

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.

>> Great progress during the fourth meeting at the University of Alicante (Spain)

On the 28th January 2019, the fourth meeting of the transnational e-COM 4 CHILDREN project took place at the University of Alicante.

The consortium, led by AIJU, moved forward in the structure of the interactive COMIC aimed at consumers that will help them to identify trustable platforms and to buy online safer children's products.

During the meeting, among other issues, partners also agreed to start recording the videos based on the contents proposed by the training materials developers (UNIVPM, AIJU and APSI).



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>> The partners of the e-COM 4 CHILDREN project visited the headquarters of the CLEMENTONI company in Recanati (Italy)

Last October, the research team of the e-COM 4 CHILDREN project travelled to the headquarters of Clementoni, a toy company in the Italian town of Recanati. The purpose of the visit was to learn first-hand how they work on the design of innovative products, from the conception of the idea to the approval stage of a new design.

A representant of Clementoni, already participated in the training event on e-commerce of safe children's products that took place at the Università Politecnica delle Marche, Ancona (Italy), in July 2018.

We would like to thank Clementoni's team for its contribution to the e-COM 4 CHILDREN project.



>> Validation of the necessary skills to tackle children's products safety in the online market

The third meeting of the e-COM 4 CHILDREN project took place at the Università Politecnica delle Marche, Ancona (Italia) on 3rd October. During the meeting, partners presented the results of the surveys carried out with key people from the industry, the authorities' group and consumer organizations.

With these surveys, carried out both in Spain and in other EU countries, it is intended to know the opinion of real users about the competences needed to perform their work in the field of e-commerce of safe children's products. The collected data helped to configure the list of competences that the MOOC must cover.

Additionally, the partners also initiated the content scheme and design of the interactive comic, taking into account that its purpose is to offer a practical tool for consumers to help them buying online safe children's products.



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>> Other news

The e-COM 4 CHILDREN project at the E-commerce Tour in Valence (Spain)

On 28th February we were at the BanCaja Foundation in Valencia (Spain) at the E-commerce Tour, the largest e-commerce event in this Spanish Region of Valencia.

AIJU, as leader of the e-COM 4 CHILDREN project, presented the project, together with the most important trends in e-commerce to more than 400 attendees.

NEXT EVENT

E-COMMERCE OF SAFE CHILDREN'S PRODUCTS: CHALLENGES AND OPPORTUNITIES

When

On 18th June Prague

Where

Building SCMVD, Jindrisska str.2 , 3th floor
Prague (Czech Republic)

For further information or to register for the event, please contact

ecom4children@aiju.info