Coordinator

Commercial Chamber of Trikala
1 Venizelou str, 42 100 Trikala Greece
Tel.: +30 243 10 27 493, Fax: +30 243 10 38 945
e-mail: info@trikala-chamber.gr

Partners

DIAN Training and Managemet Activities
M. Voda 89, 104 40 Athens, Greece
Tel.: + 30 210 82 53 933
Fax: + 30 210 82 53 783
e-mail: pmdian@otenet.gr

Comunità Montana Alto Jonio
ITF6 – Calabria, Italy
Tel.: +39 0981 500 294
Fax: +39 0981 500 234
e-mail: finanziario@comunitamontanaaltojonio.it.

Drujestvo Znanie -Sofia
BG41 – Yugozapaden, Bulgaria
Tel.: +359 2 95 22 596
Fax: +359 2 95 22 596
e-mail: projects@znanie-bg.org

Karabaglar Adult Education Centre
TR31 – Izmir, Turkey
Tel.: + 90 232 23 77 655
Fax: + 90 232 23 77 655
e-mail: gurnusozturk@gmail.com

Obshtinska Administracia - Simitli
BG41 – Yugozapaden, Bulgaria
Tel.: + 359 748 72138
Fax: + 359 748 72231
e-mail: simitli@mail.bg

Hellenic Society for Child Help and Care (HSCHC)
Boukouvala 26 Gizi-
11475 Athens -Greece-
Tel.: + 30 210 64 11 286
Fax: + 30 210 64 11 286
e-mail: halaakari@yahoo.com

Europäisches Bildungswerk für Beruf und Gesellschaft

European Association for Vocational and Social Education (EBG)
DE3 – Berlin, Germany.
Tel.: + 4930 88 55 17 39,
Fax: + 4930 88 55 14 65,
e-mail: h.baykan@ebg.de

EUROPEAN PROGRAMME
LLP-Leonardo da Vinci – Transfer for Innovation

E-commerce for traditional products - women 50+

Project 2009-1-GR1-LEO 05-01858

www.e50plus.eu

This project has been funded with support from the European Commission.

Education and Culture DG
Lifelong Learning Programme

This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Education and Training

General ideas and the aims of the project

Aim of the project

In certain regions within the EU-countries where living standards remain quite low, the rate of unemployment among older people and especially women is quite high. Working opportunities for women over 50 years old in these areas are limited to the production of local, traditional products and the offer of these products only to the region's visitors. The production is based on traditional recipes that are passed from mother to daughter, using almost exclusively local materials. Overall aim of the project is to support women over 50 years old to participate in training activities in order to continue producing their products in the same way, but in accordance to EU legislation so as to be able to promote them to a wider market through e-commerce.

Objectives

The objectives of "E-commerce for traditional products, women 50+" include support of the development and adaptation of innovative ICT–based content, services, pedagogies and practices for lifelong learning through promoting the training material and delivering training in order to raise the competence level of women over 50 years old (target group).

Training Modules

The trainees (women 50+) will have the opportunity to participate in training activities which will include the following modules:

- Organization of the production of local, traditional products in accordance with the conditions and limitations set by the EU as far as production, conservation and packaging are concerned.
- Organization of the procedures for e-commerce distribution so that the market will expand from a local to national and European level.
- Provision of information to women on the procedures and requirements necessary for their biological products to be characterized as organic.

The duration of the project is 1/10/2009 – 30/9/2011.

International Meetings

- December 2009 — 1st Int. Meeting in Greece
- June 2010 — 2nd Int. Meeting in Bulgaria
- November 2010 — 3rd Int. Meeting in Germany
- May 2011 — 4th Int. Meeting in Italy
- September 2011 — 5th Int. Meeting in Greece

Activities and Products

A. For the effective implementation and dissemination of the project the following activities have been planned:
   a. For the implementation
      - training courses for the trainers, on the correct approach of the target group and the best way of teaching the particular curriculum
      - training courses for the trainees
   b. For the dissemination
      - info days in each country about the project and its progress
      - exhibition of the products and presentation of the services to be offered by the participants

B. During the project's lifetime the following products will be produced
   - pamphlets and posters with information regarding the project, its activities and its products
   - a book for the trainers with guidelines on how they should teach the specific target group of women 50+
   - a book for the trainees with basic theoretical and practical training material on the use of the computer and e-commerce.

All the above mentioned products will be translated into the partners' languages as well as into English and will be uploaded on the project's web site.

Expected results

- Reduction of unemployment among the sensitive target group of women 50+, of underdeveloped regions and/or with minority origin of whom the majority is of low educational level.
- Limitation of internal migration of people coming from underdeveloped regions.
- Increase of the opportunities of employment for the younger members of local societies through these activities
- Upgrading of their economic & social status.
- Preservation of the traditional production of local products.
- Promotion of local traditions to inhabitants of other parts of the country or Europe.
- Production of products according to EU legislation and also for organic products