



BERAS Implementation mobile unit's tasks in public education

Conference **INVESTMENTS AND MARKETING**

“Investments for conversion of farms to Ecological Recycling Agriculture, investments in processing, and marketing of organic products”

March 21-23, 2012

Jurmala, Latvia



Arunas Svitojus, 2012

Baltic Foundation HPI role in the project

- 1) Establish Mobile BIC (WP5), to communicate knowledge and find solutions for communities in Baltic Sea Region.
- 2) Develop a knowledge base in communities, contacts for establishing BIC's and societies following BERAS principle.
- 3) Create guidelines between farms and food chain societies.
- 4) Provide lectures, seminars, workshops and individual consultations.
- 5) After project time - MBIC develop new self sustainable follow up actions to demonstrate BERAS results in practice.



Our main task –

To facilitate excellence in society ecological education and patient caring for the environment in BSR through the use of innovative and effective information and practical resources...



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Where we are



MBIC

Baltic Foundation HPI
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Of course, MBIC could come to every place around the Baltic Sea ... just invite us ...!



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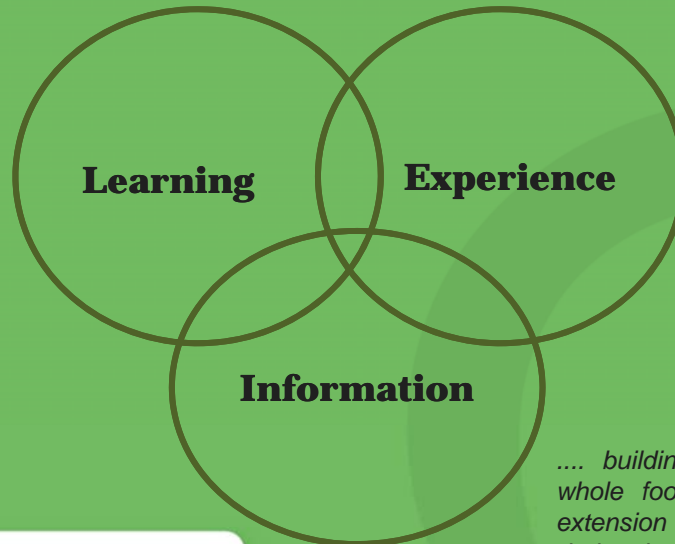
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MBIC...

DEFINITION...

is a transnational continuously travelling exhibition and learning centre, visiting sensitive and exposed areas to nutrient leakage from agricultural practices in the BSR to stimulate conversion to ERA and local food chain societies, implementing knowledge exchange and advising establishment of BIC.

MISSION...



.... building of competence in the whole food chain and inspire the extension of good practices in BSR during the run and after the finishing of the project...



MBIC visually

MBIC is designed for a wide range of use considering project specific needs :

- a set of PCs with flat screens;
- color laser printer/photocopier;
- LCD projector with screen;
- drawing boards;
- exhibition panels (for display on the outside of the unit);
- multimedia equipment;
- flipcharts;
- storage for drawings and photos;
- library of actual literature and other accessories and practical tools;
- power generator;
- laboratory equipment;
- inside classroom for 4 - 8 persons.



MBIC opening

The Lithuanian MBIC inauguration ceremony, held in Jieznas orphanage on 18th May, 2011, was attended by the HPI CEE Vice President Mr. Pietro Turilli, Minister of Lithuanian Agriculture Mr. Kazimieras Starkevičius and the Minister of the Social Security and Labour Mr. Donatas Jankauskas.



The international MBIC inauguration ceremony held in Jarna, Sweden in frame of the International Conference “Sustainable Food Societies - Developing Sustainable Societies & Learning Centres for Recycling Agriculture” 24 – 27 May, 2011, was attended by the Lithuanian Vice Minister of Agriculture Mr. Edvardas Raugas, Ambassador for the Marine Environment of the Swedish Ministry of Environment Ms. Gabriella Lindholm and many other authorities.



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MBIC team

Project coordinators

(during the run of the BERAS Implementation project)

Consultant
(Provides answers)



Trainer - Expert
(Skills, attitude, knowledge)

Facilitator
(Process control)

***Additionally....
Each of you could join MBIC team !***



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MBIC tasks

To forward process of farms conversion to ERA, achieve a good environmental status in the Baltic Sea Region in accordance with a positive economic development of the rural areas.

To help for target groups:
to get inspired by ERA technologies;
to understand its importance and possibilities;
to size opportunities and implement it in practice.



***Additionally and very important:
...to attract the local entrepreneurs and decision makers...***



Who are MBIC target groups?



Farmers



In general - ***the whole food chain*** (from farmer to consumer) on a Baltic Sea Region scale



Producers



Consumers



Entrepreneurs



Students



What we are doing

Today we are acting MOSTLY in Lithuania:



... representing BERAS Implementation project ideas during different events – workshops, conferences, meetings, exhibitions and other.

... providing lectures, seminars, workshops and individual consultations for different target groups.

Trying to maintain the information flow among number of food chain actors who take different roles at different times and levels.



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How we are acting in Lithuania



Decision makers and institutions



***Information producer -
BERAS Implementation
project***



**MBIC
as
Information
Intermediary**



***Information users
– target groups***



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Dealing with the Media



**Broadcasts on
Radio and TV**



Publishing



Internet



Public press

Major Goals for near future

Use Mobile Unit for communication of the BERAS principles in all BSR countries.

Collect and keep at the MBIC all BERAS Implementation project produced materials.

Create the MBIC itinerary on the project web page leaving glowing spots on the map behind it with links to the local activities.

Organise MBIC traveling around the BSR collecting from farmers examples of good agricultural practices.

Strengthen MBIC's activities involving more key actors of the food chain and society.

Enlarge number of visits and trainings organized as lectures, educational seminars, workshops and individual consultations.



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**Thank you for your kind
attention !**