



Co-funded by the  
Erasmus+ Programme  
of the European Union

## TRAINING EVENT

**The wonders of bee life  
and products as tools  
to promote a new business**

**19 to 21 april 2022**

in collaboration with



**FOSTER FOR BEEKEEPING BRIDGES  
THROUGH INNOVATIVE AND PARTICIPATE TRAINING**



## TRAINING EVENT

### The wonders of bee life and products as tools to promote a new business

19 to 21 april 2022

organised by



in collaboration with



#### 18 APRIL

Arrival of participants Santiago de Compostela

#### 19 APRIL

##### TIME

- |                    |   |
|--------------------|---|
| <b>09.15-10.30</b> | <b>Journey: Santiago de Compostela- Boqueixón (A Coruña)</b>  |
| <b>10.45-11.15</b> | <b>Visit to the Regulatory Council of the Protected Geographical Indication "Miel de Galicia"</b>   |
| <b>11.15-13.00</b> | <p><b>Communication Module</b></p> <p>Situation of beekeeping in Galicia: Ester Ordóñez.<br/>President of Agrupación Apícola de Galicia y Mel de Galicia</p> <p><i>Communication strategies by EOSA Consulting</i></p> <p>Beekeeping in online and offline media: Alba Álvarez García.<br/>Beekeeping brands: how to connect with your target through storytelling. Reyes Moreno Fernández<br/>3 Online apps to manage your branding. Alberto Mandado Graña</p> |
| <b>13.00-13.30</b> | <b>Honey tasting</b>  |
| <b>13.30-15.00</b> | <b>Lunch</b>  |
| <b>15.15-16.00</b> | <b>Journey: Boqueixón- Arzúa (A Coruña)</b>   |
| <b>16.00-17.30</b> | <b>Visit to the beekeeping museum: O Enredo do Abelleiro</b>  |
| <b>17.30-18.15</b> | <b>Journey: Arzúa- Santiago de Compostela (A Coruña)</b>  |
| <b>20.00-21.30</b> | <b>Dinner</b>   |

#### 20 APRIL

##### TIME

- |                    |  |
|--------------------|--|
| <b>09.15-10.30</b> | <b>Journey: Santiago de Compostela - Ourense</b>   |
| <b>10.30-12.30</b> | <p><b>Visit Agrupación Apícola de Galicia</b></p> <p><b>Presentation of an innovative project: Belacolmea</b></p> <p><b>Visit to the University of Vigo: Research group specialising in beekeeping</b></p> |
| <b>11.15-13.00</b> | <b>Visit to a packaging company: Mel de Galicia Outeiro</b>  |
| <b>13.30-15.00</b> | <b>Lunch</b>   |
| <b>15.00-16.00</b> | <b>Journey: Ourense- Lalín (Pontevedra)</b>  |
| <b>16.00-17.30</b> | <b>Company visit: Mel do Saldoiro</b>  |
| <b>17.30-18.00</b> | <b>Journey: Lalín (Pontevedra) - Santiago de Compostela (A Coruña)</b>   |
| <b>20.00-21.30</b> | <b>Dinner</b>  |

#### 21 APRIL

##### TIME

- |                    |   |
|--------------------|---|
| <b>09.30-11.30</b> | <b>beeB project follow-up meeting</b>           |
| <b>11.30-12.00</b> | <b>Coffee</b>                                   |
| <b>12.00-13.00</b> | <b>Cultural visit to Santiago de Compostela</b> |
| <b>13.30-15.00</b> | <b>Closing lunch of the event</b>               |

#### beeB Project

Foster for beekeeping bridges through innovative and participative training

#### beeB Partners



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beeB - Foster for beekeeping bridges through innovative and participative training