

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.

>> The e-COM4CHILDREN project presented at the European Conference on Injury Prevention and Safety Promotion (EU-SAFETY 2019)

The e-COM 4 CHILDREN project was presented by AIJU at the European Conference on Injury Prevention and Safety Promotion, held in Luxembourg on 3 and 4 October. The event was organised by EuroSafe (European Association for the Prevention of Injuries and Safety Promotion) and the Luxembourg Institute of Health.

The main theme of this year's conference was research to improve the impact of strategies and actions to promote safety. In the various sessions, the latest developments in the field of child safety, consumer product safety, drowning prevention strategies, and the results of research on epidemiology of injuries were presented.

During the presentation of the e-COM 4 CHILDREN project, its objectives and the methodology used for its development were explained,

and the importance of product safety was highlighted, not only for traditional stores, but also for online channels.



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The conference had almost two hundred delegates from more than 40 countries and was a great opportunity to disseminate the results of the project and establish contact with researchers from all over the world. The presentation given is available at:

https://sites.lih.lu/media/3324/day1_op11_mc-arenas-motilla.pdf

>> e-COM4CHILDREN joins the Erasmus Days initiative

As part of the Erasmus Days initiative, the webinar on child product safety in online sales took place on 10 October. The webinar provided by AIJU was attended by people from the children's products industry, consumer organisation experts, and staff from authorities in charge of consumer issues.

The objective of this event was to present the European legal framework for children's products (toys, childcare items, children's furniture) sold online from the perspective of product safety and present the training on e-commerce of safe children's products that is being developed within the European project e-COM 4 CHILDREN.



Aspectos básicos de la seguridad de los productos infantiles en la venta online

María Cruz Arenas
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Children's Products Safety Area

10 de Octubre 2019

#ERASMUSDAYS
10, 11 & 12^a of October 2019

www.ecom4children.com

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>>Presentation of the e-COM4CHILDREN INTERACTIVE COMIC in Lisbon

Last November, the event “*Buying safe children's products online. What consumers need to know*” took place in Lisbon (Portugal). The main objective of this event was to present the e-COM 4 CHILDREN interactive comic as a result of the project and promote its use. This tool has been specifically designed for consumers, with practical advice on how to identify trustworthy websites and buy safe children's products online. Furthermore, the comic has a small self-assessment module that allows users to assess their level of knowledge.

The event, inaugurated by Doña Catarina Fonseca, General Director of the General Consumer Directorate of Portugal, was conducted by Sandra Nascimento, Technical Director and President of the Association for the Promotion of Child Safety in Portugal (APSI). During the event, the speakers provided a general vision of the risks and opportunities that e-commerce entails for consumers and businesses, and how consumers can improve their ability to make informed decisions through this training.



AIJU would like to thank all the speakers and attendees who participated in the event, and especially the General Consumer Directorate of Portugal for their support in the event organisation.

Additionally, the sixth transnational meeting of the project organised by APSI was also held. In it, the project partners addressed, among other topics, the MOOC pilot test planning, the online course on child product safety in the online market, which is being developed within the framework of the project, and also the exploitation routes and use of the results.

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>> e-COM 4 CHILDREN in the Conference on the 21st Century Consumer in Palmela (Portugal)

APSI, the Portuguese Association for the Promotion of Child Safety, on behalf of the e-COM4CHILDREN team, was at the Conference "The 21st century consumer – Digital literacy and the new consumer profile in Portugal" on 13 December, in Palmela (Portugal). The purpose of this conference, organised by the Palmela Municipal Consumer Centre with the support of the General Consumer Directorate of Portugal, was to reflect on the role of the 21st century consumer in Portugal and the challenges they face, in order to establish the basis to develop local and national policies, bringing them closer to the consumer and meeting their needs.

Sandra Nascimento, from APSI, explained how the tools developed in the framework of the e-COM4CHILDREN project can help consumers improve their skills to face the challenge of the online purchase of safe children's products.



This action was a great opportunity to disseminate the project in Portugal among more than 60 attendees belonging to consumer associations, to the Ministry of Commerce and Consumer Protection of Portugal, authorities, universities, judges, students of law and tourism, and consumers in general.

Final event of the e-COM 4 CHILDREN project**WRITE THIS DATE IN YOUR DIARY! 26 March 2020****Where? AIJU** Avda de la Industria 23, 03440, Ibi (Alicante) Spain.

Presentation of the free e-COM4CHILDREN tools on e-commerce of safe children's products. Come and find out about the new regulations on consumer protection, online market surveillance, and the compliance of children's products.

More info at ecom4children@aiju.es

www.ecom4children.eu