



**BOOSTING  
ONLINE CROSS-BORDER  
SALES OF SHOES THROUGH  
E-COMMERCE COACHING  
FOR SMES FROM THE  
SHOE INDUSTRY**

## Boost4Shoes on the Final Straight!

**We've reached the home straight: The Boost4Shoes project will end on 31 October.**

**After two years of intense work, the Boost4Shoes project consortium, composed of seven partners from seven countries, have accomplished the project goals.**

**That's nice for them, you'll probably think. So what?**

## What's in There for You

The European Commission supports Boost4Shoes under the Erasmus+ programme for professional training and further education. The project goal is to promote E-commerce performance of SMEs from the footwear sector with a particular focus on cross-border sales, as this area is neglected by many SMEs despite its enormous growth potential.

Therefore, the project consortium has developed an e-learning platform which is open to anyone interested in obtaining a vocational qualification as an Online Sales Manager.

The free course includes six modules on webshop management. It is accessible on [www.boost4shoes.eu](http://www.boost4shoes.eu) after a simple registration process.

### The modules are:

- Ordering
- Payment
- Communication
- Delivery
- Overall Service
- Promotion

A special feature of the course is the "genie", the bottle spirit, an interactive tool that allows each participant to personalise his or her own training plan. For this purpose, existing prior knowledge is queried in order to prioritise knowledge that still needs to be developed and to defer what is already known.

The Skills Retention System (SRS), which is also available on the project website [www.boost4shoes.eu](http://www.boost4shoes.eu), is a tool which the participants can use to verify the newly acquired knowledge and, in addition, to document which measures they are already able to successfully implement in their webshop.

For each completed module, the participant receives a badge; an additional badge is awarded for completing the entire course, which is rated in the European credit system as continuing training with 40 ECVET points. Those who have earned all badges have achieved the qualification as an Online Sales Manager and possess all the skills and knowledge to develop and implement a successful e-commerce strategy.

## Successful Piloting

In the final project phase, multiplier events were organised in all partner countries to present the project and particularly the new course offering to potentially interested parties. The number of visitors to the events in all partner countries was highly satisfactory.

At the closure of each multiplier event, the participants were asked to fill in an anonymised questionnaire in order to be able to capture and document their impressions and opinions about the project and its results. The analysis of the questionnaires showed that the participants of the multiplier events had a good and for the most part a very good impression of the project outcomes and especially of the e-learning platform.

Even more valuable for the project team was the pilot phase: At least 15 participants in each country tested and evaluated the Boost4Shoes course offer. Most of them were from the footwear sector, such as shoe designers or employees of sales and marketing departments, but also IT service providers as well as teachers at vocational and higher education institutions. They put the e-learning platform as well as genius and skills retention system to the acid test. Therefore, the overall very positive feedback from the participants was particularly meaningful, even if it remains to be taken into account – as many pilot participants also noted – that it was not possible within the time frame of the pilot events to dive into the matter as deeply as they would have wished.

## Boost4Shoes Community

Erasmus+ projects are designed for sustainable, long-term use. The results will still be available beyond the project funding period.

The member institutes of the project consortium will use the Boost4Shoes documents for their own training programmes (classroom training, webinars, e-learning or a mix of those) in the respective national languages or in English.

The results of the project will, of course, remain publicly accessible on [www.boost4shoes.eu](http://www.boost4shoes.eu). The course can therefore be used by SMEs or any other interested party. In addition, the project consortium has set up the Boost4ShoesAcademy, a circle of interested users who discuss with each other, exchange best practices, plan live help dates and even supplement new measures in the individual modules as needed. This will ensure that the future technical development in e-commerce is taken into account and that the course is regularly updated by the active user community.

**Join the Boost4Shoes community now**



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