

Trainers' Handbook

to be used for the
**Training Course of
Com4AgriPlant**



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Introduction

The Com4AgriPlant Trainers' Handbook is designed to support trainers, adult educators, agricultural consultants, and lecturers in delivering an engaging and effective training course on plant-based farming and sustainable diets. Whether you are working with farmers seeking to transition to plant-based agriculture, consumers interested in sustainable food choices, or professionals promoting sustainability, this handbook provides the structure, resources, and methodologies needed to facilitate impactful learning.

At the heart of this training course is the **Com4AgriPlant learning materials**, which includes structured learning content, PowerPoint presentations, interactive activities, and a Comic Collection designed to simplify complex concepts and enhance engagement. This handbook guides trainers on how to effectively implement the training sessions, adapt content to different audiences, and ensure that learning is both informative and practical.

Who is this Handbook for?

The handbook is tailored for professionals involved in education, advisory services, and agricultural training, specifically:

- **Adult educators and trainers** working in adult education organizations, especially those engaging with farmers and consumers.
- **Consultants** at local and regional development agencies, providing support for sustainable agricultural transitions, as well as consumer associations, ethical and fair trade organisations, environmental NGOs, trainers in consumer rights, social economy networks, and food and agricultural cooperatives – all working to promote ethical consumption, sustainability and consumer protection.
- **Agricultural advisors** who assist farmers in adopting new, sustainable practices.
- **Lecturers** at agricultural schools training the next generation of professionals in plant-based and sustainable farming.

Ultimately, the training aims to equip food producers and consumers with the knowledge and skills to make informed decisions about sustainable farming and plant-based diets.

How is the Training Course structured?

The Com4AgriPlant training course is built around a modular structure, allowing trainers to adapt the content to their specific audience. The training is divided into five key topics, each covering

essential aspects of plant-based farming and diets. These topics are broken down into learning units, which are then structured into 13 training sessions, each lasting 90 minutes. Every session includes:

- **Theoretical learning** through comics, presentations and guided discussions.
- **Interactive activities** such as group exercises, case studies, and problem-solving tasks.
- **Evaluation components** to assess knowledge retention and participant engagement.

Trainers can follow the pre-designed sessions or adapt the content by selecting the most relevant sessions based on their audience's background, needs, and learning objectives.

Why Comics?

A distinctive and innovative element of the Com4AgriPlant training is the **use of comics as a learning tool in adult education**. These visual narratives help simplify complex concepts, enhance engagement, and provide real-world scenarios that participants can relate to. Comics are used as discussion starters, allowing trainers to spark critical thinking and encourage participants to connect the storyline with their personal and professional experiences.

For trainers who want to explore best practices for using comics in educational settings, the Learning Methodology developed as part of the project provides practical guidance on integrating visual storytelling into training. By incorporating comics alongside theoretical learning and interactive activities, trainers can create a dynamic and impactful learning experience.

How to use this Handbook?

This handbook serves as a step-by-step guide for trainers, providing:

- **Pre-course preparation** guidance to help trainers tailor sessions to different participant groups.
- **Detailed session breakdowns**, including structured lesson plans, recommended activities, and discussion points.
- **Links to all necessary materials**, including PowerPoint presentations, comics, and additional learning resources.
- **Evaluation tools** to assess both engagement and knowledge acquisition, ensuring the training's effectiveness.

With these tools, trainers can confidently lead engaging and informative sessions, adapting content to suit their audience and maximizing the impact of plant-based farming & consumption education.

2. Training course & curriculum

The Com4AgriPlant training course is a structured program designed to provide comprehensive knowledge and practical tools for educators aiming to promote plant-based farming and diets. Through a systematic curriculum, the course addresses the needs of diverse adult audiences, including farmers, consumers, and educators. It emphasizes a balance between theoretical content and interactive engagement, ensuring that participants gain both foundational knowledge and actionable skills. The curriculum draws from extensive resources, including comics, PowerPoint presentations, and hands-on activities, making complex concepts accessible and relatable.

At its core, the curriculum is built around five key *Topics*, each comprising multiple *Units* that explore specific themes in depth, such as sustainable farming practices, plant-based nutrition, and effective marketing strategies. These units are seamlessly integrated into 13 *Sessions*, each lasting 90 minutes, providing a modular and flexible approach to learning. Trainers are encouraged to adapt the content and complexity of the course to meet the unique needs of their participants, fostering an inclusive and impactful learning experience.

This chapter serves as a practical guide for trainers, offering step-by-step insights into pre-course preparation, session planning, and content delivery. The subsequent sub-chapters provide detailed guidance on tailoring the course to different audiences, selecting appropriate sessions, and implementing engaging and evaluative learning activities.

2.1 Pre-Course preparation

Effective pre-course preparation is essential to the success of the Com4AgriPlant training course. Trainers play a pivotal role in tailoring the program to meet the specific needs of their target audience, whether they are farmers, consumers, or educators. This preparation ensures that the course content is relevant, engaging, and impactful. To achieve this, trainers are advised to follow a structured approach that includes understanding their audience, selecting and customizing content, familiarizing themselves with the course materials, and planning logistics effectively.

The training course is built around three core elements: **topics**, **units**, and **sessions**. **Topics** represent broad thematic areas, such as plant-based farming, nutrition, or marketing. Within each topic, **Units** delve into specific subthemes, offering detailed explorations supported by written content and visual aids. These units form the foundation for **Sessions**, which integrate multiple units into cohesive 90-minute learning experiences. Each session combines theoretical instruction and interactive activities, making complex concepts accessible and fostering active participation. Trainers should carefully review these elements to align their selection with the needs, experience levels, and learning goals of their participants.

One of the most innovative aspects of the Com4AgriPlant training course is the **integration of comics as a learning tool in adult education**. Comics are used to simplify complex ideas, spark curiosity, and engage participants in a more interactive and relatable manner. Each comic ties into the session's core themes, providing a visual narrative that complements the theoretical content. Trainers are encouraged to use comics as discussion starters, guiding participants through reflective questions to connect the storyline with real-world applications. This approach not only enhances comprehension but also creates a dynamic and enjoyable learning environment.

For trainers who wish to deepen their understanding of how to effectively use comics in their teaching and in diverse learning environments, the [Learning Methodology](#) developed as part of the project offers comprehensive guidance. This resource provides strategies for integrating comics into sessions, fostering engagement, and ensuring that they serve as a bridge between theory and practice. By consulting the Learning Methodology, trainers can unlock the full potential of this innovative tool to inspire and motivate their participants.

Finally, logistical preparation is crucial to the success of the course. Trainers should determine the delivery mode (in-person, virtual, or hybrid) and prepare all necessary materials, including session guides, PowerPoint presentations, and supplementary resources. For this, trainers are encouraged to use and get efficient help from the [Com4AgriPlant E-learning platform](#). Scheduling sessions thoughtfully—balancing theoretical instruction with interactive activities—ensures a well-rounded learning experience. Promoting the course effectively and clearly communicating its objectives to participants in advance further sets the stage for success. By following these preparatory steps, trainers will be equipped to deliver an engaging and impactful training program that empowers participants to embrace plant-based farming and dietary practices.

