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## RetRail project will encourage the retail sector to stay up to date with the new trends

On the 1<sup>st</sup> of November 2021 a new Erasmus+ project launched with the ambition to motivate retail SMEs to engage with the world of digital business innovation, helping them to keep up with their larger counterparts and to boost their sales. The **RetRail – New trends in Retail Commerce** project will combine the know-how and expertise of organizations from 7 European countries – Spain, Romania, Greece, Bulgaria, Cyprus, Slovenia and Portugal.

The 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.

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.

*You can follow the progress of the project on our media channels:*



<https://retrail.eu/>



<https://www.facebook.com/RetRail.project>