


*ECVET-BASED TRAINING OF TRAINERS IN ORGANIC FOOD  
RETAILING TO 'ECOQUALIFY' QUALITY ASSURANCE SYSTEM  
(ECVET-ECOQUALIFY)*

**LIFELONG LEARNING PROGRAMME  
LEONARDO DA VINCI Transfer of innovation  
№ 2013-1-BG1-LEO05-08698**

**QUALITY MANAGEMENT PLAN**

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<b>Errata</b>		
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## 1. Content of Quality Management Plan

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<sup>1</sup> Level of Publishing

C = Draft Version

B = Internal Version

A = Published Version

## 2. Purpose of the Quality Management

The purpose of this quality management plan is to validate that the deliverables of the project “ECVET-based training of trainers in organic food retailing to ‘Eco-Qualify’ Quality Assurance System” are completed with an acceptable level of quality. Quality management assures the quality of the project deliverables and the quality of the processes used to manage and create the deliverables.

The strategy for project management is based on the following **principles**:

- Understand the project **objectives** and ensure they are thoroughly followed and achieved;
- Prepare a **project work plan** with achievable schedules and performance goals;
- Ensure the **project team** is well-organized, adequately staffed, and working well together;
- Establish efficient **partners’ collaboration**, based on mutual agreement, good manners and permanent contacts.
- **Manage project schedule in terms of time** and deadlines according to the requirements of the LLP and design the activities adequately to the work program;
- Provide regular and traceable **budget management**;
- Evaluate the project regularly (internally and externally) in order to follow the achievement of the project goals.
- Identify and manage project **risks**.
- Working and managing the project in a **sustainable** manner.

The **overall objective of the project** is to create a training course for teachers/trainers and tutors/instructors oriented to offer them the abilities needed, so that they will be able to **design, plan and distribute ECVET and EQF-based training courses** in the field of **organic food retailing**, including e-learning, and focusing on the following

- **translate and adapt** of the EQF and ECVET for EcoQualify to **NQF** of partner countries;
- **analyze, compile and define didactics and methodologies** for training of teachers/trainers and tutors in organic sector based on the “EcoQualify” QAS and following the EQF and ECVET learning outcomes approach;
- piloting the **on-line training course** and collect feedbacks for its improvement;
- define of **Community of Practice** shared interests and manifest a common cooperation agreement among stakeholders of VET in organic retail sector in order to produce a market oriented training course.

The project will deliver the following main **products**:

1. Comprehensive and detailed methodology for EQF and ECVET-based training courses for organic food retailing;
2. National versions of learning outcomes in the field of VET in organic food retailing, integrated in NQF systems;
3. Guidelines for VET institutions in organic sector;
4. Pilot training course and training materials on how to apply the methodology for EQF and ECVET-based training courses for organic food retailing;
5. Social Network Platform for Community of Practice.

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### 3. The vision of the project

Organic food retailing is one of the fast growing sectors of the European economy. The market is expected to have a further growth: in 2014 it is estimated to reach 31.2 billion € with a rate in the period 2009 – 2014 of 9.7%. Moreover, consumers' interest in organic products has risen in the last years and the total turnover coming from organic food is expected to have a further growth. Therefore, the issue of educating managers and shop assistants is gaining more and more importance.

However, this sector is suffering from a severe lack not only of qualified personnel, staff and managers, but also of well qualified teachers and trainers who provide training in that field. A project like this is in a greater demand in the partner countries where teachers and trainers are in need of training themselves in order to be able to offer professional services. Organic food retailing is still regarded as an unknown subject and therefore our work is of an essential importance in order to include it as an optional topic in various courses and training offers.

The Recommendation of the European Parliament and the Council (REPC) from June 18th, 2009 concerning the establishment of the European Credit System for Vocational Education and Training (ECVET) was adopted. The ECVET-EcoQualify project was designed in response to this recommendation, focused on the area of ‘involving VET providers’ and especially on the changes in VET teacher/trainer’s role.