Suggested preparatory steps before the Com4AgriPlant training course

1. Understand the audience *Consider the participants' prior knowledge and experience levels to adapt the complexity of the course material.*

Begin by analyzing the backgrounds and needs of your participants. Are they farmers transitioning to plant-based agriculture, consumers exploring plant-based diets, or educators aiming to spread awareness? Understanding their prior knowledge, experience, and expectations will help you adapt the course content to their level of expertise and interests.

2. Topic selection and customization *Tailor the learning activities and resources to reflect real-world scenarios or challenges faced by the participants.*

Review the comprehensive list of topics and units provided in this handbook. Select topics that are most relevant to your participants' goals, whether they focus on farming practices, nutritional

benefits, or marketing strategies. Customize the selected topics by incorporating real-world scenarios, challenges, or examples that resonate with the participants' experiences.

3. Familiarize yourself with the learning content *Pay particular attention to the structure of each Session, as well as the specific learning objectives.*

Thoroughly explore the Com4AgriPlant learning content, which includes comics, PowerPoint presentations, and detailed session guides – also incorporated to the Com4AgriPlant E-learning platform. Pay special attention to the structure of each session and the defined learning objectives. Additionally, review the course's Learning Methodology to understand how to facilitate engagement and ensure active learning through comics.

4. Plan logistics *Schedule the sessions, ensuring a balance between theoretical instruction and interactive activities.*

Decide on the mode of delivery: in-person, virtual, or a hybrid format. Prepare all necessary technical and logistical resources, such as computers, projectors, or video conferencing platforms. Schedule the sessions thoughtfully, balancing theoretical lessons and interactive activities to maintain participant engagement.

5. Promote the course *Use promotional tools like flyers, emails, or social media to reach potential participants if required.*

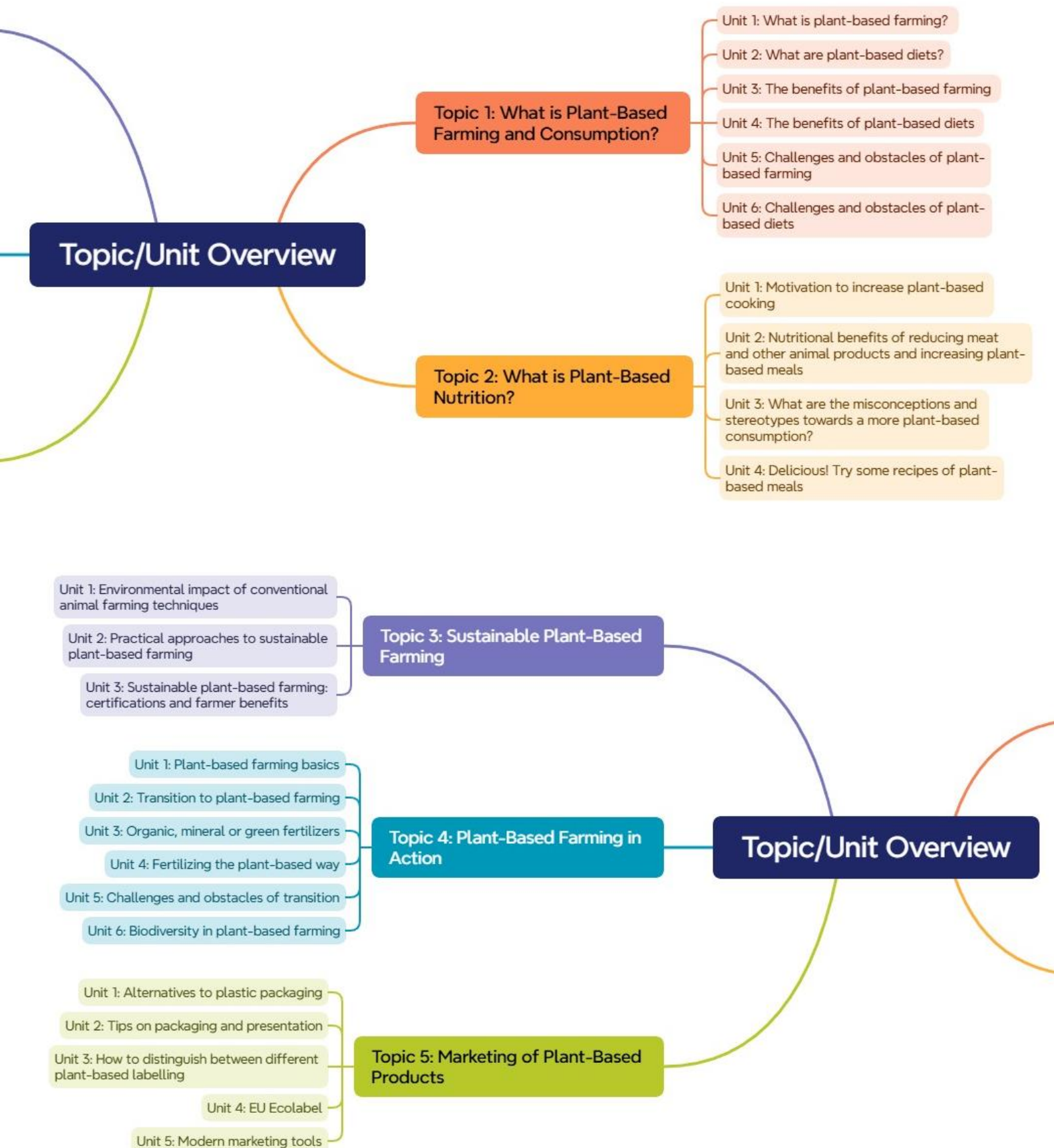
Communicate the course's objectives, schedule, and expected outcomes to participants in advance. Use tools like flyers, emails, or social media posts to share this information and reach potential participants, ensuring clear and engaging messaging.

6. Prepare supplementary materials (if needed) *Ensure that these materials are accessible, inclusive, and relevant to the session content.*

Customize or create additional resources based on the course content and learning objectives. Enhance the provided training materials with supplementary resources tailored to your audience. These may include case studies, role-play scenarios, evaluation tools, or hands-on activities.

Topic and Unit Overview

Before starting the course, it is advised to take a closer look at the following guide on how to select appropriate topics based on the specific needs of your audience. The Com4AgriPlant training course is designed to provide a structured and comprehensive exploration of plant-based farming, nutrition, consumption and sustainable practices. The learning content is organized into a series of topics and corresponding units, each carefully crafted to address specific aspects of plant-based systems.



Each topic represents a broad thematic area, such as the fundamentals of plant-based farming, the nutritional benefits of plant-based consumption, sustainable agricultural practices, and effective marketing of plant-based products.

- Topic 1: What is Plant-Based Farming and Consumption? *Covers key concepts, benefits, and challenges of plant-based farming and diets.*
- Topic 2: What is Plant-Based Nutrition? *Explores nutritional benefits, stereotypes, and recipes.*
- Topic 3: Sustainable Plant-Based Farming. *Focuses on environmental impact, certifications, and practical techniques.*
- Topic 4: Plant-Based Farming in Action. *Delves into transitioning to plant-based farming and maintaining biodiversity.*
- Topic 5: Marketing of Plant-Based Products. *Includes packaging alternatives, labelling, and marketing strategies.*

Within each topic, several units delve deeper into more specific themes, offering participants an in-depth understanding of the subject matter. The units combine written text, visual aids, and comics to present information in an accessible and engaging way. The inclusion of comics is particularly valuable, as they simplify complex concepts, foster engagement, and provide relatable narratives that highlight real-world applications of the training content.

