



EUREMA European Retail Management Certification

2008-1-SE1-LEO05-00408

<http://www.adam-europe.eu/adam/project/view.htm?prj=4830>

Information sur le projet

Titre: EUREMA European Retail Management Certification

Code Projet: 2008-1-SE1-LEO05-00408

Année: 2008

Type de Projet: Projets de transfert d'innovation

Statut: Accordé

Pays: SE-Suède

Accroche marketing: European Retail Management Certification

. The education will be a European standard and provide skilled retail managers able to work in retail all over Europe. The project will look into the differences in European mentality, attitudes, culture and ways of doing business. The introduction of a European standard of training and certification in retail management will enable employers to evaluate the competence of job applicants from other countries. In addition, the applicant will have a certification that is tailored to the country's competence requirements

The training programme's transparency and recognition will be achieved by application of the ECVET system. Formal, non-formal and informal learning will be validated through the European Qualification Framework (EQF). Use of the e-learning system will make the validation time and cost effective for the individual as well as for the employer. The e-learning system will be an important part of the training programme

Résumé: This suggested project will result in a European certified education for retail management. Today it is becoming more and more common for retail companies to expand and establish outlets in new countries. Therefore it would be of utmost interest to found an education, training retail management to be able to work anywhere within the European Union or at a foreign retail company in your own country. Retail companies that establish outlets on a new market do often have problems to implement their policies, business culture and so on simply due to lack in communication and understanding of the mentality in the country where they want to do business. Educations in international retail needs to examine national attitudes, different management and organizational structures and of course different ways to approach selling and customer care. We intend in this project to develop a "cross-european" education based upon thoroughly made surveys, investigations and deep interviews with well established retail companies representing different parts of Europe. The certification that this education will give will be an assurance that the person with this certificate has proven his or hers skills not only in being a retail manager but also posses the competence and knowledge in the business postulations in different countries and parts of Europe. The education will indeed increase the mobility of workforce within the union and give the companies a greater possibility to succeed on any European market. Countries representing different parts of Europe will participate in the project. The member of each participating country will be an educational institution on a college or university level and will be called country coordinators. Every participant will work together with one leading retail company of that country. This retail company will work as a sounding board and represent the expertise of retail in the actual country. The certified education once it is formed will at first be offered as an e-learning education in combination with retail education in the students own country or another European country preferred by the student. The certification "module" will be on top of an ordinary education and be run from any educational institution that finds it interesting enough.

Description: This suggested project will result in a European certified education for retail management. In Sweden there is an efficient vocational education that has been going for almost 7 years. Compulsory for gaining an exam in this education has been to do 27 weeks of work placement at a retail company. Our students have had the opportunity to do this work placement in another European country within a Leonardo da Vinci project or at their own expenses. This has made us aware of the vast differences between business cultures as well as mental differences among the European companies and citizens and to realize the gain in an education that makes

Information sur le projet

it possible for the student with such an exam to work within the whole union well prepared for the differences he or she may meet. Discussions with a large number of international retail companies and commercial organizations have confirmed that the education this project will develop without hesitation would be important for an increased understanding of how to implement a company's concept and strategies on a new market.

Retail companies with whom we have had ongoing discussion are for example, Carrefour, Netto, Fötex, Harald Nyborg, Apranga, Marks & Spencer, Gordon & MacPhail, ILVA.

To show one example of what problems a company might face could be IKEA's new outlet in Malaga, Spain. IKEA is known for good order, goods unpacked and straight information about delivery time's etcetera. In Malaga nothing of this seems to work! The Spanish mañana-mentality which works well in Spain is not compatible to the Swedish organized way of running a business. This could have been avoided with management possessing a wider knowledge about implementing a Swedish concept on a Spanish market.

Today it is becoming more and more common for retail companies to expand and establish outlets in new countries. Therefore it would be of utmost interest to found an education, training retail management to be able to work anywhere within the European Union or at a foreign retail company in your own country. Retail companies that establishes on a new market do often have problems to implement their policies, business culture and so on simply due to lack in communication and understanding of the mentality in the country where they want to do business. The certification that this education will give will be an assurance that the person with this certificate has proven his or hers skills not only in being a retail manager but also posses the competence and knowledge in the business postulations in different countries and parts of Europe. The education will indeed increase the mobility of workforce within the union and give the companies a greater possibility to succeed on any European market. Countries representing different parts of Europe will participate in the project. The member of each participating country will be an educational institution on a college or university level and will be called country coordinators. Every participant will work together with one leading retail company of that country. This retail company will work as a sounding board and represent the expertise of retail in the actual country.

Every participant will carry out surveys necessary for receiving correct information of what specific skill and understanding that is required for a professional retail management in their country or region. The participants will also look into what pedagogic model that is preferred for the best result.

The initial meeting will take place in order for the participants to create templates for the first survey and at this meeting the participants will present what retail company they work closely with. The surveys will be carried out among a larger number of retail companies different in size and fields.

