



Good Practice 8:
EUCOSMIA e-shop,
Greece

SKIVRE Training Scheme



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Logo of EUCOSMIA e-shop

Description

EUCOSMIA is an e-shop related to the Monastery Vatopediou, in Mount Athos, Greece.

■ Monastery Vatopediou, in Mount Athos, Greece

The monastery was built during the second half of the 10th century. From then onwards several buildings have been constructed, but the most important ones, were those built during the Byzantine period, and in the 18th as well as the 19th centuries, when the monastery reached its peak. It is a large monumental monastery surrounded by a tall wall, with its buildings set in a Triangle.

Inside the spacious courtyard, there is the central church, the cross-formed refectory and several chapels. Inside the central church one can see the only existing mosaics in the Holy Mountain, along with its frescoes, painted around 1312, which are attributed to the painter, Manuel Panselinos of Thessaloniki.

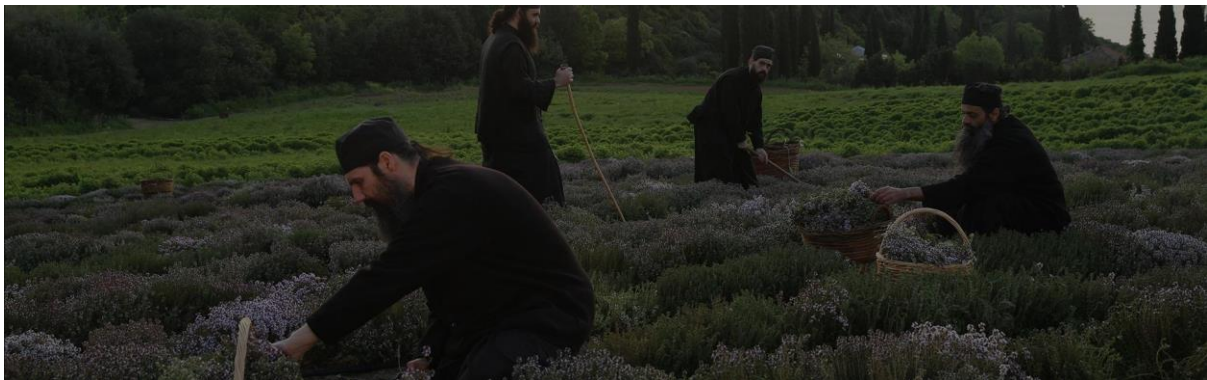
About 50 monks live in the monastery today, where an extensive construction project is underway in order to restore the larger buildings.

Apart from the frescoes and the mosaics, the monastery has in its possession a large number of unique portable icons, manuscripts and religious objects. It is open to all the world's scientists, whomust first contact the monastery and the 10th Ephorate of Byzantine Antiquities.

■ History of Mount Athos

On Mount Athos there are 20 large Monasteries in total, as well as numerous Sketes, Cells, Seats, Huts, and Hermitages, that are subject to the main Monasteries. The Monasteries are self-sufficient; over the centuries, they have amassed extensive experience and expertise in the manufacturing of products, which is based on traditions and the study of manuscripts from the Byzantine and pre-Christian periods, spanning more than 1000 years. Among the preserved manuscripts, there are some that describe the properties of the various herbs, provide many formulas for remedies, and describe the ways they have been used over the centuries.

With the aid of modern technology, the ancient practices are further being studied and researched, confirming the beneficial effects of the herbs that nature's pharmacy so abundantly offers us. Such studies have resulted in the development of a variety of natural products, such as traditional ointments, moisturising creams, soaps, shampoos, diet supplements, etc., which are then packaged, eventually aiming at the prevention, alleviation, minimisation, or even the complete healing of various health problems.



Picture 1. Monks working on Mount Athos fields, © website EUCOSMIA

For more than 10 centuries, Mount Athos has been inhabited by monks, being one of the few regions in Greece with virgin, wild vegetation and a great variety of flora, since it has remained unaffected by the pollutants of heavy industry. Thus, the produced goods are natural or organic, and contain traditional foods such as oil, honey, olives, wine, and herbs.

