 students in each school).

May and June 2020: assessment and overview of our exchange in Liège and finalization and circulation of our booklet.