

Newsletter n.2

ON-GOOD

ON-LINE TRANSBORDER ACTIVITY
READINESS OF SMALL AND
MEDIUM
GOODS PRODUCERS

2021-1-PL01-KA220-VET-000025108

Project Results Content

Preview

INTRODUCTION

The aim of the On-Good project is to strengthen the possibility of small and medium goods producers in Europe for successful transformation from traditional to effective and online transborder activities by building capacity of Chambers and similar VET institutions to provide digital education support. Partners have worked hard to tailor content to best suit local cultural and societal values. The Methodological VET handbook, as well as the On-Good m-learning platform, will approach 7 chapters that all partners found most appropriate, and the focus groups suggested. All content will be tested and adjusted based on feedback we will receive prior to official release.



METHODOLOGICAL VET HANDBOOK AND M-LEARNING CHAPTERS

The proposed chapters are the following:

- Development paths for successful cross-border expansion.
A chapter to help entrepreneurs deepen the knowledge on this subject and make future informed decisions
- Skills for internationalization.
Detailed analysis on the main transversal skills necessary for producers of good to operate in international contexts
- Assistance in legal and customs procedures applied to EU member states + Specifying the transborder business strategies based on EU recommendations.
A chapter to provide the necessary knowledge about international trade between the countries of the European Union and the rest of the world
- Funding opportunities and where to find information at EU level.
A chapter dedicated to help entrepreneurs identify potential funding opportunities, recognize organizations, and select private or state funding

Project Results Content

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- New online marketing techniques for digitalized enterprises in the EU.
Where entrepreneurs will learn fundamental basics between Digital and Traditional marketing, including pros and cons, acquiring tactics and so much more
- Participation and presentation of products at online fairs or events.
Complete preparation for a business to participate in an online fair
- E-commerce.
Understanding the important basics about e-commerce

WHAT HAPPENED SO FAR

The very first meeting was held in Warsaw on 29-30 November 2021, on Hybrid modality. The second meeting was held in Lousada - Portugal, on 5-6 May 2022, where most partners met face to face. The last one, as seen by the pictures, was held in Firenze – Italy, on 11-12 October 2022. These meetings have helped the On-Good team to discuss several important aspects about the project as well as to outline objectives to deliver the best material according to our aims.



WHAT ARE THE NEXT STEPS?

Soon the Methodological VET handbook, with methods for effective digital education, and the On-good m-learning, with training materials for small and medium goods producers, will be launched on all platforms.



Methodological VET handbook

Methodological VET handbook: methods for effective digital education. The agreed learning outcomes outlined in the handbook's report will be the constant benchmark for partners' work and this will allow partners to tailor content to suit local cultural and societal values.



On-good M-learning

training materials for small and medium goods producers.



Project partners



www.kig.pl



www.hanse-parlament.eu/



www.danmar-computers.com.pl



www.granxpert.eu



www.coeso.org



www.cm-lousada.pt



www.ebeh.gr

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