



Foundation Social DNA

Key Action 2: Cooperation Partnership in the field of Vocational Education and Training (VET)

eU-COMMERCE: Promoting a new European e-commerce VET educational pathway to increase levels of skills for employability and sustainable business creation

Within the 2 years of implementation of the project eU-COMMERCE, Social DNA will perform the following tasks:

- General contribution to the **Project Management & Implementation** (sharing relevant documents and evidences in due time for reporting and contributing to the production of all Project Deliverables);
- Moreover by making use of the grant for Management & Implementation, **Social DNA** (Work Package/Activity Leader) will prepare and deliver a **Capacity Building Toolkit** to support the implementation of **(A2)National Focus groups (months 18/19)** in each Country, for which **5 VET Trainers/Educators and 5 External Experts** (digital entrepreneurs with direct expertise on digital skills, online sales and e-commerce) are expected to join and be trained informally (both online or face to face and it can happen in multiple sessions) on the use of the PRs and collect their feedbacks (piloting).

*For this scope Social DNA Will develop detailed guidelines for the Partnership to implement them successfully, including online quality evaluation questionnaires for participants.

-Contribution to the **Sharing & Promotion Plan** by sharing relevant posts online/offline (Project social media pages, Project website, corporate and external websites) trying to reach as many stakeholders and participants from the Project target groups as possible, as well as organization of a final Multiplier Event in the Netherlands (20 Local Participants);

-Participation in the **3 Transnational Partners Meetings** in **Hungary** (February 2022), **Spain** (October 2023) and **Italy** (October 2023) followed by the **Final Conference**;

-**Follow-up & Quality Assurance**: Social DNA will take part also in all the **monthly-online meetings** of the project to provide it with consistent follow-up and the project Quality Assurance will be also ensured by **answering the Quality Questionnaires/Reports** in due time to the QA's leader;

PROJECT RESULTS (PRs):

-PR1: eU Commerce's Competency Framework: Social DNA will **share actively feedbacks** and ideas for the development of the framework as well as on the templates/content to be used for the desk & field research and final expected final Comparative Report's Outlook. In doing so we will undergo the **national desk research** and engage in the **Field Research (consisting in collecting 10 online surveys from experienced digital entrepreneurs/e-commerce(online sales) experts and/or VET Trainers & Educators** in each country.

Once the needs analysis will be finalized and the **7 Competences identified, we will develop the allocated Competence** (in terms of Knowledge, Skills and Attitude) to be included in the final eU-Commerce's Framework of Competence.

**The final result will be then fine-tuned, translated and made available in dutch language*

-PR2: e-learning Platform & eU-COMMERCE online Course: We will contribute to this project result by **sharing feedbacks on the final online platform's outlook** and by **filling the required template to the assigned e-module**. We will undergo **peer-review** of the **modules** and reach at least **25 participants** from the project target groups **to register and benefit from the online course** by the end of the project, besides **piloting it** during the **(A2)National Focus Groups** (Months 18/19).

**The final result will be then fine-tuned, translated and made available in dutch language*

-PR3: eU-COMMERCE Educational APP for Gamification: We will **share feedbacks and ideas on the expected final result and provided templates** and, **share content** for its successful development with the PR's lead organization. Finally we will **support its piloting and fine-tuning during and after (A2) National Focus Groups** and help Partnership in **reaching the minimum of 100 downloads** of the APP expected by the end of the project

**No need for translations for PR3*