■ EUCOSMIA e-shop purpose and identity

As it is stated in EUCOSMIA website:

“Many and different people from all over the world have the desire to get to know the unique culture and the natural wealth of Mount Athos. However, the monks’ dedication to their spiritual



commitments and various duties does not allow them to organise the distribution of the products manufactured there and share them with their fellow people.

*This endeavor has been undertaken by EUCOSMIA in order to organise and distribute this traditional and beneficial heritage outside Mount Athos' boundaries. Additionally, EUCOSMIA supports the wider production sector with the networking opportunities it offers. Always within such a framework, **EUCOSMIA guarantees the quality and purity of the products, using the most modern types of certification.***"

The last phrase explains the identity of EUCOSMIA "**We assure the quality and purity of our products by applying the most updated certification procedures**".

The word EUCOSMIA is of ancient Greek origin, comprised of the adverb "eu- (εὖ)" and the noun "cosmos (κόσμος)". In modern Greek it can be translated as decency, having goods morals and a modest appearance. It reflects a wide range of human virtues. Eucosmia was also the name of the mother of Saint John the Merciful.

■ **EUCOSMIA e-shop products**

EUCOSMIA is producing and distributing two series of products:

- ΔOKIMON Treatment products for Hand care, Hair, Face, Body
- ΕΥΔOKIMON Food & Drinks: Olives and Olive Oil, Honey, Pasta, Organic Herbs, Wine, Handmade Jam, Sweets of the spoon



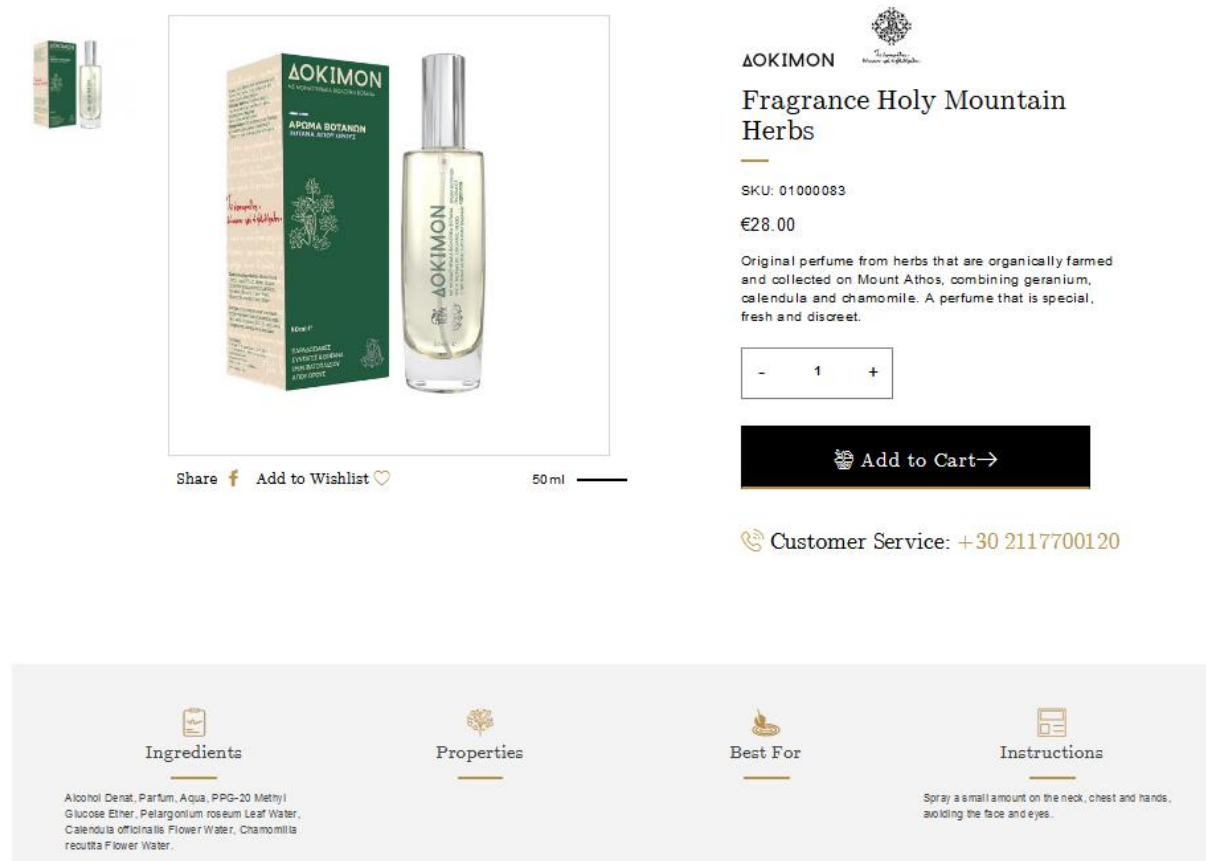
The potential buyer is able to browse over the available products of each series, read general information and characteristics of each product as well as the ingredients and nutritional information. The user may choose to add the product to the cart and proceed to place their order and pay online with different payment methods (Paypal, credit card, bank transfer). Also, the user may share the link of product via Social Network such as Facebook.

