



INNOVATIVE INTEGRATED TRAINING IN  
**HEALING PLANTS  
BUSINESS**

## **DESK RESEARCH**

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Tackling National Needs - National Case Studies  
overviewing targets' needs in rural sector

**SUMMARY**

Innovative Integrated Training In Healing Plants Business

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## **WELCOME TO INNOVATIVE INTEGRATED TRAINING IN HEALING PLANTS BUSINESS (TBP)**

The **Innovative Integrated Training in Healing Plants Business Project (TBP)** idea is to fulfil the agricultural training gap that has been recognised by the European Union, addressing its educational system not only to Farming Trainers and Advisors the area of medicinal and aromatic plants, but also to farmers. According to the European Rural Development Program (RDP) all project partner countries are going to invest on training for farmers. Taking this into account, the Total Business Plants Project will be able to act as complement to that training through the offer of an innovative training system, aiming to increase employability in rural section.

In this document we present a summary of the project product (Intellectual Output 1: Tackling National Needs - National Case Studies overviewing targets' needs in rural sector) in form of the report.

### **WHAT CAN BE FOUND IN THE REPORT?**

The Report is the outcome obtained from the first Intellectual Output conducted in Healing Plants Business' Project. From the desktop research the partnership has been able to collect information on four main topics:

- First of all it has been conducted a State of the Art regarding Organic Cultivation of medicinal plants in partners' countries, as well as a description of the possible areas of cultivation.
- Secondly, it has been analysed the Rural Sector Education Status at national level in the partners' countries, and the Definition of Educational Needs. The partnership has also studied the target groups according to EQF levels and EU VET.
- Thirdly, the partners have looked at the National Policies and Standards for rural development and income growth in the field of Healing Plants, for each of their countries.
- And fourthly, it has been made available a list of possible plants to cultivate, together with information on the appropriate regions for cultivating them on partners' countries.

### **GENERAL RECOMMENDATIONS**

The report has highlighted five points due to their relevance with medicinal plant business: geographical advantage, market trend, policies, educational system and labour force in agriculture sector.

The first conclusion obtained is that all countries studied know how to benefit from their **geographical advantage** and cultivate those plants that have greater potential depending on their needs. Looking at **market trends**, the agricultural sector faces high competition both inside and outside the EU; for this reason, healing plants need to constantly innovate to be competitive in the market. Also, in many of the partner countries production of healing plants has decreased while consumer demand has increased; on other words, healing plants businesses have a positive future with great potential.

Politically speaking, **agricultural policies** are devoted to improving the quality of life of agricultural workers, providing them a better public service and improving their income. Innovation is important in order to satisfy a sophisticated consumer market; and a good example is organic farming.

Looking at **education**, most countries have formal and informal courses for agriculture sector and also for medicinal plants. But it is still needed to innovate and improve the teaching methods and update of contents of courses in order to improve the quality of the courses and follow the market trend.

Regarding **labour force**, agriculture sector is facing the aging of its workers and a lack of interest of the younger population. It is important to promote the healing plants sector in order to attract a young labour force and boost innovation.

## EQF/NQF LEVELS DESCRIPTION

One of the major difficulties in design and implementing training programs in the rural sector is the vast variety of educational background of the trainees. Many of them are at EQF level 2-3 but also levels 4-5 are not rare. Especially during the recent years in many countries there is a return of young people possessing university degree to primary sector activities, either as full time or part time job. Thus arised the necessity through project implementation to be defined the EQF levels of possible project end users in order to design and provide an appropriate training system. It is also important the training material to be structured according to EQF requirement and this is absolutely necessary in order credit points to be assigned.

The TBP Project partners have conducted an analysis on EQF levels necessary for healing plants' related jobs, which has led to several conclusions. First of all, it becomes clear from the data extracted that the general EQF levels required in any of the studies mentioned are 5/6, with the exception of farmers (3/4) and Agriculture advisors/ agronomists/ farm management consultant/ Officer, agricultural extension where the level reaches 6.

