

## RetRail – New Trends in Retail Commerce



On the 18<sup>th</sup> of January 2022, the **consortium of RetRail project** organized its **kick-off meeting** online. The consortium gathers **8 European organizations**: Camara Valencia (Spain) – leading partner, Coordinadora (Spain), NERDA (Romania), IDEC (Greece), Hearthands (Netherlands), CPU (Slovenia), Ruse Chamber of Commerce and Industry (Bulgaria), CECOIA (Portugal)

During this meeting the partners discussed about the **outputs** that will be developed in line with the **objectives** of the project.



**RetRail**  
NEW TRENDS IN  
RETAIL COMMERCE

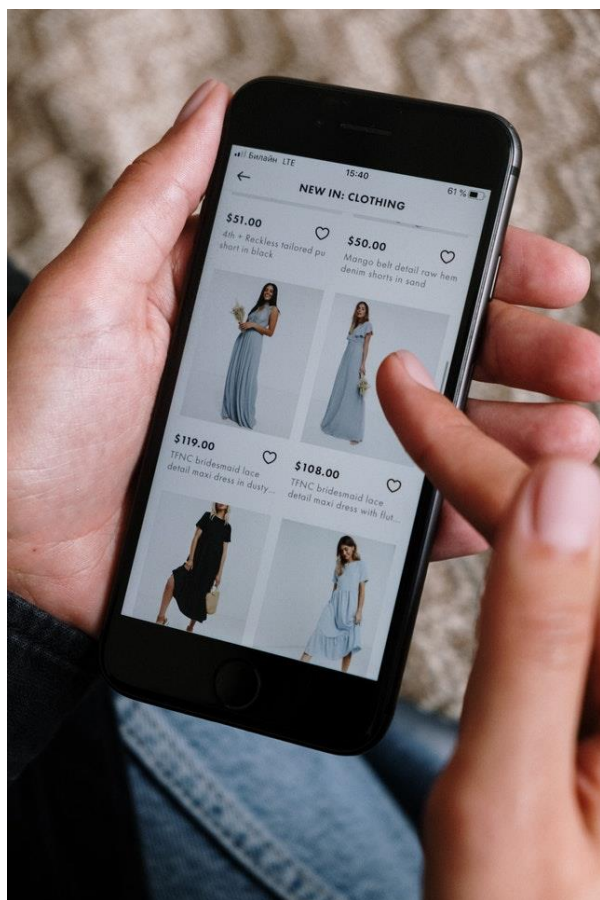
#RetRail

The **RetRail** project aims to provide better opportunities for **owners, managers and trainers** of retail SMEs will be up to date on the most important, innovations of the sector, and will be motivated to implement them in their respective businesses.

For the **employees** of retail SMEs - will provide higher level of both digital and on-site tools, methods and innovations.

**VET teachers** and institutions will have a new innovative curriculum at their disposal which will be a hybrid of digital and on-sight retail education that will equip learners with all the new skills that the sector demands

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## About the RetRail training course

One of the main results of the project will be the "New Trends in Retail" e-learning course for Retail employees, which will take the form of a series of educational modules that will be hosted on a specially designed platform.

These Modules will revolve around the main new trends in retail, and will encompass: social commerce, influencer marketing, online stores in offline spaces, AR-powered shopping experience, ethical brands, same-day delivery, chatbots, pop-up stores, customer experience.



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## What are we teaching?

Each module of the training course will include:

- **Theoretical background**, which covers the most important knowledge of the subject, presented in easy-to-understand way
- **Practical recommendations**, which include interesting case studies and real-life examples, that complement the theoretical knowledge
- **Lesson plans**, to help educational process and make it easy for educators to develop their own training methodology

## Next steps

An important milestone for the RetRail project will be the development of the Learning Motivation Environment – and online training platform that will host all the training materials and resources.

*Follow us on social media and on <https://retrail.eu/> to see how the project is progressing.*



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