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HEGO BSB 987



Fulfilling deliverable: D.T1.2.1
Activity title: Activity A.T1.2-Development of the Market Research Survey Protocol
Deliverable title: Integrated Survey Protocol and accompanying tools
Responsible partner: PP2 (AUTH)
Due date of deliverable: 30 March
Actual submission date:

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1. Introduction: Description of Activity T1 in the project context

In the HEGO project context, **Activity A.T1.2 “Development of the Market Research Survey Protocol”** is part of Group of Activities **GA_T1 “Market Research for current situation and training needs on herb sector”**. The objective of GA_T1 is to perform Market Research surveys, one in each Project country (GR,MLD,GE,AM) with stakeholders from all target groups in order to identify (1) the current business and market situation with reference to the collection/cultivation, processing and promotion practices used for herb products in Project countries as well as legislation issues and the niche market segments for sustainable and ethical herbs products, (2) the attributes that influence the trade and market value of herbs in each country and (3) the specific training needs of end-users of Project Outputs in relation to the above mentioned topics. The findings of these surveys will lead to conclusions, suggestions, recommendations and specific guidelines for target groups’ members that will be used as feedback for the formulation of GA3 and GA4 activities. Especially for GA2, the survey results will provide direct feedback and guidance for the development of the training programme (O.T2.1).

1.1. The aim of this qualitative research

This qualitative research is performed under Deliverable **D.T1.2.1 “Integrated Survey Protocol and accompanying tools”** and aims at providing input for **training needs, modernization practices and improvement of trade value of herb products.**

In particular the design of qualitative methods/ interviews it will shed light to:

- Skills and expertise towards herbs
- Future training needs
- Preferred training methods
- Current use of modernization practices
- Future adoption of modernization practices
- Trade value improvements of herb products
- SWOT analysis (strengths/weaknesses, opportunities/threats)
- PEST analysis (political, economic, social, technological environment)

This document is in compliance with the GDPR regulation and other national regulations of the participating countries on use of collected data.

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No personal data will be collected or edited and the collected answers will be used for the project purposes and statistical analysis. No personal data or opinions will be published.

2. Materials and Methods performed

The deliverable will include a semi-structured questionnaire. It will be written in English and translated by PP2, PP3, PP4 and PP5 in national languages.

The target groups of the questionnaires will be:

- Farmers of herbs
- Collectors of herbs
- Local public authorities
- Regional public authorities
- National public authorities
- Sectoral agencies
- Interest groups including NGOs
- Education/training centers and schools
- SMEs
- Business support Organisations

Regarding the distribution of respondents, 60% should belong to collectors/farmers of herbs and the remaining 40% to the other target groups.

The primary collection method is face-to-face/personal interviews. In case of weakness (due to pandemic, national reasons), then the interviews can be done by phone, Skype, e-mail or via [Google Forms](#).

The questionnaire will be divided in five (5) parts, namely:

PART I Sample information

PART II Training needs

PART III Modernisation practices

PART IV Improvement of trade value of herb products

PART V Networking and establishing trade linkages

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PART VI SWOT & PEST Analysis

For the collection of the data, will be used closed format questions and pre-defined, prompted possible answers, rated in a 5 Likert scale.

The qualitative analysis for this deliverable will be descriptive statistics (frequencies, percents and mean values), SWOT analysis and PEST analysis.

From the questionnaires each country, will create a data file with all the answers (see attached excel file “D.T1.2.1_template”), which will include:

- Average values
- Mean values
- Standard deviation values
- Minimum values
- Maximum values

3. Questionnaire

Please answer all the above questions.

PART I. Sample information

1. Country of origin:

- Greece [1]
- Georgia [2]
- Armenia [3]
- Moldova [4]

2. Indicate in which target group you belong to:

- Farmer of herbs [1]
- Collector of herbs [2]
- Local public authorities [3]
- Regional public authorities [4]
- National public authorities [5]
- Sectoral agencies [6]

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- Interest groups including NGOs [7]
- Education/training centers and schools [8]
- SMEs [9]
- Business support Organisations [10]

3. Capacity to cooperate internationally (knowledge of foreign languages):

- None [1]
- Small [2]
- Medium [3]
- High [4]
- Very high [5]

4. Capacity to interact electronically (access to internet):

- Yes [1]
- No [2]

PART II. Training needs

The term “herbs” includes all aromatic medicinal plants, berries, fruits, roots and seeds. According to the Ministry of Rural Development and Food, as “Aromatic & Medicinal plants” are considered those which are used in their initial form, or through their secondary products, based in their multiple properties, in therapeutic, as flavorings, in cosmetology, in food, beverages, healthy food products etc. In addition, they constitute the basis of processed products of high added value, such as essential oils or extracts.