Teaching in VET, using the competence-based approach and learning outcomes, is a priority in all EU countries. Besides, the implementation of new methodological and didactic approaches in VET demand considerable professional commitment and still need to be fully understood and introduced. The current project has the aim to introduce some new pedagogies in the field of organic retailing based on the experience and good practices of the German and Austrian participating institutions.

The basis for that will be the “EcoQualify” QAS, which important elements are the qualification standards focusing on the content of educational offers. These qualification standards define the operational and the management level of a company with regard to the necessary knowledge, skills and competencies in the areas of product, operating and market. Besides, the “EcoQualify” QAS outlines also the teachers’ qualifications.

“ECO-QUALIFY for EQF” intended to attain three closely connected objectives:

1. To translate the qualifications devised in the Quality Assurance System “Eco-Qualify” into the European Qualifications Framework. VET and sector experts entrusted by the partners were to settle a clear correspondence between learning outcomes forecast by Eco-qualify II and the 8 qualification levels established by the European Qualifications Framework for lifelong learning” (2008/C 111/01). Afterwards, each partner was to separately revise the results, check them in his/her own specific national context, resorting to data, information and indications provided by the advisors already used in previous Eco-Qualify projects, until finally a shared “comparison table” was devised.
2. To create an Eco-Qualify qualifications credit system. Following criteria set out in Annex II of 18 June 2009 “Recommendation on the establishment of a European Credit System for Vocational Education and Training (ECVET)” (2009/C 155/02) and using the Eco-

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Qualify-EQF “comparison table” obtained as first objective, the project partners were to identify corresponding learning units and credit points for each qualification level, so that Eco-Qualify qualifications would be identifiable, recognizable and eventually ready to be implemented all over Europe.

3. To refer "Eco-Qualify" qualifications to National Qualification Frameworks and to describe the way to get assessment and validation of Eco-Qualify qualifications on the each partner country's level.

The benefits from the implementation of the ECVET-EcoQualify project at European level can be summarized as follows:

- The ECVET-EcoQualify project will transfer innovations in the field of education and training in a very specific sector - organic retailing. The methodology of transfer will focus on the following phases: planning for transfer and implementation; implementation; evaluation, feedback and improvement. Transfer of innovation will be made possible by integrating institutions relevant to the EcoQualify concept.
- The implementing partner have the following profiles: 2 universities (University of Agribusiness and Rural Development in Bulgaria and Canakkale Onsekiz Mart University in Turkey), 3 adult education providers - Adrialand (Italy), FORUM Berufsbildung (Germany) and Ökomarkt Hamburg, and 1 adult education providers association - Educational Research Association (Turkey). The involvement of the 3 German partners will support the process of transfer of innovations in the following directions: 1/ didactics and “new learning” methods for teacher training - Ökomarkt and FORUM Berufsbildung and 2/ Implementation of e-learning methods by Forum Berufsbildung e.V., 3/ introduction of specific training contents by implementing the profound experience of Institute equalita.
- Zivy Venkov as an organisation, assisting SMEs and local entrepreneurial and marketing initiatives, will assist in development of a market oriented pilot training course. FORUM Berufsbildung e.V. will join Zivy Venkov in developing the appropriate materials and help with the testing. The Organic Retailers Association (ORA) as European Umbrella Association for Organic Retailers and Stakeholders will focus on the transfer of innovation process, dissemination and implementation of the ECVET-EcoQualify project in Europe and other regions.
- In geographical perspectives, the structure of this transfer of innovation project is geared to the following countries: Bulgaria, Czech Republic, Italy and Turkey. The collaboration during the project will intensify the inclusion of new possible cooperation partners through intensive networking activities. The Bulgarian partner will focus the activities to transfer the project outcomes not only to different regions within the country, but also abroad to the Western Balkan countries. Furthermore, in Germany, Austria, Czech Republic and Italy, the project outcomes will be presented at national and international events. Further transfer could be possible beyond the EU, since the Turkish partners involved have close cooperation relations with countries in Central Asia and the Middle East.

