

MOIN

**Moderieren, Orientieren, Integrieren, Netzwerken – interkulturelle  
wissensbasierte Weiterbildung für die Landwirtschaft**

Funded by: Bundesinstitut für Berufsbildung (BiBB)/ Bundesministerium für Bildung und  
Forschung

Project duration: 2016 – 2018

[www.moin.bb-ev.de](http://www.moin.bb-ev.de)

[www.facebook.com/moinbb/?fref=ts](https://www.facebook.com/moinbb/?fref=ts)

MOIN develops an innovative, business-oriented and needs-oriented further training system for the lateral entry career changers into the agricultural sector.

The goal of the project is to create not only a company- or person-specific qualification or further education with the involvement of blended learning and senior experts and tandem models for the metropolitan region of Hamburg and its surrounding regions, but also new forms of networking. In addition to the professional qualification in theory and practice, the imparting of branch and / or experience knowledge about senior experts, intercultural competence, the facilitation of communication forums, networks as well as the development of language competences are basic elements of the further education.

The M2C works as a digitalization partner in MOIN and, through its many years of expertise in work, education, culture and art in and with digital media, has a highly application-oriented and media-based approach.

For the MOIN training concept, the M2C develops the implementation of pilot-based modules via digital media.

**Partner:**

Beschäftigung und Bildung e.V., Hamburg

Landwirtschaftskammer Niedersachsen, Oldenburg