5. Grade the level of your skills and expertise today towards herbs:

Skills and expertise	None [1]	Small [2]	Medium [3]	High [4]	Very high [5]
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Cultivation practices (planting, irrigation, fertilization, weed and pest control, harvesting, propagation)					
Knowledge on cultivation needs (from planting till harvesting)					
Wildcrafting practices (do you implement these methods of harvesting?)					
Knowledge on ethical wildcrafting (improve the process, follow regulations and make it more sustainable and environmental- friendly)					
Knowledge on the biodiversity conservation of endemic herb plant species (do you know that many endemic herb plants are forbidden to harvest as they are protected, red-listed?)					
Knowledge about the ecology and sustainable management methods of herb species					
Processing techniques (drying herbs, herbal mixtures, distillation, extracts, food products etc)					
Technological expertise (like value chain, precision agriculture, innovations, application of technology in the cycle of production etc)					
Trading skills (marketing skills, certification etc)					
Business management skills (value chain development, legislative expertise, finance etc)					

6. Rate your agreement to the following sentences:

The term “collection of herbs” means the collection of herbs from the wild/nature.

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Collection or cultivation of herbs	Strongly disagree [1]	Disagree [2]	Neither agree nor disagree [3]	Agree [4]	Strongly agree [5]
I prefer the collection of herbs					
I prefer the cultivation of herbs					
Collection of herbs threatens the sustainability of the environment					
Collection of herbs leading to species extinction					
Cultivation of herbs protects endangered herb species					
Cultivation of herbs requires high funds					
Cultivation of herbs requires relevant education/training					

7. Rate your need for training to the following:

Training needs	Not important [1]	Somewhat important [2]	Neither important nor unimportant [3]	Very important [4]	Extremely important [5]
a. Training for cultivation practices skills	1	2	3	4	5
On planting process					
On site selection like soil composition, pH level, drainage					
On fertilizing					
On irrigation					
On relevant equipment and tools for cultivation and wildcrafting practices					

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b. Training for plant health conditions and weed control skills	1	2	3	4	5
On identification of plant health problems					
On weed control					
On pest control					
On disease control					
c. Training for propagation skills	1	2	3	4	5
On establishing and operating an herb nursery					
On selection of propagation methods and materials (growing structures, cuttings, seed, separation, division)					
On knowledge of each method characteristics					
d. Training for processing skills	1	2	3	4	5
On harvesting					
On storage/ post-harvest practices					
On distillation techniques					
On drying techniques					
e. Training for legislative skills	1	2	3	4	5
On understanding legislation for products, cultivation, propagations, taxes etc					
On dealing with bureaucracy					
On regulations and fines about wildcrafting					
On regulations about certifications					
On organic certification					
f. Training for environmental ecosystems skills	1	2	3	4	5

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Knowledge about the biodiversity conservation of endemic herb plant species					
Knowledge about the ecology and sustainable management methods of herb species					
New sustainable cultivation practices					
New sustainable wildcrafting practices					
g. Training for managerial/commercial skills	1	2	3	4	5
On business management					
On innovation management					
On technological management					
On marketing					
On trading					
On evaluating market demand					
On cooperating internationally (language, trade terminology)					

8. Rate the efficiency of each training method:

Training methods	Not efficient [1]	Somewhat efficient [2]	Neither efficient nor inefficient [3]	Very efficient [4]	Extremely efficient [5]
Field demonstrations					
Short-term seminars					
Practical courses					
On-line courses					
Personalized education					
On-line communication with an expert scientist					

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Creating newsgroups					
Broadcasts on radio					
Television broadcasts					
Information material like brochures					
Articles in newspapers					
Scientific journals					

PART III. Modernization practices

9. Rate the level of the above that you currently use in your herb business:

Modernization practices	None [1]	Small [2]	Medium [3]	High [4]	Very high [5]
Innovations in cultivation practices (propagation techniques, weed control, practices improving the quality of raw product, collection techniques)					
Innovations in herbs processing (packaging, distillation and drying techniques, food and cosmetic products based on herbs)					
Innovations in trading (certification, marketing and promotion)					
Value chain (understanding and familiarization with the term)					
Precision agriculture (adoption of new technologies)					

10. Rate the above you believe are the most important for you and you are willing to adopt in your herb business:

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Modernization practices	Not important [1]	Somewhat important [2]	Neither important nor unimportant [3]	Very important [4]	Extremely important [5]
Innovations in cultivation practices (new propagation techniques, weed control, practices improving the quality of raw product, collection techniques that will improve your business)					
Innovations in herbs processing (new packaging, distillation and drying techniques, food and cosmetic products based on herbs that will improve your business)					
Innovations in trading (new certification, marketing and promotion that will improve your business)					
Value chain (include more parts in your current value chain)					
Precision agriculture (improve the lack of knowledge in the adoption of new precision agriculture technologies)					

