

E-EMPORIO

Increase SMEs export skills through e-learning

LLP-LdV/TOI/2013/RO/012

Final Piloting Report

WP 6: Training Sessions

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1. Participants

National Piloting reports summarizes the piloting activities that were organized in partner countries during the implementation of the e-learning courses of the E-EMPORIO project. It summarises the organization of the courses, the feedback received from the participants and all the other data collected during the piloting period of the course. The purpose of WP6 Piloting was to test the e-learning platform and tools developed in the framework of WP3 and the e-learning material developed in WP4 and to determine the short term impact of each of the results of the project during the development of the project, with the aim of taking necessary corrective actions and obtain feedback from the target groups.

Partners have implemented a joint strategy that consisted in disseminating the e-learning platform through all possible channels of communication, through events, newsletter, project website etc. Stakeholders were contacted through direct e-mail messages and by telephone. The Facebook page of the project was used for uploading events and was disseminated among our Facebook contacts. Moreover, news in all languages related to the project and its progress were uploaded on the partners websites. In order to reach the target groups, partners has used direct mailing to a big contact database consisting of companies and export related organisations and disseminated the e-learning course through its own dissemination channels and contacts. In parallel, contacts have been made in order to disseminate the project to databases of unemployed people.

Start date: 1/6/2015

End date: 30/9/2015

Total number of participants: 282

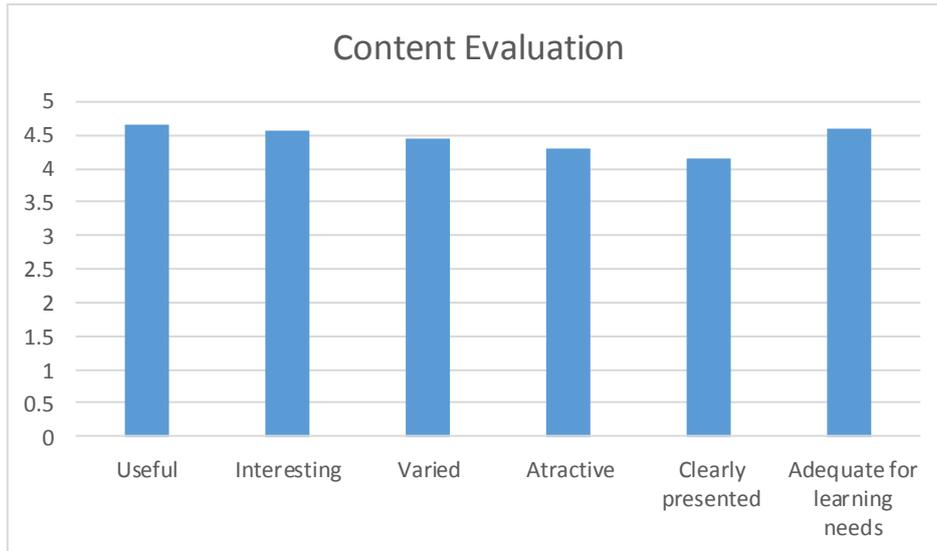
Age	15-25	84
	26-35	105
	36-45	53
	46-55	30
	56-65	9
	66+	1
Employment Status	Employed	165
	Unemployed	88
	Self-employed	29
Gender	Male	128
	Female	154
Experience in Exporting	Significant	19

	Medium	51
	Small	80
	None	132
Sector	Human health services, residential care and social work activities	11
	Agriculture, forestry and fishing	13
	Manufacturing	36
	Financial and insurance activities	17
	Wholesale and retail trade, repair of motor vehicles and motorcycles	16
	Transportation and storage	7
	Information and Communication	18
	Accommodation and food service activities	6
	Electricity, gas, steam and air-conditioning supply	1
	Education	31
	Mining and quarrying	4
	Tourism	5
	Other service activities	42
	Arts, entertainment and recreation	5
	Water supply, sewerage, waste management and remediation	0
	Construction	11
	Other (please specify)	23

Total number of certified participants: 226

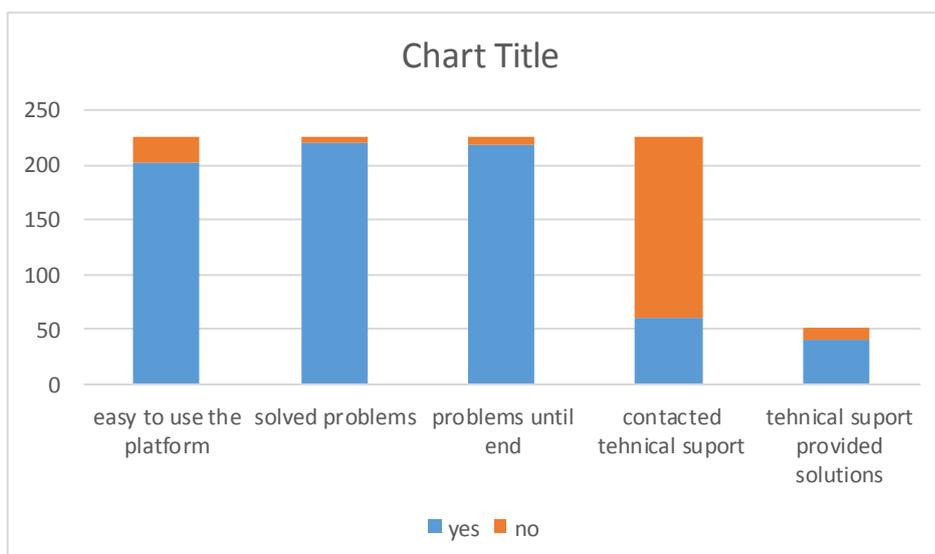
2. Developing the skills and competencies of the participants in the piloting

All certified participants from all partner countries completed feed-back questionnaires regarding the quality of Learning contents. The results of centralization of all feed-back questionnaires submitted are briefly presented in the following chart. Participants had to note from 1(total disagree) to 5 (total agree). In this section the smallest grades were attached to the attractiveness of the material and the clarity of informations.



