

# E-SELLER SECOND NEWSLETTER



## About the project e-SELLER

e-SELLER supports employees in retailing small and medium-sized enterprises, especially in rural areas of the EU, to acquire digital skills. It focuses on providing employees of small and medium-sized enterprises across Europe with the tools that are indispensable for modern sales in the 21<sup>st</sup> century. Six European organizations from Greece, Poland and Germany are developing and testing a training program for training personnel and companies that integrates digital education content.



## e-SELLER Digital Report on e-retail published

The partnership recently published the results of a previously conducted research in the project countries in four languages. Based on a survey among employees of retail businesses in rural areas of the EU, the existing digital skills, needs, and challenges are identified, which are important for the use of new technologies. Expert interviews with VET providers and trainers associated with the retail workforce training and Chambers and Associations staff confirm the results and provide the partnership with useful insight about the digital skills, competences, and challenges that lie on the retailers, especially considering the future developments regarding the emergence of e-retail demands. Besides a common picture of the combined results from the partner institutions from Southern, Eastern and Western Europe, which highlights interesting similarities and differences, the individual national reports are also available on <https://e-seller.erasmus.site/de/report/>.



Website:

[www.e-seller.erasmus.site](http://www.e-seller.erasmus.site)

## Projektergebnisse

WP 2: Digital e-retail report:

WP 3: Training program: work in progress

WP 4: e-SELLER platform including training modules, video tutorials and e-cards: 2024

## Development of the training modules

The e-SELLER Digital Report on e-retail serves as a guide for the development of the training program. Thus, priorities as well as additional technologies and soft skills were identified to be included in the training program: Marketing Automation, Search Engine Optimization (SEO) and (inter-)cultural competence. The training modules consist of a theoretical part, case studies and scenarios regarding soft skills application to work-based experiences in e-retail. The individual modules are supplemented by in-depth multimedia content. The project partners will test and evaluate the training program during a training session in early 2024.



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