

e-SELLER ...

... supports employees in retailing small and medium-sized enterprises, especially in rural areas of the EU, to acquire digital skills.

The Erasmusplus partnership promotes the achievement of this purpose by:

- considering the existing skills of employees and researching the needs of businesses on a local level.
- Developing training modules on key technologies and skills in digital retail, aligned with previously identified needs.
- set up an e-learning platform on which the developed inclusive training content is made available free of charge and progress can be monitored independently.

The project results will be published in English, German, Greek and Polish.

MORE INFORMATION

Westdeutscher Handwerkskammertag
West German Chambers of Crafts and Skilled Trades
Project management
Dipl.-Kfm. Peter Dohmen
Volmerswerther Straße 79
40221 Duesseldorf, Germany
T: +49 211/3007-707, F: +49 211/3007-900
E: peter.dohmen@whkt.de

More about the project e-SELLER:
www.e-seller.erasmus.site



Project partners

- Westdeutscher Handwerkskammertag
- Europe Unlimited e.V.
- Association of Thessalian Enterprises and Industries
- Kainotomia & Sia EE
- Regionalna Izba Gospodarcza w Kato-wicach
- Danmar Computers SP ZOO



Editor:
Westdeutscher Handwerkskammertag
Volmerswerther Straße 79 | 40221 Düsseldorf
www.whkt.de

Responsible:
Dr. iur. Florian Hartmann



foStering E-retail in rural EU aReas



ERASMUS+ PROJECT PARTNERSHIP
2022-1-DE02-KA220-VET-000085685





THREE CENTRAL RESULTS TO BE DEVELOPED WITHIN THE FRAMEWORK:

1. DEVELOPMENT OF AN E-RETAIL REPORT



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. The report serves as a guide for the further achievements of this project.

2. CREATION OF A TRAINING PROGRAM



The project partners will develop an effective training program to support trainers, associations and companies in strengthening the required competencies of employees. This program, adapted to the future requirements of the digital economy, will cover various e-retail technologies

and soft skills needed in the digital transformation. Video tutorials and e-cards, which include scenarios for job-related soft skills applications in e-retail environments, ensure transfer to operational practice.

The program provides trainers with a useful training tool to adapt their training programs to the requirements of the current e-retail labor market in cities and rural areas.

3. DEVELOPMENT OF THE E-SELLER PLATFORM



Based on the e-retail report and the training program developed, an e-learning platform is being created on which the educational content is made available free of charge. The content of the training program can be processed autonomously and the user's own level of knowledge can be monitored by means of self-assessment tasks.

In addition, the e-SELLER platform will contain all the results developed by the consortium to ensure the sustainability of the e-SELLER project.

e-SELLER focuses on providing employees of small and medium-sized enterprises across Europe with the tools that are indispensable for modern sales in the 21st century. Through the use of new technologies, the economy is undergoing a process of digitalization, which requires new skills and competencies of employees, trainers and companies. In recent years, the pandemic in particular has once again clearly demonstrated the relevance of e-retail for all trading companies.

In order to keep up with the times, the project partners will first determine the concrete needs of companies in the partner countries. The results of this survey will be published and used to target the training and education program developed in the project.