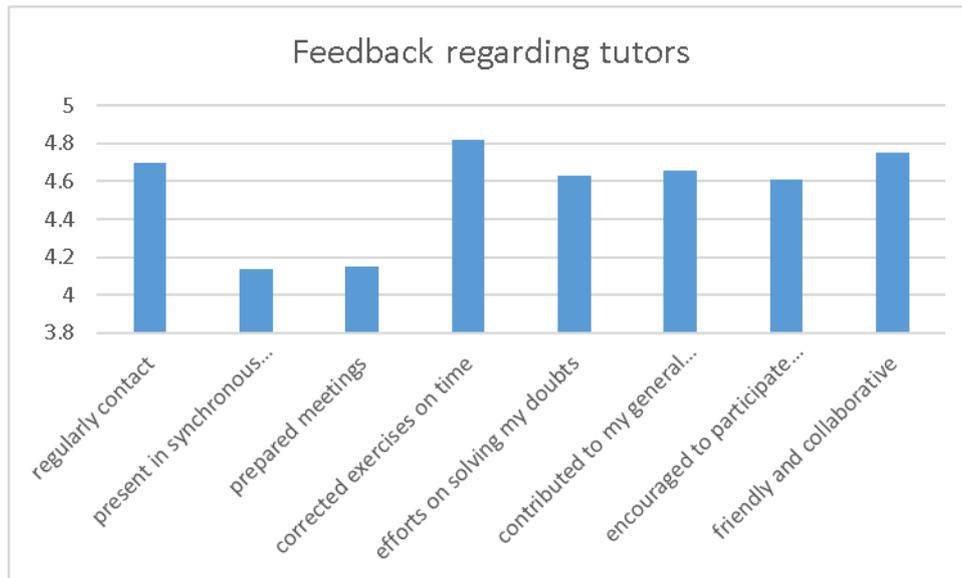
3. Determining the short term impact of each of the results and / or products of the project

On this section participants answered regarding the platform and the technical issues. We have to specify that few people contacted the technical support and most of them found their problems solved by technical experts. Another aspect to be mentioned is that most of the Cyprus participants found that using the platform is not easy.



4. Receiving feedback from the target sector

In this section participants answered questions about tutors activity and tutors relationship with them. In some countries there were not synchronous meeting with participants. In Spain all average grades in this section were between 3,5 and 4.



5. Measuring the effectiveness of the learning materials and the platform in a large scale

In this section participants answered open questions regarding the effectiveness of learning materials and the platform. Not all participants answered these questions, some of them gave irrelevant answers, and most of the answers were repetitive.

1. What I liked more in the course was...

- Best practice videos,
- Supporting materials,
- Country specific import information,
- Accessibility at anytime and anywhere
- Availability of PDF versions of the modules

- Flexibility
- That I could download the material
- The game
- Tutor cooperation
- It was the diversity of content and the huge number of websites to learn about trade
- Links about practical and real cases.

2. What I liked less about the course was...

- Unfriendly for mobile devices,
- Less visual and audio-visual training elements
- Design of platform
- I couldn't log in from my smartphone
- There wasn't any activity on the forum

3. The course would be better if...

- More audio-visual elements
- More practical information; supporting links and materials
- There were a good collaboration between participants
- The design was more modern and sophisticated
- More real cases
- the translation improved

4. I think that the platform should also include...

- A chat conversation with export experts
- -A "I forgot my password" option
- A way to communicate with participants from other countries
- Being a course on International Trade and the importance of English as the language generally used for business, the ability to read the contents also in English and some issue with specific glossary

5. In my opinion, the platform would work better regarding...

No relevant answers

6. In my opinion, the modules should also include ...

- Export Market Research may include more supporting links, such as; - SEO, Affiliate Marketing, Social Media Marketing could be added.
- Business stories from export experts
- Case studies
- More practical information
- An instant chat
- Some improvements in the design of platform
- A chat between students

7. Other Comments:

- Very useful in terms of functioning independently from place and time.
- Availability of PDF versions of the modules is the best for me, I printed them and reading in all my free times. Thank you!
- I would like more lessons about transport and negotiation
- Perfect!
- In general everything is ok.
- Thanks for the course
- Thanks for all!
- Thanks for this opportunity

6. Recommendations for improvement

Based on the feed-back received from participants on the Piloting Session in all partner countries the recommendations proposed are:

- Improvement the access from mobile devices;
- Add an "I forgot my password"/"change password" option;

- Improvement of communication tools: instant chat between participants, between participants and tutor, between participants and experts;
- Find ways to encourage participants in being active on the forum;
- Refresh the platform design;
- Add more case studies, audio-visual elements (movies, games, images, charts);
- Add more practical examples and stories from international trade experts;