

PARTNER



Contact

POLISH CHAMBER OF COMMERCE

mail msasiak@kig.pl

Website

www.ongood.erasmus.site

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@ongood_project



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ON-GOOD

On-line transborder activity
readiness of small and medium
goods producers

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ABOUT THE PROJECT

ON - GOOD

The world in time of the pandemic is a different place: telework has gained popularity in many countries that did not use it before and **ICT skills have become a basis for both work and education environment.**

The current situation requires a transformation within small and medium goods producers in Europe.

The existing patterns related to trade and export of goods do not work anymore – they should be quickly replaced with **new methods of communication and online marketing techniques.**

OBJECTIVES

The aim of the project is **to strengthen the possibility of small and medium goods producers in Europe** for successful transformation from traditional to effective and online transborder activities (import/export) by building capacity of Chambers and similar VET institutions for providing digital education support as well as the development and implementation of digital pedagogical competences of VET educators.

TARGET GROUPS

The project focus on two target groups:

- **employees** of chambers of commerce, regional development agencies, VET clusters, local authorities and centres for entrepreneurship development, VET teachers, trainers and mentors;
- **owners and managers** of small and medium enterprises involved in the production of goods and employees of sales and export departments in these enterprises.

RESULTS

During the project two Project Results will develop:

- PR1** - A Methodological VET handbook - methods for effective digital education
- PR2** - On-good m-learning - training materials for small and medium goods producers.

IMPACT

The On-good project will have significant impact on participants, participating organizations, target groups and other relevant stakeholders by ensuring free usage of all project results by the wide range of the VET education centers and other stakeholders.

All Project Results will be presented as **Open Educational Resources** in five languages of the partnership. The participants will discuss how to improve the situation in the region. Moreover, the impact of the project on regional policy will be significant due to the emergence of a course in the field in which it had never existed before.

At national level, the impact of the project will be constantly maintained by the transfer of information and the promotion of project results across the country. At European level, the project results will reach various European countries through different promotion channels, such as EU-wide, international networks, and also the project and partners organizational websites. As the products can be used from distance and they will be available in many European languages, the impact can still be strong and even support mobility between countries.