



RETAIL

Retailers Partnership Promoting Education for the Transition of the Industry Toward Enduring Business Models

(Erasmus+ / Key Action 2 - Cooperation for innovation and the exchange of good practices, Strategic Partnerships for VET education)



- Welcome.....Pg 1
- Project's Objectives.....Pg 2
- Target groups.....Pg 2
- Activities.....Pg 3
- Kick-off News.....Pg 3
- Meet the Partners.....Pg 4
- Find us.....Pg 5

WELCOME!



Welcome to the first newsletter of the Erasmus+ project called Retailers Partnership Promoting Education for the Transition of the Industry Toward Enduring Business Models (RETAIL). Project RETAIL aims to provide assistance for retail entrepreneurs and youth people interested in retailing in order to sustain or create a viable retail business. This will be achieved through training courses and activities but also through the interaction between experienced and new entrepreneurs. Consequently, this newsletter is intended to provide information to relevant stakeholders on the activities, outputs and events of the RETAIL project.



This project has been funded with support from the European Commission. This Newsletter reflects the views only of the RETAIL partnership, and the Commission cannot be held responsible for any use which maybe made of the information contained therein.

PROJECT OBJECTIVES



Support experienced entrepreneurs from the retail sector, in the need of changing their business model and practices




Support youth and unemployed, for which retail is an entrance door to the labour market, in search of opportunities in the sector and having a strong sense of new customers values and behaviours, seeking for connection and sense

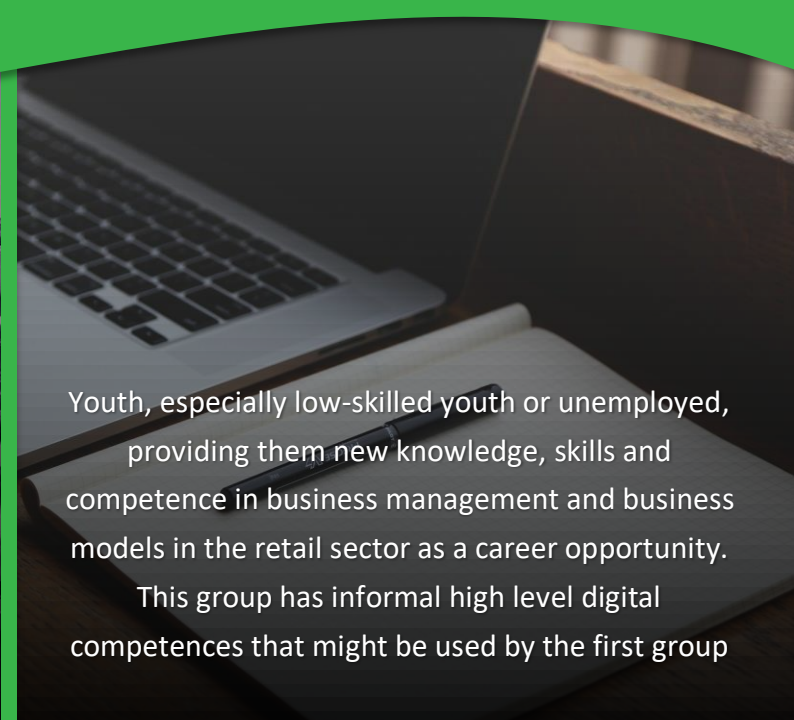


Support VET stakeholders and other business support organizations and educational institutions, who will access to the OER and will be multipliers of the methodology and contents to be developed.

TARGET GROUPS



Experienced retail entrepreneurs, needing to renew their skills and up-skills to develop further their SMEs toward long term sustainable practices, integrating digital, social, environmental and economic factors.



Youth, especially low-skilled youth or unemployed, providing them new knowledge, skills and competence in business management and business models in the retail sector as a career opportunity. This group has informal high level digital competences that might be used by the first group

ACTIVITIES



REtail

Retail entrepreneurs training package:

The first output will be dedicated to the development of a training package addressed to the first project target: the experienced entrepreneurs

Youth and unemployed training package:

The second output will be dedicated to the development of a training package addressed to the second project target: the youth and unemployed.

Intergenerational Training package:

This output will provide the intergenerational contents, so to create the expected dialogue between the two target group and their collaboration toward sector innovation.

- Online cooperative platform: The last output will be dedicated to the development the training platform hosting the different training packages and the social modules for the implementation of the training.
- Learning activity, bringing together representative of the two target groups, and creating a first collaboration seeking for solutions to specific study cases.

* All these outputs will be available in English, Polish, Spanish and Greek

KICK-OFF NEWS



REtail

The first kick-off meeting of the RETAIL project was hosted by the leading partner Dublin Chamber of Commerce in Dublin (Ireland) on December 2019. The seven partner organisations were represented for the kick-off meeting, whose main goal was to set targets for the next six months.

The next two meetings, due to the world wide pandemic of COVID-19, were organized online.



MEET THE PARTNERS



Dublin Chamber



Polish Chamber of Commerce



Youth Work Ireland



DANMAR



FYG Consultores



Kainotomia



MEUS



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FIND US!



Stay up- to date with the project implementation, activities and results by following us on:



FACEBOOK: @RETAIL.erasmus



TWITTER: @project_retail



WEBSITE:

[www. retail.erasmus.site/partners](http://www.retail.erasmus.site/partners)