This layered approach allows participants to move from foundational knowledge to more advanced insights, equipping them with both theoretical understanding and practical tools to apply in their contexts. Whether participants are farmers, consumers, or educators, the modular structure of topics and units ensures flexibility, enabling trainers to adapt the course to diverse needs and objectives.

With 5 key topics, 23 units, and 30 comics, the course offers a comprehensive and versatile framework, which was turned into 13 Sessions. Trainers can draw from this rich content to design learning content that align with the specific needs and interests of their participants, fostering both understanding and practical application of plant-based farming and consumption principles.

2.2 Introduction to Sessions

The Com4AgriPlant training course is structured around **13 Sessions**, each designed to provide targeted learning experiences for diverse audiences, including farmers, consumers, and educators. This section serves as a guide for trainers to effectively plan and deliver these sessions, ensuring that the complexity of the content aligns with the participants' knowledge levels and learning goals.

To tailor the sessions effectively, trainers are encouraged to assess the complexity level required for their audience. This involves evaluating the prior knowledge and experience of the participants. For example, adult learners or professionals in farming may require a more detailed and technical approach, whereas secondary school students or beginners might benefit from simpler, foundational content.

To help trainers organize and structure the sessions, investigate the following visual tool. This visual aid assists in defining the course content by mapping Sessions into a coherent framework. It enables trainers to address the key concepts of plant-based farming and consumption systematically, ensuring all topics are covered comprehensively and logically. Below are some observations that may help as you prepare to engage with the course content.

Audience Focus: It's clear that each Session targets specific groups, such as farmers, consumers, or educators, which is important for ensuring relevance. Some sessions, like the ones focused on plant-based diets and their benefits, cater to consumers, while others are geared more toward practitioners in the field. On the visual aid, you will find the following categories:

- **Farmers:** Sessions that were primarily designed for farmers (incl. farming practices). *However, these may be suitable for the consumer side as well, in order to learn more about the production side of their food.*
- **Consumers:** Sessions that were primarily designed for consumers (incl. nutritional benefits). *However, these may be suitable for farmers as well, in order to learn more about consumer needs and nutritional side of their products.*
- **Farmers & Consumers:** Sessions that contain useful information for both audiences.

Complexity Level: Trainers are encouraged to assess the prior knowledge of participants to decide how much detail to go into, a great strategy for balancing the depth of content for various learning levels. On the visual aid, you will find the following categories:

★ **(Beginner Level, 1 star, Foundational content)** These sessions introduce the core concepts of plant-based farming and diets. They are designed for participants with little to no prior knowledge. The content is presented in an accessible way, using basic definitions, real-world examples and interactive discussions.

Examples of prior knowledge:

Consumers: participants might have general awareness of plant-based diets, but lack structured knowledge. They may be interested in sustainability, but unfamiliar with the impact of plant-based choices on health and environment.

Farmers: participants may have no prior experience with plant-based farming, but are open to learning about sustainable agriculture. They might currently practice conventional farming, but seek basic knowledge on alternatives.

Please note, that once at least one Beginner Level Session (★) is completed, participants may progress to Intermediate Level Sessions (★★).

★★ **(Intermediate Level, 2 stars, Moderate complexity)** These sessions are suited for participants, who already have some foundational knowledge of plant-based farming or consumption. The content includes specific explanations and practical insights.

Examples of prior knowledge:

Consumers: participants may have experimented with plant-based eating or followed sustainability trends. They might already know about meat alternatives and nutritional benefits, but want to deepen their understanding.

Farmers: participants may be familiar with sustainable farming methods, but need further guidance on plant-based specific strategies.

Please note, that once at least one Intermediate Level Session (★★) is completed, participants may progress to Advanced Level Sessions (★★★).

★★★ **(Advanced Level, 3 stars, In-depth and technical content)** These sessions are designed for participants, who already have a stronger background in plant-based farming, nutrition or sustainability. They require critical thinking and prior experience in related topics. Content includes technical details, insights and strategic implementation approaches.

Examples of prior knowledge:

Farmers: participants may be experienced in organic or regenerative farming, and seek practical tools for transitioning to plant-based production.

Please note, that **both categorization is only a suggestion**, it is up to you to decide the training content for your own audience and according to your learning goals (*so please feel free to decide and change the categorization and training content, as you wish*)! Also note, that all Sessions require *at least 90 minutes of training* (so make sure to select as much Sessions, as it fits to your total length of training course).

Example 1:

You may want to find a training content for consumers, with minimal or no prior knowledge on plant-based diets, however, they consider themselves as motivated to new areas of diets and sustainable consumption. You have an audience of 20 persons, with a total amount of 10 contact hours in-class teaching, divided into 5 days (2 hours each day). The recommendation would be:

5 Sessions (each day 2 hours, that includes Lesson 1 (45 min), Lesson 2 (45 min), and additional learning activities for the remaining time), based on the audience and complexity level:

- Session 1: Introduction to plant-based farming: This session provides a foundational overview of plant-based farming. It is introductory and suitable for all audiences.
- Session 2: Introduction to plant-based diets: A companion to Session 1, this session introduces the principles and benefits of plant-based diets, also suitable for all participants.
- Session 3: Motivation and stereotypes regarding plant-based nutrition: Focused on understanding consumer behavior, this session explores the motivations for adopting plant-based diets and addresses common stereotypes.
- Session 4: Nutritional benefits of plant-based nutrition with plant-based recipe tips: This session highlights the health benefits of plant-based nutrition and provides practical cooking tips, tailored primarily for consumers.
- Session 12: Communication sustainability through labels: Suitable for both farmers and consumers, this session focuses on understanding and utilizing labels to communicate sustainability effectively.

