

Newsletter

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S.Ma.R.T addresses the challenge to form market intermediaries in the agri-food sector able to properly operate in global markets. It has developed a curriculum for Sales management in Agri-food sector and test it including the check up model at the four universities (Marche Polytechnic University, Poznań University of Economics and Business, University of Primorska; and Universitat Rovira i Virgili).

To promote the curriculum, the project partners started the multiplier events in May with the first events, to which other

FACTS AND FIGURES

Realised Tasks:

- Pilot of New Curriculum of Sales Management
- Check-up Pilot
- Starting Market Place
- Starting multiplier

events

Results:

“Tested Curriculum”

events will follow finalising with the Project Conference the 21-22 of September in Tarragon

S.Ma.R.T started the Market place offering space for enterprise to present themselves looking for new employees

Curriculum

The curriculum was test through a Moodle platform giving learners access to Open Educational Ressources (OER), links to teaching materials, and the PlaS Game as well as to

The curriculum is accessible at the [Erudire learning platform](#), previous

experiences, ideas and projects shared with the web community.

The programme consist of 3 different modules with a balanced mixture of lectures, real case problem solutions and interactive e-learning sessions, which include OER.

The 3 modules complement each other. Nevertheless, they can also be used as independent learning modules. Each module includes three different units with specific learning outcomes

Check-up

The [S.M.a.R.T check-up model](#), as part of the learning programme has been tested with the piloting students in cooperation with SMEs in four countries.

Through the eyes of the cooperating companies, the students were able to learn at first hand, how companies select their market segments,

The Check-Ups will allow the beneficiaries to strengthen their possession and adoption of the

how they carry out market research to discover new trends for product development, how they use online sales channels and how they adapt their product processes to the EU Farm to Fork strategy.

Market Place

The [Market Place](#) starts with the presentation of agri-food enterprise For job seekers it includes guideline

The [Market place](#) offers agri-food enterprises the

opportunity to present themselves to proactive job-seekers, absolvents of the SMART learning programme.

The job-seekers have so the opportunity to contact agri-food enterprises with an

internationalization strategy. SMaRT also offers them a guideline to prepare video CV enabling job-seekers to prepare short videos for their presentation to enterprises and sharing them through their social networks.

The agri-food enterprise, which want to be included in the Market Place should sent a their logo, a short description of their enterprise and the link to their website to contact@smarteuproject.eu

Multiplier events



Finalised the piloting of the new curriculum, the project partners started with the multiplier event presenting the curriculum to students, universities, chambers of commerce, enterprises, trade

perspectives on the project results and to enable companies and students to explore opportunities for (future) employments.

Multiplier events started in Slovenia and Italy, followed by Poland and

associations, training agencies, social partners, and public authorities competent for education and training

The 1st event was organised in Slovenia. with 12 representatives from medium-sized companies, SMEs and other institutions and 25 students. It offered the opportunity to exchange

The 2nd event was organised in Italy. It was attended in presence by 13 students and remotely by 19. Students were presented with the experiences of colleagues who participated in the pilot. It offered the chance to create awareness in students about the market demands in the agri-food sector and to make them aware of the job opportunities, including international ones.



The next event will be hold in Poland the 30/05/ followed by the 1st Spanish event.

Interested in S.Ma.R.T?

Contact us by email at

contact@smarteuproject.eu

or subscribe to our newsletter at our project website:

<https://smarteuproject.eu/>

You will be the first one to be informed about our results and will be invited to participate in our activities!

You also can send us an informal request letter to join us as associate partner participating to put in practice the curriculum.

To be informed about the project news, please consult

Consortium



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