

E-SELLER FIRST NEWSLETTER



The e-SELLER project

The world is in the midst of a cross-sector digital transformation that also impacts small and medium-sized businesses. The use of new technologies in the course of the digitalization process requires new skills as well as competencies of employees, trainers and companies. The e-SELLER project aims to provide employees of small and medium-sized enterprises across Europe with the tools that are essential for modern business in the 21st century. Therefore, the consortium wants to provide trainers, associations and companies with an effective education and training program that is tailored to the needs and challenges of employees, especially in rural regions of the EU, and integrates digital education content. This program, which is adapted to the future requirements of digital retail, covers the treatment of various e-retail technologies and soft skills that are needed in the course of digital transformation. A survey conducted as part of the project provides information on the skills, needs and challenges of employees in retailing companies, which form the basis for the e-SELLER training program.



Kickoff meeting 14. – 15. February 2023

The project results are made available free of charge on the e-SELLER platform. The digital educational content can be edited independently here.

In February 2023, the e-SELLER project partners met in Düsseldorf for the kickoff meeting. During this meeting, the partners agreed on the processes for the development of the results and the further organization of the project. In addition, already completed work results were presented, including the design of the project's own website and the first results of a survey.

Webseite:

www.e-seller.erasmus.site

Project results

WP 2: Digital e-retail report

WP 3: Training programme

WP 4: e-SELLER platform including training modules, video tutorials and e-cards



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