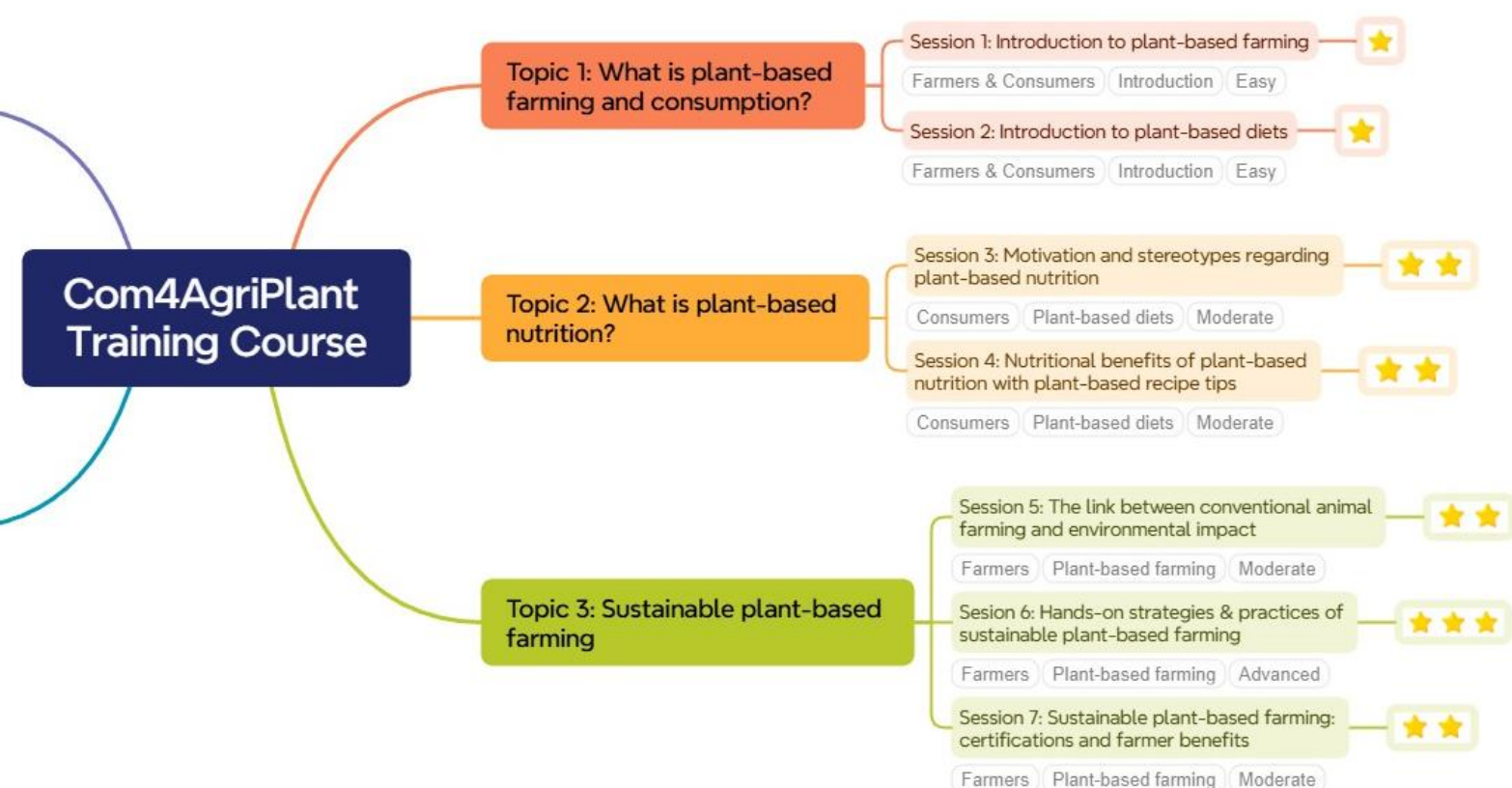
Example 2:

You may want to find a short & intensive training content for farmers, with moderate knowledge on plant-based farming (and sustainable farming practices in general), who want to learn more about how to transform their farm. You have an audience of 10 persons, with a total amount of 6 contact hours virtual learning, divided into 4 days (1,5 hours each day). The recommendation would be:

4 Sessions (each day 1,5 hours, that includes Lesson 1 with 45 min and Lesson 2 with 45 min), based on the audience and complexity level:

- Session 1: Introduction to plant-based farming: Although an introductory (and easy) topic, this session provides a foundational overview of plant-based farming, therefore recommended to start a training course with this.
- Session 6: Hands-on strategies & practices of sustainable plant-based farming: Designed specifically for farmers, this session provides actionable strategies for adopting sustainable practices in plant-based farming.
- Session 9: Fertilization practices in plant-based farming: A detailed exploration of plant-based fertilization techniques, focusing on sustainability, tailored for farmers.
- Session 10: Harnessing biodiversity for sustainable farming: This session emphasizes the role of biodiversity in creating sustainable and resilient plant-based farming systems, specifically for farmers.

Visual Aid for selecting the right Sessions and training content



Session 1: Introduction to Plant-Based Farming: This session provides a foundational overview of plant-based farming. It is introductory and suitable for all audiences.

Session 2: Introduction to Plant-Based Diets: A companion to Session 1, this session introduces the principles and benefits of plant-based diets, also suitable for all participants.

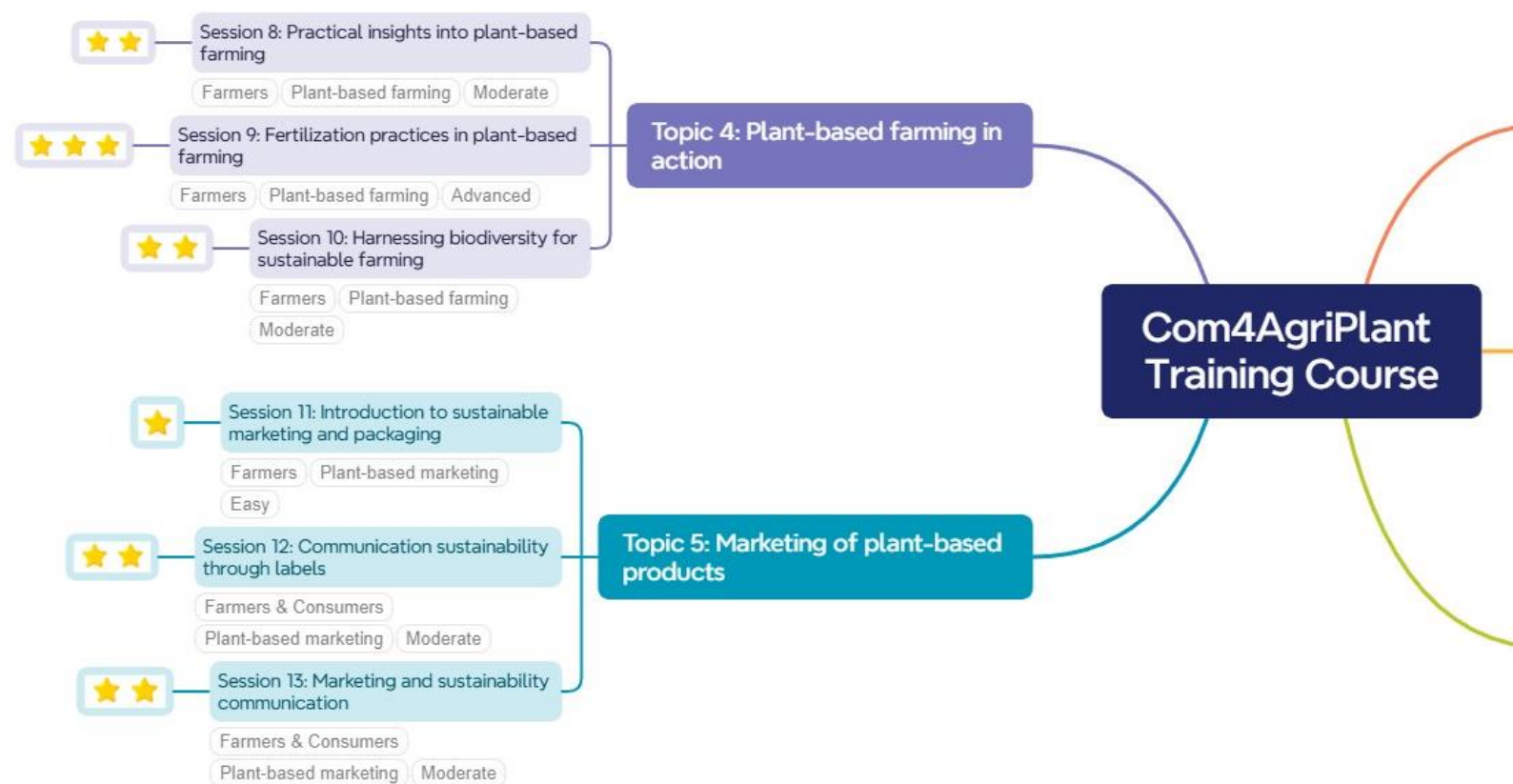
Session 3: Motivation and Stereotypes Regarding Plant-Based Nutrition: Focused on understanding consumer behavior, this session explores the motivations for adopting plant-based diets and addresses common stereotypes.