PART IV. Improvement of trade value of herb products

11. Which of the following improvements of trade value of herb products, you believe is needed the most:

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Trade value improvements	Not important [1]	Somewhat important [2]	Neither important nor unimportant [3]	Very important [4]	Extremely important [5]
Certification documents					
Ensure quality of the products, ISO					
Better labeling (more details about the product)					
Better product presentation					
Controlled post-harvest handling					
Undertake a more in-depth global review of the demand and supply of herb					
Reduction on the number of intermediaries					
Better value addition					
Products traceability					
Cheaper raw material					
Modern and cost-effective machinery					

PART V. Networking and establishing trade linkages

12. Willingness to participate in HEGO Forum conferences and follow e-Business Portal:

Extremely unlikely [1] Unlikely [2] Neutral [3] Likely [4] Extremely likely [5]

13. Expectations from your participation in HEGO Forum conferences and membership in e-Business Portal with other herb businesses/producers:

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Benefits	Extremely unlikely [1]	Unlikely [2]	Neutral [3]	Likely [4]	Extremely likely [5]
Cooperate with other producers/business owners					
Meet potential new clients					
Meet potential new suppliers					
Opportunity to gain technical Knowledge and new ideas					
Opportunity to share your knowledge and ideas					
Identify new markets					
Find new investors					
Improved visibility of your company and its products/services					
Easier access and cooperation with institutions and relevant organizations like universities, institutions etc					

14. Willingness to participate in a cross-border Cluster:

Extremely unlikely [1] Unlikely [2] Neutral [3] Likely [4] Extremely likely [5]

15. Expectations from participation in a cross-border Cluster:

Benefits	Extremely unlikely [1]	Unlikely [2]	Neutral [3]	Likely [4]	Extremely likely [5]
Reduced costs by joint branding, promotion and marketing actions					

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Improved trade opportunities					
Participation in common training and education initiatives					
Common participation to exhibitions and trade fairs					
Common Catalogues of products/services					
Common electronic market place					
Common name, brand name					
Easier access to new ideas and innovations					
Logistics cooperation (i.e. common procurements, common warehouses)					
Gain support from local authorities					
Increased negotiating power					
Easier access and cooperation with business support institutions and relevant organizations (i.e universities, incubators etc)					

PART VI. SWOT analysis, PEST analysis

16. Rate the level of impact of the above variables to strengths/weaknesses and opportunities/threats to a herb business, accordingly:

SWOT analysis	None [1]	Small [2]	Medium [3]	High [4]	Very high [5]
a. Strengths/Weaknesses of the internal environment of a herb business	1	2	3	4	5

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Current knowledge of herbs					
Current situation of herb business					
Natural environment and biodiversity					
Current skills, expertise and knowledge					
Initial investment cost					
Quality assurance					
Product quality					
Precision agriculture					
Mechanical harvesting					
Family- work					
b. Opportunities/Threats of the external environment of a herb business	1	2	3	4	5
Trends of consumers					
Acceptance of herbal products					
Funding resources					
Current affairs and conditions like covid-19, war, natural disasters, economic crisis					
Change of legislation					
Social constraints like behaviors, habits, perceptions about herbs					
Production cost					
Cooperative power					
Contract farming					
Climate conditions of the area					
Land availability					
Farms size					
Landscape of the area					

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Products with high nutraceutical value					
Imports like competitive products					
Strong existence of economically feasible herbs cultivated in your region					

17. Rate the level of impact of the above variables to political, economic, social and technological environment, accordingly:

Pest Analysis	None [1]	Small [2]	Medium [3]	High [4]	Very high [5]
a. Political environment	1	2	3	4	5
Political stability					
Legislation					
Form of governance					
b. Economic environment	1	2	3	4	5
Growth rate					
Exchange rates					
Inflation rate					
Production cost					
Imports					
c. Social environment	1	2	3	4	5
Public perceptions about herbs					
Psychographic criteria					
Population growth rate					
Age distribution					
Food security perceptions					
Product quality					
Cooperatives existence					

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Family-work					
d. Technological environment	1	2	3	4	5
Innovations in herb businesses					
Knowledge transfer about herbs					
Production automatization of herbs					
Technological change trend in herbs					
Precision agriculture					

4. Notes

This qualitative research is conducted by(each partner will fill in each name), as partners in the HEGO BSB 987 Project. For any clarifications that you may need during the filling in of the above questionnaire, you can contact (each PP indicates a contact person in case of need: name - email - phone number - Skype)

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