### 3. Quality assurance activities and control parameters

<b>Deliverables / Process</b>	<b>Deliverable Quality Standards / Results</b>	<b>Control Activities and Parameter</b>	<b>Date / Interval</b>	<b>Responsible</b>
<b>WP1:</b> Project management and administration	<p>Establish efficient management of the project concerning the overall planning, coordination and administration of the project in order to ensure completion of the tasks on time, within cost and to required quality standards, according to the planned budget and in compliance with the Administrative and Financial Rules of LLL.</p> <p>Basic tools are:</p> <ul style="list-style-type: none"> <li>• Project Management Board (PMB)</li> <li>• Project management strategy</li> <li>• 6 partner meetings</li> </ul>	<p>Reporting by documents</p> <p>Installation Strategy document Minutes of meetings</p>	<p>Continuously</p> <p>08.11.2013 25.11.2013</p> <p>Timetable of meetings</p>	<p>P<sub>0</sub></p> <p>P<sub>0</sub> – P<sub>8</sub> P<sub>0</sub>, P<sub>0</sub> – P<sub>8</sub> P<sub>0</sub>, host partners</p>
<b>WP 1:</b> Financial reports	Submission of financial reports of partners with all necessary accounting information and documents according to the planed budget and in compliance with the Administrative and Financial Rules of EC for budget control and for preparation of EU reports (midterm, final).	<p>Reporting by documents</p> <p>Evaluation</p>	every three months	<p>P<sub>0</sub> – P<sub>8</sub></p> <p>P<sub>0</sub></p>
<b>WP 1:</b> Midterm report	Submission of financial reports of partners with all necessary accounting information and documents according to the planed budget and in compliance with the Administrative and Financial Rules and of all necessary technical documents and information. Submission of Midterm Report to EC in suitable and professional form.	<p>Reporting by documents</p> <p>Evaluation</p> <p>Midterm Report</p>	<p>14.11.2014</p> <p>28.11.2014</p> <p>28.11.2014</p>	<p>P<sub>0</sub> – P<sub>8</sub></p> <p>P<sub>0</sub></p> <p>P<sub>0</sub></p>
<b>WP 1:</b> Final report	Submission of financial reports of partners with all necessary accounting information and documents according to the planed budget and in compliance with the Administrative and Financial Rules and of all necessary technical documents and information. Submission of Final Report to EC in suitable and professional form.	<p>Reporting by documents</p> <p>Evaluation</p> <p>Final Report</p>	<p>15.11.2015</p> <p>30.11.2015</p> <p>30.11.2015</p>	<p>P<sub>0</sub> – P<sub>8</sub></p> <p>P<sub>0</sub></p> <p>P<sub>0</sub></p>