Session 4: Nutritional Benefits of Plant-Based Diets with Recipe Tips. This session highlights the health benefits of plant-based nutrition and provides practical cooking tips, tailored primarily for consumers.

Session 5: The Link Between Conventional Animal Farming and Environmental Impact: Exploring the environmental consequences of traditional farming practices, this session bridges plant-based farming and broader sustainability issues. It is suitable for all audiences.

Session 6: Hands-On Strategies and Practices for Sustainable Plant-Based Farming: Designed specifically for farmers, this session provides actionable strategies for adopting sustainable practices in plant-based farming.

Session 7: Sustainable Plant-Based Farming: Certifications and Farmer Benefits: This session dives into certifications and the advantages they offer farmers pursuing sustainable plant-based farming methods.



Session 8: Practical Insights into Plant-Based Farming: Aimed at farmers, this session covers real-world practices and success stories from the field.

Session 9: Fertilization Practices in Plant-Based Farming: A detailed exploration of plant-based fertilization techniques, focusing on sustainability, tailored for farmers.

Session 10: Harnessing Biodiversity for Sustainable Farming. This session emphasizes the role of biodiversity in creating sustainable and resilient plant-based farming systems, specifically for farmers.

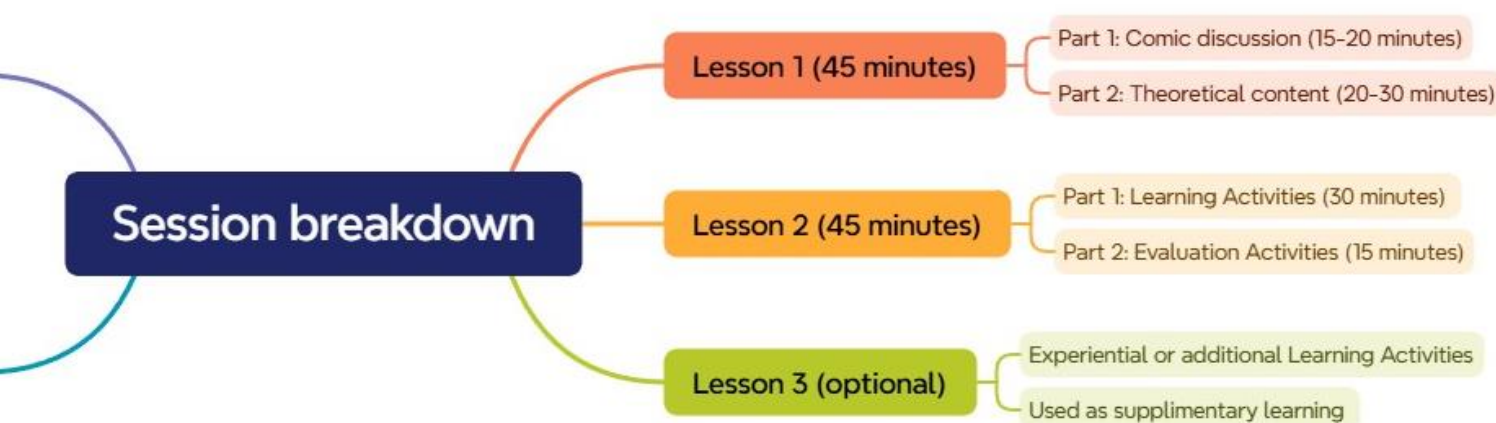
Session 11: Introduction to Sustainable Marketing and Packaging: Introducing key concepts in marketing, this session guides farmers on sustainable packaging and presentation techniques.

Session 12: Communicating Sustainability Through Labels: Suitable for both farmers and consumers, this session focuses on understanding and utilizing labels to communicate sustainability effectively.

Session 13: Marketing and Sustainability Communication: The final session ties together principles of marketing and sustainability, offering strategies for promoting plant-based products to a wider audience.

2.3 Introduction to the Training content

This chapter outlines the structure and methodology of the training course, providing trainers with clear, actionable steps for delivering each Session. Following this guide, you can adapt the sessions to meet the needs of your target groups while maintaining consistency with the overarching objectives. Each session is designed to achieve specific learning objectives. These objectives should define what participants are expected to know or accomplish by the end of the session. The course is divided into a series of 90-minute sessions, each further broken down into two 45-minute lessons. There is also an optional third lesson to incorporate outdoor activities or additional content.



Lesson 1: Introduction and Theory (45 minutes)

Objective: Provide an engaging introduction to the session through discussion and deliver the foundational theoretical content.

- Part 1: Comics Overview (15–25 minutes)
- Part 2: Theoretical Content Presentation (20–30 minutes)

The first lesson in each Session focuses on introducing the topic and laying a theoretical foundation. The session begins with a discussion of the relevant **Com4AgriPlant comics** that tie into the session's key theme. Trainers provide an overview of the comic, including its title, issue number, and links, and explain how its storyline aligns with the session's core concepts. To engage participants, trainers can guide the discussion with 3–5 carefully prepared questions that encourage reflection and critical thinking. *All comics are available and attached to the Sessions.*

Following the comic discussion, the lesson transitions to a **presentation of theoretical content**. This part, lasting 20–30 minutes, is delivered using a PowerPoint presentation tailored to the session's objectives. Trainers should highlight essential concepts and ensure the presentation remains interactive, incorporating opportunities for participants to ask questions or engage in brief activities. *Links to the session's PowerPoint slides and related Unit learning contents are provided for easy reference.*

Lesson 2: Interactive Learning and Evaluation (45 minutes)

Objective: Deepen participants' understanding through practical engagement and assess their knowledge.

- Part 1: Learning Activities (30 minutes)
- Part 2: Evaluation Activities (15 minutes)

The second lesson is designed to deepen participants' understanding through interactive and evaluative activities. The first part of this lesson involves at **engaging learning activities**, such as case studies, role-playing, or problem-solving exercises, aimed at reinforcing key concepts. These activities, lasting approximately 30 minutes, are structured to maintain participant motivation and foster active learning. *For each of the Sessions, you will find at least two engaging learning activities to select from.*

In the final 15 minutes, trainers conduct **evaluation activities** to assess participants' comprehension of the session content. These could include a short quiz, a reflective group discussion, or other creative exercises that allow participants to consolidate their learning and share insights. *For each of the Sessions, you will find recommended evaluation activities.*

Lesson 3 (Optional): Experiential Learning

Objective: Provide a practical learning experience through study visits or outdoor activities.

