



New report on e-commerce in rural areas of the EU

The Erasmus+ project 'e-SELLER - foStering E-retail in rural EU aReas' has produced a detailed report on e-commerce. The project aims to support the digital transformation of the retail sector, particularly in rural areas of the European Union where there is a lack of relevant digital skills among employees.

Based on a survey of employees of retail businesses in rural areas and interviews with experts and training providers (VET), current digital skills, needs and challenges were identified as key to the use of new technologies in e-commerce. These findings will form the foundation for further developing the project and adapting training to the real needs of the retail industry.

The report is also a valuable tool for Chambers of Commerce and Associations to adapt their policies to better support competitiveness and employment at a local and regional level, especially with the increasing demands of e-commerce.

If you would like to read the results of this report, it is available [\[here\]](#).