

TRAINING ON E-COMMERCE OF SAFE CHILDREN'S PRODUCTS

New training on e-commerce of safe children's products

The project

e-COM 4 CHILDREN is a transnational project, funded by the European Commission's Erasmus+ Programme, which aims to develop ICT open educational resources on the e-commerce of safe children's products, such as toys, children's furniture or childcare articles. This training will be in addition to another type of formal training in digital marketing, with the main recipients being staff belonging to:

- SMEs in the children's products sector;
- consumer organisations, and
- public authorities competent in consumer issues.

Main results

Three types of intellectual products will be obtained through the project:

1. ADAPTIVE MOOC on the e-commerce of safe children's products. This is an online course, open and adaptive, in MOOC format (massive open online course), where the training itinerary will adjust to the students' individual profile, and at their learning pace.
2. INTERACTIVE COMIC to learn how to buy children's products online, aimed at the staff of consumer associations for them to disseminate it to end consumers.
3. e-COM 4 CHILDREN TRAINING MATERIALS, a compendium of video lessons, texts,

The final purpose of the project is to improve the key competences of the staff of the target groups and other stakeholders so that they can benefit from the Single European Market.

The project, led by AIJU, is being carried out in collaboration with the *Università Politecnica Delle Marche* (Italy), the *Association for Toy and Play* from the Czech Republic, the University of Alicante (Spain) and the *Associação para a Promoção da Segurança Infantil* (Portugal)

photographs, activities, tests, etc., which combine the theory and practice of the key aspects of e-commerce of children's products.

All products will be available in English, Spanish, Italian, Czech and Portuguese.

The results of the project will be available to the public in digital format **free of charge** on the Internet, on the www.ecom4children.eu website and on the VALOR Platform, which disseminates the results of Erasmus+ Projects, within a period of 24 months.

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The project start-up with the kick off meeting in Ibi, Alicante (Spain)

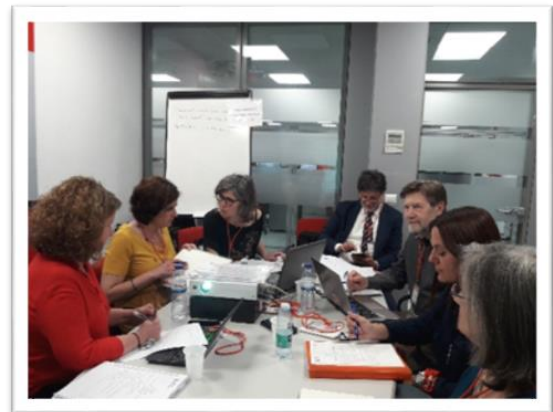


On 1st March, the kick-off meeting took place at AIJU's facilities with the presence of all the project partners. Following the meeting, on 2nd March, a workshop was held at the University of Alicante, where the partners began the process of developing the content and structure of the course through the e-Learning Lean Design methodology, based on the definition of the archetypes/potential users of the adaptive MOOC e-COM 4 CHILDREN and their requirements.

Major developments during the second meeting in Lisbon

On 8th May, the second project meeting took place, in Lisbon (Portugal), at the APSI headquarters. During the meeting the partners discussed, among other matters, the project's dissemination strategy and the programme of the joint training activity that will take place at the *Università delle Marche* (Ancona, Italy) during the first week of July. This training session is aimed at project staff involved in the development of training materials.

The meeting also made it possible to establish the bases upon which the partners will formulate and define the competences student's will acquire through completing the course.



With the application of the e-Learning Design methodology, the adaptive MOOC is structured in **three specific itineraries** for the needs of three archetypes: industry, authorities and consumers.

For further information please contact with e-COM 4 CHILDREN team

ecom4children@aiju.info

www.ecom4children.eu