An optional third lesson offers an opportunity to extend learning beyond the classroom through **experiential activities**. This could involve outdoor exercises, study visits, or other hands-on experiences that align with the session's objectives. *For each of the Sessions, at least one such activity has been designed and described*, providing details on how it reinforces the learning objectives and offering practical tips for successful implementation, including logistical considerations.

Alternatively, this lesson can include additional learning activities from the training units that were not used in Lesson 2. These optional activities allow trainers to further tailor the session to the needs and interests of their group, depending on the available time and resources.

You are now ready to explore the series of Sessions. Select the ones that best suit your goals and adapt them as needed to meet the specific needs of your group. The 13 developed Sessions that follow will provide you with the detailed content and tools to deliver impactful training!

3. Training content & Activities

This chapter provides trainers with **direct access to the core content and materials** of the Com4AgriPlant training course. By simply clicking on the links provided for each session, trainers can seamlessly navigate to detailed session documents, corresponding units, and comprehensive learning content. These materials include engaging **comics**, carefully developed **PowerPoint presentations** and structured **learning activities** designed to foster interaction and understanding among participants.

In addition to the core content, each session also includes practical **evaluation tools and activities** that trainers can use to assess participants' progress and engagement. Whether it's through group discussions, reflective exercises, or quizzes, these activities ensure a dynamic and effective learning experience. Trainers are encouraged to explore these resources and adapt them to suit the specific needs of their audience, ensuring that every session delivers maximum impact.

Session 1: Introduction to Plant-Based Farming

Session 1 introduces plant-based farming as an innovative approach to agriculture that addresses climate change and promotes a more sustainable food system, benefiting both producers and consumers. It outlines the environmental, economic, and social advantages of this holistic farming method, emphasizing its alignment with sustainable practices and its potential to create a positive impact across these dimensions. The Session explores the complexities of adopting plant-based farming in the EU, focusing on barriers such as conflicts of interest, misconceptions, resource limitations, and cultural norms.

Session 2: Introduction to Plant-Based Diets

Session 2 delves into the concept, benefits, and challenges of plant-based diets. Plant-based eating is gaining traction as a powerful tool for improving health, fostering environmental sustainability, and promoting ethical food systems. This Session will explore how plant-based diets can lead to better health outcomes, including reduced risks of chronic diseases and enhanced overall well-being. We will also examine their environmental impact, emphasizing their role in reducing greenhouse gas emissions, conserving natural resources, and addressing food security challenges. In addition to discussing these benefits, the Session will address the key obstacles to adopting plant-based diets. These include cultural resistance, misconceptions about nutritional adequacy, and practical challenges like affordability and accessibility.

Session 3: Motivation and Stereotypes Regarding Plant-Based Nutrition

Session 3 presents the most important drivers or motivational factors that make people shift to a more plant-based nutrition, from health and environment related to animal welfare and more. It also highlights the diverse barriers to plant-based meat alternatives consumption such as food neophobia, social norms and rituals or conflicting eating goals and solutions to address these barriers. This session also presents some of the most common myths related to plant-based (and vegan) diet and the facts that argue those myths. They come from various perspectives – taste, availability, diversity, health, nutritional value, cost, social life etc. For example, you probably heard that you can't get enough protein by eating only plants? Well, many plant-based foods are loaded with protein, but you might have to eat more of them to match amount of protein found in animal products.

Session 4: Nutritional Benefits of Plant-Based Diets with Recipe Tips

Session 4 presents the nutritional benefits of reducing meat and other animal products and increasing plant-based meals in your diet. These include diverse health benefits, from gastrointestinal to cardiovascular, mental, metabolic, cancer related etc. Research shows that eating more plant-based foods or switching to an entirely plant-based diet can have significant health benefits. The learners will also get to know nine scientific benefits of following a plant-based diet. Besides that, it is intended to provide practical tips on how to get closer to plant-based diets. It presents a plant-based diet grocery list with the most important ingredients to be considered in a plant-based diet. In this session, you will also receive examples of some delicious plant-based recipes and links to access many more of them.

Session 5: The Link Between Conventional Animal Farming and Environmental Impact

Session 5 introduces learners to the environmental impacts of conventional animal farming, focusing on its contribution to climate change and resource overuse, such as water, fertilizers, and pesticides. The session explores sustainable alternatives, including plant-based and organic farming, highlighting their benefits for the environment, human health, and local economies while empowering participants to envision a more resilient and sustainable agricultural future. The session aims to explore the connection between diets, farming practices, and their environmental impact, focusing on how reducing reliance on animal agriculture can help climate change mitigation and adaptation and promote sustainability. Through engaging reflections and practical examples, participants will learn how adopting plant-based practices benefits both farmers and consumers by conserving resources, reducing emissions, and supporting eco-friendly transitions.

Session 6: Hands-On Strategies and Practices for Sustainable Plant-Based Farming

Session 6 provides practical insights into sustainable plant-based farming, including crop selection, water management and environmentally sustainable techniques like crop rotation, cover cropping, and nature-based solutions. Through this session, learners see how these techniques can be applied in real-life farming settings, promoting environmental sustainability and resource conservation. This session equips farmers with essential knowledge and skills to enhance their farming practices and contribute to a healthier planet by making informed decisions on their farming practices; and consumers with the ability to critically evaluate the environmental impact of agricultural practices, cultivating a sense of responsibility towards sustainable food systems and consumption choices.

Session 7: Sustainable Plant-Based Farming: Certifications and Farmer Benefits

Session 7 introduces plant-based and organic certifications, highlighting their value for both farmers and consumers. The session explores how farmers can benefit from obtaining these certifications by accessing new markets, boosting profitability, and fostering environmental stewardship. It also examines how certifications like organic and vegan labels help farmers differentiate their products and build consumer trust through ethical practices. For consumers, the session provides knowledge to make informed choices that align with personal values, health, and environmental concerns, supporting sustainability and animal welfare.

Session 8: Practical Insights into Plant-Based Farming

Session 8 focuses on plant-based farming as a sustainable agricultural method that reduces reliance on animal-derived inputs. The session examines the core principles of plant-based farming, practical approaches for transitioning to these practices, and the challenges farmers encounter during this process. It addresses environmental sustainability, resource management, and economic considerations to support the adoption of plant-based systems.

Session 9: Fertilization Practices in Plant-Based Farming

In Session 9, participants will discover innovative fertilization methods tailored to plant-based farming. The session examines the environmental and economic implications of using organic, mineral, and green fertilizers as sustainable alternatives. By addressing key debates and practical challenges, this session equips learners with the knowledge needed to implement soil-friendly practices that support long-term agricultural productivity.

Session 10: Harnessing Biodiversity for Sustainable Farming

Session 10 delves into the vital role of biodiversity in fostering resilient and sustainable plant-based farming systems. It explores how diverse planting strategies, ecosystem management, and natural interactions between species contribute to long-term agricultural success. Participants will learn about the environmental and economic benefits of biodiversity, alongside the challenges farmers may face in implementing biodiversity-focused practices. The session emphasizes the importance of biodiversity in enhancing soil health, controlling pests naturally, and building ecosystems that are less dependent on external inputs.