The following table presents a final summary of EQF levels defined according to related speciality and with breakdown according to TBP project countries (Greece, Spain, Bulgaria and Poland):

**Table 1. The educational level of Total Business Plants project's**

EQF/NQF Level	PL	SP	GR	BL	Specialty
3,4	3,4	3,4	3,4,5	3	Farmers ( field corps, market production...)
5,6	5/6	5,6	5/6	5	Agricultural technicians
5,6	5/6	6	5/6	5	Agriculture inspectors
6	6,7	6	6	5	Agriculture advisors/ agronomists/ farm management consultant/ Officer, agricultural extension
5/6	5/6	6	5/6	5/6	Rural entrepreneurs / sales/marketing Professionals
5/6	5/6	5	6	5/6	Managers of agro-tourist SME's Manager, agricultural production
The educational level of Total Business Plants project's complementary target groups					



## SUMMARY OF HEALING PLANTS IN PARTNER'S COUNTRIES

The TBP partnership has selected a list of plants which are more common in all the project countries (Greece, Spain, Bulgaria and Poland). The following table presents the breakdown of the plants and it's accepted latin name :

**Table 2. The list of the healing plants selected by Total Business Plants project**

PLANT	LATIN NAME
1. CRANBERRY	VACCINIUM OXYCOCCUS
2. GRAPEVINE, WINE GRAPE	VITIS VINIFERA
3. SAFFRON	CROCUS SAVITUS
4. CHAMOMILE	CHAMOMILLA RECUTITA
5. GENTIAN, GENTIANA	GENTIANA LUTEA
6. ARNICA	ARNICA MONTANA

7. OREGANO	ORIGANUM VULGARE
8. VALERIAN	VALERIANA OFFICINALIS
9. ELECAMPANE	INULA HELENIUM
10. ALOE	ALOE VERA
11. WORMWOOD	ARTEMISIA ABSINTHIUM
12. GARLIC	ALLIUM SATIVUM
13. CORIANDER	CORIANDRUM SATIVUM
14. MINT – MENTHA	MENTHA PIPERITA
15. ECHINACEA	ECHINACEA ANGUSTIFOLIA
16. ARTICHOKE	CYNARA SCOLYMUS
17. HORSETAIL	EQUISETUM ARVENSE
18. ST. JOHN'S WORT	HYPERICUM PERFORATUM
19. MARIGOLD	CALENDULA OFFICINALIS
20. THYMUS	THYMUS SERPYLLUM
21. MILK THISTLE	CARDUUS MARIANUM
22. RHODIOLA	RHODIOLA ROSEA
23. LAVANDER	LAVENDULA OFFICINALIS
24. MELISSA	MELISSA OFFICINALIS
25. SAMBUCUS	SAMBUCUS NIGRA
26. HAWTHORN	CRATAEGUS MONOGYNA

27. NETTLE	URTICA DIOICA
28. COMMON LIME	TILIA EUROPEA
29. DOG ROSE	ROSA CANINA
30. BILBERRY	VACCINIUM MYRTILLUS
31. TANSY	TANACETUM VULGARE
32. YARROW	ACHILLEA MILLEFOLIUM
33. BETONY	BETONICA OFFICINALIS
34. DANDELION	TARAXACUM OFFICINALE
35. GOAT'S HEAD	TRIBULUS TERRESTRIS .
36. GARDEN ANGELICA	ANGELICA ARCHANGELICA
37. RIBWORT PLANTAIN	PLANTAGO LANCEOLATA
38. AMERICAN WITCH –HAZEL	HAMAMELIS VIRGINIANA
39. ANISEED	PIMPINELLA ANISUM
40. IVY	HEDERA HELIX
41. LINGONBERRY	VACCINIUM VITIS IDAEA
42. COMMON HOP	HUMULUS LUPULUS
43. CHICORY	CICHORIUM INTYBUS
44. ST. BENEDICT'S THISTLE	CNICUS BENEDICTUS
45. HEARTSEASE	VIOLA TRICOLOR
46. COMMON CELANDINE	CHELIDONIUM MAJUS

47. STINGING NETTLE	URTICA DIOICA
48. EUROPEAN GOLDENROD	SOLIDAGO VIRGAUREA
49. CISTUS	CISTUS CRETICUS
50. MAYPOP	PASSIFLORA INCARNATA
51. BURDOCK	ARCTIUM LAPPA
52. CHIOS MASTICTREE	PISTACIA LENTISCUS