Deliverables / Process	Deliverable Quality Standards / Results	Control Activities and Parameter	Date / Interval	Responsible
<p><b>WP 2:</b></p> <p>Revision and elaboration of EQF and ECVET system for Eco-Qualify</p>	<p>Revision and change of the “Handbook for the Integration of the Quality-Assurance System “ECO-Qualify” into EQF and ECVET”. The text will be shortened substantially, its contents edited, and definitions reshaped. The texts on the rules, regulations and ‘workings’ of’ EQF and ECVET will be extracted and separately prepared for transfer into E-Learning. Results will be:</p> <ul style="list-style-type: none"> <li>• Comprehensive and detailed methodology for EQF and ECVET-based training courses for organic food retailing</li> <li>• National versions of learning outcomes</li> <li>• Guidelines for VET institutions in organic sector</li> </ul>	<p>Reporting by documents</p> <p>Evaluation and discussion at 2<sup>nd</sup> partner meeting</p>	<p>31.12.2013</p> <p>31.01.2014</p> <p>28.02.2014</p>	<p>P<sub>3</sub>, P<sub>0</sub> – P<sub>8</sub></p> <p>P<sub>3</sub>, P<sub>0</sub> – P<sub>8</sub></p> <p>P<sub>3</sub>, P<sub>0</sub> – P<sub>8</sub></p>
<p><b>WP 3:</b></p> <p>Translating and adapting of EQF and ECVET-system for Eco-Qualify to NQF of partner countries.</p>	<p>Preparation of the materials related to EQF and ECVET-system for Eco-Qualify for adaptation, translation and transfer, especially the Handbook "Integration of the Quality Assurance System EcoQualify into EQF and ECVET". This activities will be preceded by:</p> <ul style="list-style-type: none"> <li>• presentation of the transferable materials;</li> <li>• adaptation of the training materials into Bulgarian, Czech, German, Italian, Turkish contexts and languages;</li> <li>• adaptation of content;</li> <li>• adaptation according national VET and ECVET systems.</li> </ul>	<p>Reporting by documents</p> <p>First version of training materials and national versions</p>	<p>31.05.2014</p>	<p>P<sub>0</sub>, P<sub>0</sub> – P<sub>8</sub></p>
<p><b>WP 4:</b></p> <p>Development of didactics for training on EQF / ECVET system</p>	<p>Analysing, compiling and defining of didactics for training of teachers in organic sector following EQF and ECVET learning outcomes approach.</p> <p>The comprehensive and detailed methodology for EQF and ECVET-based training courses for organic food retailing and national versions of the learning outcomes developed within work package 3 will be analyzed regarding the applicability in the importing countries Bulgaria, Czech Republic, Italy and Turkey.</p>	<p>Reporting by documents</p> <p>Guidelines for VET institutions in organic sector</p>	<p>30.09.2014</p>	<p>P<sub>4</sub> + P<sub>7</sub>, P<sub>0</sub> – P<sub>8</sub></p>
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<b>Deliverables / Process</b>	<b>Deliverable Quality Standards / Results</b>	<b>Control Activities and Parameter</b>	<b>Date / Interval</b>	<b>Responsible</b>
<b>WP 5:</b> Developing of a pilot course	<p>Development the contents and the learning methodology for an EQF and ECVET based Pilot course for teachers and trainers in the organic agro-food retail sector, adapting it to the national requirements of the partner Countries.</p> <p>The course will demonstrate how to apply the methodology established in the previous Leonardo da Vinci Partnership Project “Eco-Qualify for EQF”, paying further attention to the new development in NQF in each of partner countries.</p> <p>The course will consist of three components, each with three learning units.</p>	<p>Reporting by documents</p> <p>Distance learning pilot training course and training materials in all partner languages</p>	31.03.2015	P <sub>2</sub> , P <sub>0</sub> – P <sub>8</sub>
<b>WP 6:</b> Testing of the pilot course and revision	<p>Testing of the functionality and practicability of the pilot course for training of teachers in organic sector following EQF and ECVET learning outcomes approach in practical application in Austria, Germany, Bulgaria, Italy, the Czech Republic and Turkey.</p> <p>Evaluation of the testing and revision of all national country versions of the pilot course.</p>	<p>Testing plan</p> <p>Questionnaires and interviews</p> <p>Evaluation of target groups</p> <p>Analysis report</p> <p>Revised pilot course</p>	<p>28.02.2015</p> <p>28.02.2015</p> <p>15.05.2015</p> <p>31.05.2015</p> <p>30.06.2015</p>	<p>P<sub>3</sub> + P<sub>5</sub></p> <p>P<sub>3</sub> + P<sub>5</sub></p> <p>P<sub>3</sub> + P<sub>5</sub>, P<sub>0</sub> – P<sub>8</sub></p> <p>P<sub>3</sub> + P<sub>5</sub></p> <p>P<sub>3</sub> + P<sub>5</sub>, P<sub>0</sub> – P<sub>8</sub></p>
<b>WP 7:</b> Community of practice in organic retail sector	<p>Development of a Community of Practice (CoP) Platform for Community of Practice to involve the organic agro-food sector stakeholders and to inform the organic sector practitioners (teachers, technicians, entrepreneurs, shopkeepers, retailers, farmers, etc.) to access to the CoP platform, showing them its principles and guidelines as previously stated by the project partners.</p>	<p>Creation of CoP Platform</p> <p>Maintenance of CoP Platform</p>	<p>28.02.2015</p> <p>permanent</p>	<p>P<sub>6</sub>, P<sub>0</sub> – P<sub>8</sub></p> <p>P<sub>6</sub>, P<sub>0</sub> – P<sub>8</sub></p>