Session 11: Introduction to Sustainable Marketing and Packaging

Session 11 introduces sustainable packaging as an essential element in ecologically sensitive product design. It addresses the environmental, economic, and social advantages that can be accrued through the minimization of plastic packaging by introducing new materials and design methodologies. This session identifies the different alternative packaging solutions available to drive sustainability, minimize waste, and offer a path to reduce environmental impacts caused by traditional methods of packaging. It also covers practical steps businesses can take to incorporate these solutions into their operations.

Session 12: Communicating Sustainability Through Labels

Session 12 examines certifications and labelling as key tools for enhancing consumer trust and ensuring alignment with sustainability standards. It highlights the importance of distinguishing between different plant-based labelling terms and explores the role of certifications, such as the EU Ecolabel, in fostering transparency and trust in the marketplace. Additionally, the session delves into the regulatory frameworks and criteria for certification, showcasing their significance in advancing a circular economy and promoting sustainable production and consumption practices.

Session 13: Marketing and Sustainability Communication

Session 13 introduces advanced marketing strategies tailored to eco-conscious products, focusing on the integration of storytelling, digital tools, and branding techniques. It highlights the role of cohesive product presentation, engaging storytelling, and modern marketing tools in connecting with eco-conscious consumers. The session also explores strategies for leveraging social media, influencer partnerships, and educational content to amplify brand messages and drive consumer engagement.

4. Evaluation of the training course

The evaluation of the Com4AgriPlant training course is a crucial step in assessing its effectiveness and impact. A comprehensive evaluation provides valuable insights into both the participants' experience and the outcomes achieved through the training. This chapter outlines a two-pronged approach to evaluation, focusing on (1) engagement and participants' satisfaction with the course and (2) changes in their knowledge and attitudes regarding plant-based farming and consumption.

It is important to note that **small evaluation activities are included at the end of each session**. These activities, such as quizzes or reflective discussions, are designed to assess participants' understanding of the specific session content. However, the **comprehensive evaluation** described here focuses on the overall impact of the training course and its ability to meet broader goals.

By combining participant feedback with tools to measure knowledge and attitude changes, trainers can obtain a holistic understanding of the training course's effectiveness. These insights not only highlight successes but also identify areas for improvement, helping to refine future iterations of the Com4AgriPlant training program and maximize its long-term impact.

4.1 Engagement and participant satisfaction

To gauge how much participants liked the training course and remained engaged throughout, trainers should employ feedback mechanisms that encourage open and honest input. A post-course survey or feedback form can be used to collect participants' reflections on various aspects of the course, such as:

- The relevance and clarity of the content.
- The effectiveness of the teaching methods, including the use of comics, presentations, and activities.
- The quality of resources, such as PowerPoint slides and supplementary materials.
- The overall organization and delivery of the sessions.
- Suggestions for improvement or additional topics of interest.

These surveys can include both quantitative ratings (e.g., rating different aspects of the course on a scale from 1 to 5) and qualitative questions that allow participants to express their thoughts in greater detail. Group discussions or reflective sessions at the end of the course can also provide a platform for participants to share their experiences in a collaborative and supportive environment.

Example 1: Post-course feedback survey

A post-course feedback survey is a structured and efficient way to evaluate participant engagement and satisfaction. This method allows trainers to collect both quantitative data and qualitative insights on various aspects of the training. The survey can include a mix of scaled questions and open-ended responses to ensure comprehensive feedback.

Implementation: Trainers might design the survey to address key areas such as content relevance, engagement, and the effectiveness of teaching materials. Below are 10 example questions that could be included in the survey:

1. Content Relevance: On a scale of 1 (Not at all relevant) to 5 (Extremely relevant), how would you rate the relevance of the training content to your personal or professional needs?
2. Engagement: On a scale of 1 (Not engaging) to 5 (Highly engaging), how engaging did you find the training sessions overall?
3. Comics Usefulness: How helpful were the comics in enhancing your understanding of the key concepts? (Options: Very helpful, Moderately helpful, Not helpful at all)
4. PowerPoint Presentations: How effective were the PowerPoint presentations in explaining the theoretical content? (Options: Very effective, Somewhat effective, Not effective)
5. Trainer's Facilitation: How would you rate the trainer's ability to communicate clearly and keep the sessions engaging? (Scale: 1–5)
6. Learning Activities: On a scale of 1 (Not effective) to 5 (Highly effective), how effective were the interactive learning activities in helping you understand the material?
7. Favourite Part: What was your favourite aspect of the training, and why? (Open-ended)
8. Challenges: Were there any topics or activities you found particularly challenging? If yes, please explain. (Open-ended)
9. Practical Application: How likely are you to apply what you learned in your personal or professional life? (Scale: 1–5)
10. Suggestions: What specific improvements would you recommend for future training sessions? (Open-ended)

The survey can be distributed online (e.g., via Google Forms or SurveyMonkey) or as a printed document at the end of the course. Trainers can analyze the data to identify patterns in participant engagement, the effectiveness of various materials, and areas for improvement.

Example 2: Focus Group discussion

A focus group discussion provides an opportunity for participants to share their thoughts and experiences in a conversational setting. This qualitative method can reveal deeper insights into how participants perceived the training and their level of engagement.

Implementation: A facilitator leads the discussion, encouraging open dialogue while ensuring all participants have a chance to contribute.

The discussion could include questions such as:

1. Overall Experience: What were your overall impressions of the training course?
2. Engagement: Which parts of the course kept you most engaged, and why?
3. Comics: How did the use of comics influence your understanding of the topics?
4. Activities: Were there any interactive learning activities that stood out as particularly effective or enjoyable?
5. Trainer's Role: How did the trainer contribute to maintaining your interest and understanding throughout the sessions?
6. Challenges: Were there any parts of the training where you felt additional explanation or support was needed?
7. Practical Usefulness: How do you think the knowledge and skills you gained will help you in your work or daily life?
8. Favourite Session: Which session or topic did you enjoy the most, and why?
9. Peer Interaction: Did you find the group discussions or peer interaction valuable?
10. Future Improvements: What changes or additions would you recommend for the next training course?

The focus group discussion should be conducted in an informal setting, ideally lasting around 30 minutes. A neutral facilitator (not the primary trainer) can guide the conversation, and notes or recordings can be used for later analysis. This approach allows participants to provide nuanced feedback and discuss their experiences in more detail.

By employing both the survey and focus group discussion methods, trainers can gain a comprehensive understanding of participant engagement and satisfaction, enabling them to refine future training courses for maximum impact.

4.2 Knowledge and attitude change

Assessing the impact of the training course on participants' knowledge and attitudes is essential to understanding its effectiveness. This involves evaluating how much participants have learned about plant-based farming and consumption and whether their attitudes toward these practices have shifted positively. Trainers can use the following suggested tools.

Example 1: Pre- and post-course assessments

Pre- and post-course assessments are designed to measure changes in participants' knowledge and understanding. By comparing responses before and after the training, trainers can determine how effectively the course achieved its learning objectives.