EUCOSMIA has also presence in popular Social Media such as Facebook, Instagram as well as has a YouTube channel.

■ Why is this a good practice

EUCOSMIA successfully combines different aspects of producing, marketing, selling and distributing authentic monastic products. It is related to a Monastery with a tradition of more than 1000 years. It uses and sells pure and organic products following the tradition, applies updated certification procedures in the product phase, follows modern approaches for selling their products online, and has created strong brands of the two series of products. Finally, the EUCOSMIA approach allows the monks to remain dedicated to their spiritual commitments and various duties while financing the restoration of the monastery buildings as well as supporting philanthropic actions as part of its social responsibility.

Pictures



The screenshot displays a product page for ΔOKIMON. On the left, there is a product image showing a box and a 50ml glass bottle of 'Fragrance Holy Mountain Herbs'. Below the image are social sharing icons for Facebook and a 'Wishlist' button, along with the text '50 ml'. To the right of the image, the product name 'ΔOKIMON' is displayed above a logo, followed by 'Fragrance Holy Mountain Herbs'. Below this, the SKU '01000083' and price '€28.00' are shown. A description states: 'Original perfume from herbs that are organically farmed and collected on Mount Athos, combining geranium, calendula and chamomile. A perfume that is special, fresh and discreet.' A quantity selector shows '1' and an 'Add to Cart' button is present. At the bottom, a customer service number '+30 2117700120' is provided. Below the main content area, there are four tabs: 'Ingredients', 'Properties', 'Best For', and 'Instructions'. The 'Ingredients' tab is active, listing: 'Alcohol Denat, Parfum, Aqua, PPG-20 Methyl Glucose Ether, Pelargonium roseum Leaf Water, Calendula officinalis Flower Water, Chamomilla recutita Flower Water.'

Picture 2. Presentation of a ΔOKIMON Serie product, © website EUCOSMIA



Source/link

This good practice article and also the pictures on the front page are available on the official website of EUCOSMIA and Monastery of Vatopedi under the following links:

<https://www.eucosmia.com/>

<https://www.vatopedi.gr/>

Country

Greece

Topic

SKIVRE Training Scheme	
	Module 1: Introduction Module
X	Module 2: Marketing Strategies
X	Module 3: Monastic Products
X	Module 4: How to Sell Monastic Products Authentically
X	Module 5: Distribution Channels
X	Module 6: Social Media and Communication
	Module 7: Value Adding Through Networks
X	Module 8: Creating a Strong Brand
	Module 9: Financing Strategies
	Module 10: Aspects of Sustainability



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