

TRAINING ON E-COMMERCE OF SAFE CHILDREN'S PRODUCTS

New training on the 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.

>> Presentation of the e-COM 4 CHILDREN training materials in Prague



On 18 June, the first multiplier event of the project was held in Prague. During the event the e-COM 4 CHILDREN training materials were presented and the challenges of e-commerce of children's products faced by companies, consumer organisations and consumer authorities were described. The Università Politecnica delle Marche (Italy) pointed out the importance of promoting consumer trust when it comes to online sales, and how product safety can be a decisive factor in purchases.

The Association for the Promotion of Child Safety (APSI) from Portugal explained the key aspects of consumer rights in e-commerce, and AIJU provided an overview of the European legal framework applicable to children's products sold online, from a product safety perspective. The University of Alicante gave a presentation emphasising the potential of MOOCs as flexible training tools, that are open and free for companies.

TRAINING ON E-COMMERCE OF SAFE CHILDREN'S PRODUCTS

We would like to thank the Czech Toy Association (SHH), for organising the event and for contributing to it by presenting the needs of the industry in the field of e-commerce of safe children's products. This event is part of a series of three events to be held during the course of the project in Prague, Lisbon, and Ibi (Spain). The next event will take place in Lisbon on 14 November 2019.



>> Fifth meeting of the e-COM 4 CHILDREN project in Prague

Following the multiplier event in the morning, the fifth transnational project meeting was held. During the meeting the partners raised, among

other matters, their suggestions for the contents of the comic on the online purchase of children's products.



The comic, designed specifically for consumers, will be presented in Lisbon on 14 November with the support of the Consumer Directorate-General of Portugal. During the meeting, the members of the consortium discussed the possible lines of exploitation of the project results, beyond the EU funding. The importance of child product safety in the online market was highlighted, and how this aspect will be increasingly included in future policies and regulations.

TRAINING ON E-COMMERCE OF SAFE CHILDREN'S PRODUCTS

>> Erasmus Days webinar on the safety of children's products sold online

Within the Erasmus days initiative, AIJU, as project coordinator, will provide a webinar on the safety of children's products sold online on 10 October 2019, at 11 a.m. (CEST).



OBJECTIVES:

- To understand the European legal framework for children's products (toys, childcare articles, children's furniture) sold online from a product safety perspective.

- To present the training on the e-commerce of safe children's products that is being developed within the e-COM 4 CHILDREN project

RECIPIENTS:

- Staff belonging to the children's products industry (quality technicians, website and social media content managers, etc.).

- Technicians from consumer associations, consumer offices, and consumers in general interested in the online purchases of children's products.

- Personnel from the competent authorities in matters of consumption.

Free webinar. Pre-register now at <http://bit.ly/2FYP4OW>

>> Other news

e-COM 4 CHILDREN at the Consumers International Summit

APSI, the Portuguese Association for the Promotion of Child Safety, on behalf of the e-COM 4 CHILDREN team, attended the Consumers International Summit that took place in Estoril (Portugal) in April 2019. The e-COM 4 CHILDREN team was in the area of the Consumer Directorate-General of Portugal, presenting the main results of the project.



www.ecom4children.eu

TRAINING ON E-COMMERCE OF SAFE CHILDREN'S PRODUCTS



This action was a great opportunity to make the project known to consumer professionals from all over the world. The summit, which takes place every four years, brought together more than 460 representatives from consumer groups, governments, businesses, and civil society to address the problems that affect consumers in our digitalised and globalised world.

e-COM 4 CHILDREN at the European Conference on Injury Prevention

The e-COM 4 CHILDREN project will be presented in Luxembourg on 3 October 2019 at the European Conference on Injury Prevention and Safety Promotion organised by Eurosafe and the Luxembourg Institute of Health. The conference covers a wide range of topics related to injury prevention and safety promotion, such as product safety, home and leisure safety, and safety at

work. This conference will be an exceptional opportunity to disseminate the results achieved in the project thus far among researchers on product safety and professionals working in public and private institutions responsible for health and safety, the promotion of health, consumer protection and education, as well as professionals from private companies, who work in the design and manufacture of products.



TRAINING ON E-COMMERCE OF SAFE CHILDREN'S PRODUCTS

Come and see the e-COM 4 CHILDREN interactive comic

a tool designed for consumer professionals and consumers in general

When? On 14 November

Where? Praça Duque de Saldanha 31, 1069-013 Lisbon (Portugal)

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

ecom4children@aiju.info