Implementation: At the beginning of the course, participants complete a brief assessment focused on core concepts, skills, and attitudes related to plant-based farming and consumption. The same or a similar assessment is administered at the end of the course to evaluate knowledge acquisition and attitude shifts. Below are some example questions that could be included in the pre- and post assessment:

1. Knowledge of Plant-Based Farming: Define plant-based farming and list two of its key benefits.
2. Environmental Impact: Describe one major environmental benefit of adopting plant-based farming methods.
3. Nutrition: What are two health benefits of reducing meat consumption and increasing plant-based meals?
4. Misconceptions: What is a common misconception about plant-based diets, and how would you address it?
5. Marketing: What is the role of eco-labels in promoting plant-based products?
6. Behavioural Attitudes (Likert Scale):
 - a. Before the course: "I believe plant-based farming is sustainable and practical." (Scale: Strongly disagree to Strongly agree)
 - b. After the course: "I feel confident in explaining the benefits of plant-based farming to others." (Scale: Strongly disagree to Strongly agree)

Compare the pre- and post-course results quantitatively (e.g., percentage improvement in correct answers) and qualitatively (e.g., deeper understanding reflected in open-ended answers). These comparisons reveal knowledge gains and changes in attitudes.

Example 2: Reflective assignments

Reflective assignments encourage participants to think critically about their learning journey and identify how their knowledge and attitudes have evolved.

Implementation: Reflective assignments can be provided as written tasks or structured group discussions. Participants are asked to analyze their personal learning experiences and relate them to real-world applications. Below are some example questions that could be included in the reflective assignment:

1. Personal learning: What was the most significant insight you gained from this course, and why?
2. Perception shift: Has your perception of plant-based farming or diets changed as a result of this training? If so, how?
3. Application: How do you plan to apply what you've learned in your personal or professional life?
4. Barriers: Do you foresee any challenges in adopting or promoting plant-based practices? How might you overcome them?
5. Perspective on engagement: Which session or activity helped you understand the concepts the most, and why?

Reflective assignments are evaluated qualitatively based on the depth of insight, critical thinking, and connection to real-world applications. Trainers can use these responses to identify which parts of the course were most impactful and where additional support might be needed.

Example 3: Behavioural survey

Behavioural surveys assess whether participants have adopted new practices or behaviours as a result of the training. These surveys are typically conducted after a period of time (e.g., 1–3 months) to evaluate long-term impact, but naturally, it can be used right after the training course as well.

Implementation: Trainers can distribute the survey via email or conduct interviews to explore how participants have implemented their learning. Behavioural surveys often include both quantitative and qualitative questions, with a strong emphasis on Likert scale items to gauge behavioural changes and attitudes. Below are some example questions that could be included in the behavioural survey:

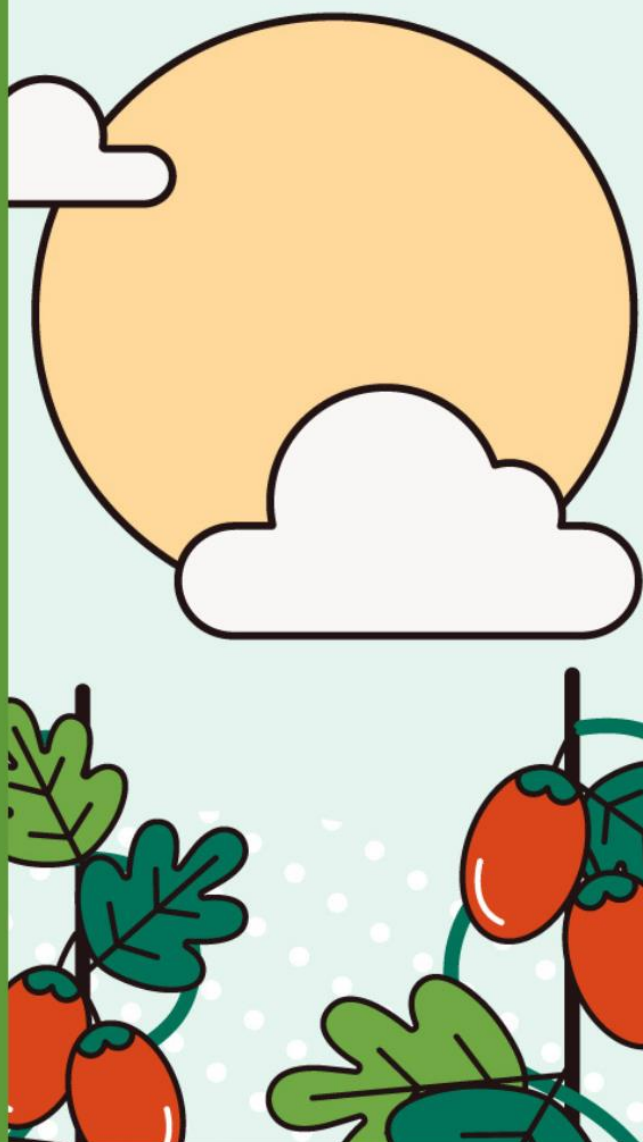
1. Adoption of Practices: Since completing the course, have you implemented any plant-based farming techniques? If yes, please describe them.
2. Knowledge Sharing: Have you shared what you learned with others (e.g., peers, family, colleagues)? If so, how?

3. Dietary Changes: Have you made any changes to your diet to incorporate more plant-based meals?
4. Perceived Benefits: What benefits have you noticed (e.g., environmental, financial, health-related) from adopting plant-based practices or diets?
5. Challenges: What challenges have you encountered when trying to apply what you learned?

Likert Scale Questions:

1. "I actively consider plant-based options when making decisions about farming or consumption."
(Scale: Strongly disagree, Disagree, Neutral, Agree, Strongly agree)
2. "I feel confident promoting plant-based practices to others."
(Scale: Strongly disagree, Disagree, Neutral, Agree, Strongly agree)
3. "The knowledge I gained during the course has positively influenced my professional practices."
(Scale: Strongly disagree, Disagree, Neutral, Agree, Strongly agree)
4. "I am motivated to learn more about sustainable, plant-based farming techniques."
(Scale: Strongly disagree, Disagree, Neutral, Agree, Strongly agree)
5. "I actively incorporate the principles of plant-based farming in my daily work or lifestyle."
(Scale: Strongly disagree, Disagree, Neutral, Agree, Strongly agree)
6. "I discuss the benefits of plant-based diets with friends, family, or colleagues more frequently than before."
(Scale: Strongly disagree, Disagree, Neutral, Agree, Strongly agree)
7. "The course has inspired me to reduce my reliance on animal-based products in my farming or consumption habits."
(Scale: Strongly disagree, Disagree, Neutral, Agree, Strongly agree)
8. "I feel equipped to address common misconceptions about plant-based farming or diets."
(Scale: Strongly disagree, Disagree, Neutral, Agree, Strongly agree)
9. "The practices introduced in the course align with my personal or professional values."
(Scale: Strongly disagree, Disagree, Neutral, Agree, Strongly agree)
10. "I would recommend this training course to others interested in sustainability and plant-based practices."
(Scale: Strongly disagree, Disagree, Neutral, Agree, Strongly agree)

The Likert scale responses provide quantifiable data on participants' behavioural and attitudinal changes. Trainers can calculate percentages or averages for each response to identify trends. Combining these results with qualitative responses helps uncover deeper insights into the challenges and successes participants experience when applying their learning.



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