Deliverables / Process	Deliverable Quality Standards / Results	Control Activities and Parameter	Date / Interval	Responsible
<p><b>WP 8:</b> Quality Assurance and Evaluation</p>	<p>Monitoring and evaluation of the quality of all the activities, products/results and events implemented during the project lifetime as well as the quality of the transfer and its effectiveness and value in order to:</p> <ul style="list-style-type: none"> <li>• Ensure project objectives are met.</li> <li>• Ensure project results are of high quality.</li> <li>• Ensure that work program is carried out according to project plan</li> </ul> <p>Relevant activities are:</p> <ul style="list-style-type: none"> <li>• Development of Quality Management Plan</li> <li>• Collaboration on QMP among the partners and finalizing the document</li> <li>• Quality Management Control</li> <li>• Accompanying Evaluation</li> <li>• Final Evaluation consisting of strategy, process, working methods and evaluation results, mentioning partnership, work plan, outputs, dissemination, impact, potentials of the project.</li> </ul>	<p>Reporting by documents</p> <p>QMP QMP</p> <p>QMP Questionnaires</p> <p>Evaluation Report Final Conference</p>	<p>20.11.2013 30.11.2013</p> <p>monthly permanent</p> <p>31.08.2015 30.09.2015</p>	<p>P<sub>5</sub> P<sub>5</sub> and P<sub>0</sub> – P<sub>8</sub> P<sub>5</sub> P<sub>0</sub> – P<sub>8</sub> P<sub>0</sub>, P<sub>5</sub> P<sub>0</sub> – P<sub>8</sub></p>
<p><b>WP 9:</b> Dissemination and Valorisation</p>	<p>Valorisation and dissemination activities should be suitable to attain interest and involvement of operative and strategic partners, and the direct target groups for implementation of EQF and ECVET-based training courses for organic food retailing in practice of all receiver countries.</p> <p>Dissemination tools are PR materials like flyer, website and PPT, CD-ROM and brochures.</p> <p>Suitable dissemination events are conferences, seminars or workshops at national and international level, and the final conference.</p>	<p>Valorisation plan</p> <p>Logo</p> <p>Website</p> <p>Project materials</p> <p>Dissemination plan</p>	<p>20.11.2013</p> <p>25.11.2013</p> <p>31.01.2014</p> <p>permanent</p> <p>permanent</p>	<p>P<sub>1</sub>, P<sub>8</sub>,</p> <p>P<sub>2</sub></p> <p>P<sub>0</sub>, P<sub>0</sub> – P<sub>8</sub> P<sub>0</sub>, P<sub>0</sub> – P<sub>8</sub> P<sub>0</sub>, P<sub>0</sub> – P<sub>8</sub></p>

### 5. Project process quality assurance

Project Process	Process Quality Standards	Quality Assurance Activity	Interval
Development / refining of project plan and work program	Compliance with project objectives and application and with work program	Control plan updates by phase Control plan content and updates, project priorities, and task estimation Control the following project activities: <ul style="list-style-type: none"> <li>• Quality</li> <li>• Communications</li> <li>• Project progress</li> </ul>	by WP  by WP  by WP
Executing and controlling of project per project plan and work program	Compliance with project objectives and application, QMP	Control plan activities and results by phase To-Do-Lists	by WP  monthly
Accounting and budget control	According to the planned budget and in compliance with the Administrative and Financial Rules of EC	Budget plan Financial reports Budget control plan	monthly  by WP  monthly
Documentation and reporting	According to the application and in compliance with the Administrative and Financial Rules of EC	Technical reports  Documents on: <ul style="list-style-type: none"> <li>• Activities</li> <li>• Testing</li> <li>• Transfer</li> <li>• PR and Dissemination</li> </ul>	28.11.2014 30.11.2015  continuously
Cooperation and communication	Continuous and proactive cooperation, management and communication to ensure covering of all necessary tasks, changes, problems and conflicts.	Project website with internal area for communication  Dropbox for providing documents  E-mail and virtual conferences	continuously

