

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)

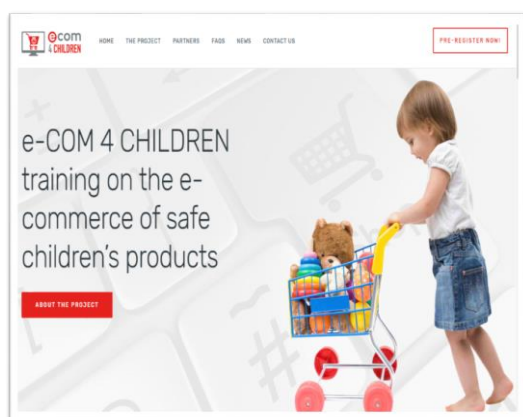
photographs, activities, tests, etc., which combine the theory and practice of the key aspects of e-commerce of children's products.

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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Visit our website www.ecom4children.com and sign up!



The course website www.ecom4children.com is now available to all users in Spanish and English, and will soon also be available in Italian, Czech and Portuguese. Currently, the course materials are in the process of being prepared by the project partners. However, pre-registration is now open if you would like to form part of the potential group of users who will be able to participate in the testing phase of the training resources prior to their launch: the interactive comic aimed at consumers, and the adaptive MOOC for industry professionals, consumer associations, and authorities responsible for market monitoring.

At www.ecom4children.com you can learn more about the organisations that are developing the project and the teaching team.

Training session at the Università Politecnica delle Marche (UNIVPM), Ancona (Italy).

Between 3–6 July a short joint training session took place for the staff of the organisations participating in the project. The main objective of this meeting was for partners to share their knowledge and address the challenges facing industry personnel, consumer associations and the relevant consumer authorities with regard to the e-commerce of safe children's products.



Members of the eCOM4CHILDREN team during one of the sessions held at the Ancona Toy Museum.

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During the event, partners shared knowledge in line with their profile and experience in the field of e-commerce of safe children's products, covering a wide variety of topics including:

- the legal perspective of the rights and obligations of consumers and manufacturers;
- the viewpoint of SMEs in this field, their needs and challenges;
- the safety of children's product in the EU, standards and regulations;
- the key aspects of online sales during the purchase process, where the brand is no longer a distinguishing feature as it was some years ago, and where more and more users trust their peers when it comes to making a purchase;
- the methodology for the generation of specific training content for potential users of the

intellectual products of the e-COM 4 CHILDREN project.

The sharing of ideas and exchange of knowledge made it possible to define the scope of action within the framework of the project, to devise new project ideas, and for partners to exchange best practices with each other.

The training activity included the participation of two children's products companies from the area: toy manufacturer Clementoni, and online retailer Dado Matoncini. They presented their points of view on the needs of companies in the industry regarding the online market. It became clear that the market is changing and that the industry requires training to face these new challenges.



e-COM 4 CHILDREN team at the Faculty of Economy of UNIVPM.

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