

## NEWSLETTER N. 2 - MARCH 2022

### ERASMUS+ B.I.G.

#### THE CALL FOR THE TRAINING PROGRAMME IS OPEN!

Do you need a specific and innovative training to make your company stronger on the digital context? Do you want to enhance your international digital presence? The call for digital exporters is open!

After the last meeting, held online on 14th and 15th February, partners agreed on the final text of the call for interests to participate to the training programme that B.I.G.

The pilot training course offers participants free access to OER - Open Educational Resources – and innovative tools which include company checkups, phases of learning, video production and acting on specific subjects connected to the digital and international business for training in the field of International and Digital Business.

Applicants will be required to engage in an innovative program structured in 3 different phases:

1. Training through the **OER method**: 13 online, standalone modules. A wealth of further insights are available for those participants who desire to enhance the study of the topics.

2. **SME check-ups**: each participant will produce an analysis of the digital internationalisation processes of his/her own company to identify strengths, critical areas, improvement actions to improve and increase the internationalisation processes and their foreign business volume.

3. **Movie education labs**: participants will emulate behaviours related to the specific topic, completing a training session which consists of both technical and behavioural skills; the final output is a short video clip produced by teams of participants under the guidance of Project partners.

Registrations are open since Monday 21th February and will be open until the date each partner will establish according to the specific national situations.

The programme accepts at least 80 workers (20 from Italy, 15 from Greece, Poland, Slovenia and Spain) and it is open to bigger groups. Each company can nominate more than one employees: in this case, workers of the same company could cooperate during the sketch-up phase and create also a group in the last part dedicated to the Movie education activities.

Applicants can send their submission through the national partners' website:

**Greece:** <https://www.italchamber.gr/expression-of-interest-for-participating-in-the-training-phase/>  
<https://www.facebook.com/cciesalonicco>

**Italy:** [www.marche.camcom.it](http://www.marche.camcom.it)

**Poland:**  
<https://www.facebook.com/PolskaIzbaGospodarczaImporterowEksporterow>  
<http://www.pcc.org.pl/>

**Slovenia:** <https://www.cpu.si/current-projects/?lang=en>

#### SME TRAINING PROGRAMME

The structure of the training programme has been already defined by partners. It is divided into 6 modules and 13 individual Learning Units. Each unit is composed by a OER, a video pill that will lead the “student” and a series of Further Investigation Materials that will support the in-depth analysis of the topics. Pills are interesting and captivating, each of them lasts about 10 minutes and it is equipped with further materials that participants could use to deepen their knowledge about specific topics.

### 1. Cultural awareness

Cultural differences and Intercultural Competence in International Marketing;

### 2. International Marketing and Sales

Introduction to International marketing and Sales in International market (include Business Model);

Inside sales and selling remotely;

Payment, logistic and legal knowledge;

### 3. International Digital Marketing

Web design and content development for international market;

SEO and SEM;

Social media marketing;

E-Commerce & International Marketplace;

### 4. Data Driven Marketing

Online market research;

Data Analytics;

### 5. Technology and Productivity

Must have and new opportunities with Artificial intelligence and deep learning;

### 6. Digital communication

Cross-cultural communication;

Online Communication and tools.

After the first individual phase, workers are called to play an active role with the check-ups in their companies with the aim to understand the level of awareness in terms of digital potential and capacity to enhance their international position and competitiveness.

Movie Education will distinguish the last part of the programme. By applying linear storytelling techniques and / or branching narratives, with the production of movies or cartoons in 2D or 3D, Movie Education allows to surpass the rigidities and space-time constraints of classic training models, based on classroom teaching and/or on e-learning, which conceive the learner as a party called only to make use of "given" didactic contents (top-down). It allows to interact with the product, with a greater degree of emotional involvement.

## MOBILITY WEEK

In October 2021 B.I.G. partners have been involved in an interesting training programme led by the Università Politecnica delle Marche and Conform concerning the Movie education techniques and the way to coordinate the activities of the 80 workers.

The programme consisted of 5 courses:

**Day 1** - October 4th - dedicated to "State of the art and introduction to Storytelling (referent Univpm);

**Day 2 and 3** - 5th and 12 October - "Storytelling and Movie Education (Univpm and Conform);

**Day 4** - 18th October - with the topic "OER Revision and laboratories on methodological guide (referent Univpm and Chamber of Thessaloniki);

**Day 5** - 19th October - with the topic "Other educational tools for trainers to be used in the labs (Univpm and Chamber of Thessaloniki).



## NEXT EVENTS

Partners will meet at the end of the opening period of the call to evaluate the applications and create the group that will test the pilot training programme..

The call for expressions of interests will be closed in March 2022 and further initiatives with the workers and the companies will start in April.

## ERASMUS+ B.I.G. ON THE WEB

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