

THE FUTURE WILL COME WITH E-COMMERCE

2022-1-R001-KA220-VET-000088579

WHAT IS FUTURE E-COMMERCE?

The project aims to develop and use digital skills in the VET system for training and learning aimed at small craftsmen in rural areas.

In order to achieve this, it will develop an e-commerce virtual guide and handbook for small businesses in rural areas, as well as a collaborative platform for small craftsmen and an e-commerce virtual education network.

Both of these results will help to achieve a digital transformation model for the small craftsmen by providing them with a methodological training with multimedia learning content.

THE CONSORTIUM



Learning, Teaching and Training Activity (LTTA) organised by PYMEV in Valencia, Spain.

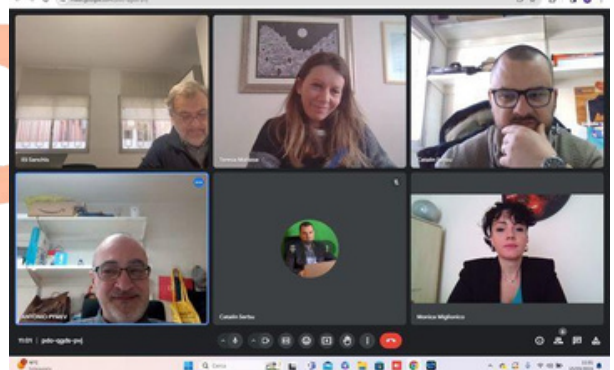


From May 6-10, the Learning, Teaching, and Training Activity (LTTA) organized by PYMEV took place in Valencia, Spain. We welcomed 28 artisans, small business owners, trainers working with traders, and IT trainers from Romania, Spain, Turkey, and Italy.

Throughout the activity, various aspects of digital businesses in rural areas, online marketing strategies, effective use of social media, and the integration of technology into traditional crafts were explored in depth. In addition to the mentioned activities, participants also had a training session of the Erasmus+ "Future e-Commerce" project at the Polytechnic University of Valencia.

Online Meetings

Every month, the project partners organize online meetings to discuss the implementation stages and assigned tasks.



Good Practice Guide

Implemented by the Project Partners, this guide embarks on a journey across Italy, Romania, Spain, and Türkiye, exploring real-world examples of e-commerce endeavors in rural environments. Herein, we illustrate how small businesses, artisans, and agricultural producers have turned to digital commerce to expand their horizons, survive, and thrive, especially during challenging times like the pandemic.



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