



**Brand & Merchandising
Manager for SMEs of the
Children's Product Sector**



Education and Culture DG

Lifelong Learning Programme

braMletter 2

1.- WP1: Analysis of needs

The first Work Package, led by the Greek partner HCIA, of the project has concluded. The last report contains a detailed analysis of the training needs, under the perspective of the producing companies of children's fashion in Europe. In-depth interviews have been done to stakeholders from different countries. The results of the WP1 are available on the BRAM web site.

September, 3rd braM's meeting

The third braM's meeting is taking place in Borås, Sweden. During the meeting the braM consortium will discuss the results of WP2, the VET curriculum for the potential users and beneficiaries of the course. There also WP3 will be presented by the Swedish Textile School of Borås and . Moreover, the WP4 and its technical characteristics will be discussed thanks to the work of S2 partner from Spain .

WP6: Dissemination & Communication

Two new tools are now available to promote and communicate the evolution of the project. Apart from the promotion of braM's activities in the international Children's exhibitions such as PITTI Bimbo (Florence, Italy) or FIMI (Valencia, Spain) the Commission has set EVE & ADAM platforms. Here the last progressions and achievements are updated, either to inform European bodies (ADAM), or for the general public to know goals and targets of braM (EVE).

www.adam-europe.eu
<http://ec.europa.eu/eve>

2.- WP2: VET Curriculum; WP3: Training materials

WP2, aiming to define the Brand Manager curricula to be followed, has been led by the University of Borås, from Sweden. This report includes a definition of the competences necessary to match with the market needs, a list of the training modules, including the knowledge to be acquired and the qualification and recognition system. WP3: Training materials is under redaction. This time are also the Swedish partners who lead it. By the time it will be finished the adequate training materials to define the curriculum will be developed.

www.brandfashionmanager.eu