The number of meetings has not yet been decided but the project will run for 2 years.

The certified education once it is formed will at first be offered as an e-learning education in combination with retail education in the students own country or another European country preferred by the student. The certification "module" will be on top of an ordinary education and be run from any educational institution that finds it interesting enough. For people with a great experience from the retail industry there will be an opportunity to validate their skill. The product will be tested on the retail companies that work closely with the participants (country coordinators).The valorization will be carried out through EuroCommerce and ETUC and by the country coordinators to retail companies on the local market.

The Short term target group will be people employed in the retail sector who wish to increase their competence and international carrier possibilities by adding this new educational module to their skills. The long term target group will be people without experience from retail but who want to work within retail management on an international level and need a full retail education. The education that we want to develop will give the students a wider and deeper awareness of retail on an international market and with certainty increase their possibility to contribute to

Information sur le projet

growth among retail companies that are established on more than one market.
The indicators that will be used to measure the progress of the work will be described in 9.1

Thèmes: *** Étude interculturelle
*** Divers
*** Formation tout au long de la vie
*** Formation ouverte et à distance
** Marché du travail
** Orientation professionnelle
* Formation linguistique

Sectors: *** Commerce; Réparation d'Automobiles et de Motocycles

Types de Produit: Enseignement à distance
Autres
Site Internet

Information sur le produit: EUREMA is a training module available on Moodle. It will be offered by the partner organizations.

Page Web du projet: www.eurema.se

Contractant du projet

Nom: Aspero Kompetens AB
Ville: Malmö
Pays/Région: Sydsverige
Pays: SE-Suède
Type d'organisation: Entreprise de petite et de moyenne taille (jusqu'à 250 employés)
Site Internet: <http://www.asperokompetens.se>

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Partenaire

Partner 1

Nom: Taroa
Ville: Veberöd
Pays/Région: Sydsverige
Pays: SE-Suède
Type d'organisation: Autres
Site Internet:

Partner 2

Nom: Gordon & MacPhail
Ville: Elgin
Pays/Région: Scotland
Pays: UK-Royaume-Uni
Type d'organisation: Grande entreprise (plus de 250 employés)
Site Internet:

Partner 3

Nom: Svensk Handel
Ville: Stockholm
Pays/Région: Stockholm
Pays: SE-Suède
Type d'organisation: Autres
Site Internet: <http://www.svenskhandel.se>

Partner 4

Nom: Profat
Ville: Lithuania
Pays/Région: Lietuva
Pays: LT-Lituanie
Type d'organisation: Institution publique
Site Internet:

Partenaire

Partner 5

Nom: Moray College
Ville: Elgin
Pays/Région: Scotland
Pays: UK-Royaume-Uni
Type d'organisation: Autres
Site Internet:

Partner 6

Nom: Dublin Institute of Technology
Ville: Dublin
Pays/Région: Dublin
Pays: IE-Irlande
Type d'organisation: Université/école supérieure spécialisée/academie
Site Internet: <http://www.dit.ie>

Partner 7

Nom: Universidad da Coruna
Ville: Coruna
Pays/Région: Noreste
Pays: ES-Espagne
Type d'organisation: National Agency
Site Internet:

Partner 8

Nom: European Retail Academy
Ville: Köln
Pays/Région: Cologne
Pays: DE-Allemagne
Type d'organisation: Association/organisation non gouvernementale
Site Internet: <http://www.european-retail-academy.org>

Produits

- 1 Eurema retail training

Produit 'Eurema retail training'

Titre: Eurema retail training

Type de Produit: Enseignement à distance

Texte marketing: Eurema training module is an on line training offered to people working within retail or planning to do so. It emphasises on cultural differences between some chosen European countries in order to increase knowledge and awareness among retailers when operating on a new market or employees looking for a job on a new market.

Description: Eurema retail training is an on line training programmed in Moodle. When signing up for a course the student gets a log in and then chooses a market to study. There are several lessons offered followed by tests with instant reply whether the student passed or not. The student needs to pass in order to be able to move on to the next step.

Cible: People working in the retail sector or planning to work there, preferably on a managerial level. People who are interested in working in the retail sector in another country.

Résultat: On line training module. www.eurema.org

Domaine d'application: Educational purposes to increase the awareness of the impact cultural diversities have when dealing with staff and customers in another country.

Adresse du site Internet: www.eurema.org

Langues de produit: anglais

Événements

Eurocis fair Düsseldorf February 28th 2012

Date	28.02.2012
Description	EuroCIS is Europe's leading Trade Fair for IT and Security in Retail. It has a very large number of visitors and shows all new trends within retail.
Cible	Retailers, retail organisations, retail students.
Public	Événement non public
Informations de contact	asa.jarevik@asperokompetens.se
Date et lieu	Düsseldorf February 10th 2009