

Newsletter

Issue 1 | June 2021

The EU is a leader of global agri-food trade. Agriproducts represent 10.6% of intra-EU trade. This calls for the pivotal role of retailers and distributors to add value through branding and marketing high quality EU agriproducts.

At present, there is no curricula in HEI to empower such market intermediaries with the set of knowledge and competences to tackle the challenges of ever-changing global markets for agriproducts.

S.Ma.R.T is an EU project that addresses the challenge to form market intermediaries in the agri-food sector able to

FACTS AND FIGURES

Programme: Erasmus+

Action: KA2 – Strategic Associations

Call: Strategic Partnerships in the field of education, training and youth

Starting Date: 02/11/2020

Ending date: 01/10/2022

properly operate in global markets, both as suppliers and buyers of high quality EU agriproducts.

To fill the gap, S.Ma.R.T will develop, test and validate and promote a 20 ECTS credit course based on a balanced mixture of classroom, e-learning, game-based learning and WBL, embedded in the current educational offer of 4 HEIs in 4 countries, which will be promoted and maintained for at least three years.

Objectives

- ✓ Establish durable collaboration between HEIs and industry.
- ✓ Enhance employment opportunities through targeted job placement.
- ✓ Sustain the global competitiveness of EU high quality agri-food products.
- ✓ Favour innovative instructional design and game-based learning.

S.Ma.R.T aims to engage and have impact on several target groups as:

- youth students
- higher education institutes and lecturers providing more dynamic and updated education
- Business asking for high qualified employees in the field.

Results

- ✓ The design and adoption of a new university learning curriculum, centred on international sales management in the agri-food sector.
- ✓ Digital integration in learning, favouring access to a plurality of Open Education Resources.
- ✓ The adoption of a European model of interactive and game-based university teaching in the agri-food sector.
- ✓ The development of game-based learning forms and opportunities favoured both by the creation of the PlaS - Play to Sale game- as an interactive recreational-educational Knowledge hub,
- ✓ The creation of networking opportunities, to aggregate ideas, experience, skills and job-placements.

Products

This has its reflection in three products:

IO-1. International sales management in agri-food sector curriculum

IO-2. Interactive and gamified open educational resources

IO-3. Agri-food SMEs international sales check-up model

State of the play

In December 2020, the project held its kick off meeting, at which working schedule for the need analysis and drafting of the curriculum was agreed focusing in the first stage on the need analysis and drafting the new curriculum.

The second and third project meetings, as well as the learning activities, were hold virtually.

At the 2nd meeting (April 2021) the results of the need analysis was exposed and the draft of the overall curriculum was agreed. The need analysis is reflected in two report available at the project website:

- ✓ Analysis for the international management profile
- ✓ Cross-case curricula analysis

Up-coming activities and outcomes

After having finalised the first stage, S.Ma.R.T made the step to the on-offline learning material of the new curriculum and the organisation of the learning mobility activities (June 2021).

In September 2021 in Italy, the advances in the elaboration of the open education resources will be discussed, so that the development of the game-based learning forms could be tested in Spring 2022.

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

Consortium