## 6. Quality Team Responsibilities and Personnel Matrix

Project Team Role	Assigned Resource	Quality Control and Quality Assurance Responsibilities
Project Manager / Coordinator	University of Agribusiness and Rural Development / Mariana Ivanova	<p>Assure practice of quality control measures and communications in project plan</p> <p>Assure work program control and reviews by PMB</p> <p>Communicate prioritized changes per PMB review</p> <p>Assure deliverables meet Administrative and Financial Rules of EC</p> <p>Assure project management gap resolution</p>
National Project Coordinators	Coordinators of all partners P1: Tom Vaclavik P2: Dana Vaclavikova P3: Helmut Riethmüller P4: Prof. Dieter Beger P5: Eng. Ulrich Diermann P6: Gaetano Sinatti P7: Prof. Dr. Feyzi Ugur P8: Assoc. Prof. Dr. Ali Karabayir	<p>Assure EQF and ECVET based pilot course adaptation meeting national requirements</p> <p>Testing EQF and ECVET based pilot course for adequate use in practice</p> <p>Assure EQF and ECVET based pilot course providing to national implementation and use</p> <p>Assure EQF and ECVET based pilot course dissemination in national practice</p>
Project Management Board	National Project Coordinators P0: Prof. Dr. Eng. Dimitar Dimitrov P1: Tom Vaclavik P2: Dana Vaclavikova P3: Helmut Riethmüller P4: Prof. Dieter Beger P5: Eng. Ulrich Diermann P6: Gaetano Sinatti P7: Prof. Dr. Feyzi Ugur P8: Assoc. Prof. Dr. Ali Karabayir	<p>Assure project plan and work program control and reviews</p> <p>Control project plan and work program changes</p> <p>Control deliverables meet Administrative and Financial Rules of EC</p> <p>Control project management gap resolution</p>

<b>Project Team Role</b>	<b>Assigned Resource</b>	<b>Quality Control and Quality Assurance Responsibilities</b>
Coordination Secretary	University of Agribusiness and Rural Development / <i>Name</i>	Assure project administration processes Assure project documentation Assure project communication
Website Designer	<i>Name</i>	Assure project website presentation Assure internal project website access
Testing cooperation partners, national	<i>Name</i>	Testing pilot course for use in practice

## 7. Quality Tools

<b>Tool Name</b>	<b>Tool Purpose/Use</b>
Project Coordinator	Document the project work program and activities to be applied to this project
Project Plan and Strategy based on Project Application (Results, Deliverables)	Document the project management deliverables to be produced by this project
Project Work Program Control Templates	Document the project progress
Project To-Do-List Control Templates	Document the project tasks progress
Project Website - Internal Area	Internal area used for communication and cooperation, comments and change requirements
Dropbox	Used for providing documents and information flow

**8. Quality Control and Assurance Problem Reporting Plan**

<b>Subject / Process / Deliverable</b>	<b>Review Date</b>	<b>Deliverable Reviewed</b>	<b>Findings</b>	<b>Resolution</b>	<b>Resolution Date</b>



## 9. Definitions / Abbreviations

Project coordinator/contractor	University of Agrobusiness and Rural Development (Bulgaria)
Partners of the initial projects	Organic Retailers Association (Austria), FORUM Berufsbildung e.V., Ökomarkt e.V. Hamburg, Institute Equalita (Germany)
Core partners – education and training providers	University of Agrobusiness and Rural Development (Bulgaria), Zivy Venkov (Czech Republic), Associazione Terre Dell’ Adriatico /Adrialand/ (Italy), Chanakkale University (Turkey)
Associated partners	Educational Research Association, Turkey
Donors	Organic Retailers Association (Austria), FORUM Berufsbildung e.V., Ökomarkt e.V. Hamburg, Institute Equalita (Germany)
Receiver	Partner of Bulgaria, Czech Republic, Italy and Turkey
EcoQualify	European Quality Assurance System for further education in organic retail
QAS	Quality Assurance System
EQF	European Qualification Framework
NQF	National Qualification Framework
ECVET	European Credit System for Vocational Education and Training
CoP	Community of Practice
PMB	Project Management Board
QMP	Quality Management Plan