

TERRA MADRE

SALONE DEL GUSTO

TRAINING
GUIDELINES

This edition of Terra Madre allows us to organize different formats of educational content and use digital channels to share this content.

WHAT ARE THESE TRAINING SESSIONS?

They're online meetings organized on Zoom as webinars where a minimum of one and maximum of three educators will present their training materials. The educators are all experts on a specific topic that, through discussion of theory or sharing of experiences, allow a specific target audience of participants to widen their knowledge of the topic.

WHAT ARE OUR GOALS?

- To train the international network of Slow Food leaders: to strengthen and widen their leadership skills, share and increase skills and abilities regarding the implementation and management of projects;
- To provide tools to Slow Food activists so they can make responsible consumption choices, primarily through the strengthening and training of the senses;
- To strengthen the knowledge of producers and Slow Food project coordinators through specialist, technical content.

HOW?

Webinars last **60 minutes**. Participants will have webcams and microphones turned off, but will be able to make comments and ask questions in the chat.

Groups should not be any larger than **40 participants** in order to guarantee easy interaction among participants.

Signing up for a training webinar is done through the Terra Madre website where, for every training session, an introductory text is available which explains the contents and invites visitors to register. Those who sign up for the webinar will receive an email with a link to participate and other useful info.

These training sessions are free to participate in.

It's possible for webinars to be translated in real-time: in order to make the live translation process efficient the dates and times of the webinar must be coordinate with the Terra Madre Content working group.

AS FOR EVERY FORMAT OF TERRA MADRE THERE WILL BE A GRAPHIC FOR THE EVENT WITH:

- The official video of Terra Madre at the opening of the webinar
- The title screen of the format
- A slide with the title of the event and any sponsors
- An image with the logo of Terra Madre to use as a background for the educators
- A video inviting participants to donate to Slow Food, at the end of the webinar.

SOME SUGGESTIONS ON METHOD:

The management of an online training session is much more complex than an in-person meeting: efficient time management is more important, as well as maintaining a rhythm between spoken description with videos or images, as well as ensuring a constant alternation between speakers. In sessions where this is more than one educator, the presence of a moderator may be useful in helping to manage the session and involve the participants.

Where there is more than one educator, it's advisable that each one uses different communicative methods or that they approach the subject in a different way, for example one being more theoretical and another narrating a more personal experience.

Slides with pictures and key words should be used to make learning easier.

In some cases, where consistent with the topic being discussed, it may be advisable to invite participants to acquire certain products which will be useful for the training session a few days before the event (e.g. products to taste, seeds, labels, etc.)

In order to organize the training session the educators are invited to define the program in collaboration with Slow Food staff. Below is an example of a training session program.

TIMING= time needed to discuss a topic	TOPIC= name of the topic to be discussed	CONTENT= discussion of the topic	TEACHING TOOLS= slides, materials...
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SUGGESTIONS TO HELP PARTICIPANTS FEEL INVOLVED:

Each training session should be organized with an opening moment or ice-breaker that functions to create good conditions for learning in the "online classroom".

Each training session may also conclude with a round of feedback that can be collected in

the chat using the “survey” function in Zoom or by using an evaluation form to be sent to participants at the end of the session.

As these are digital events, it’s important to give technical info regarding the way the training session is going to be run (e.g. timing, how to use the chat, etc.)

Some other useful suggestions are contained in the [Slow Food Education Manual](#) which has been written and edited starting with the educational principles contained in the [Slow Food Manifesto for Education](#).

HOW TO ORGANIZE A TRAINING SESSION DURING TERRA MADRE

According to each case, the support of Slow Food staff for each training session will regard:

- Methodological aspects and the defining of the training session content
- Moderation of the webinar
- Technical support during the webinar
- Writing texts to publish on the Terra Madre website
- Managing the registration process and contacts