



RetRail

Objectives

The "RetRail" project drives digital transformation in small and medium-sized retail enterprises, enhancing competitiveness and customer experience in the digital retail age.



Skills Upgrade: "RetRail" aims to enhance digital knowledge and skills within retail SMEs.



Curriculum: The project plans to update vocational training curriculum to bridge the digital skills gap.



Resilience: "RetRail" focuses on improving SMEs' resilience and customer experiences.

Background

The swift evolution of technology has drastically transformed the retail sector, with innovations like online shopping, cashless transactions, and omnichannel strategies. In response, many retailers are integrating their physical and digital platforms to provide seamless customer experiences. However, this digital shift has left smaller retail businesses struggling to keep up with larger counterparts.

The "RetRail - New Trends in Retail Commerce" project aims to bridge this gap, introducing small and medium-sized retail enterprises (SMEs) to digital business innovation. The project targets SMEs, sales staff, and related associations, seeking to democratize access to digital know-how and facilitate a more inclusive digital transition in the retail sector.



New trends in Retail Commerce



Vocational trainers

Vocational trainers will be offered specialized guidance to incorporate contemporary retail trends into their teaching curricula.



Company trainers

Company trainers will be equipped with knowledge on the latest retail innovations to better instruct their employees.

Consortium



Contacts

The consortium is an alliance of eight European organizations, each specializing in areas like business support, consulting, and vocational training. These members hail from Spain, Romania, Greece, the UK, Slovenia, Bulgaria, and Portugal.



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Funded by the
Erasmus+ Programme
of the European Union

Disclaimer: "This project has been funded with the support of the ERASMUS+ of the European Commission. The contents reflect the views only of the authors, and the European Commission cannot be held responsible for any use which may be made of the information contained therein."

Implementation

The consortium plans to undertake various activities, including the development of a guide and an e-learning course on new retail trends targeted at retail managers and employees respectively.

They will also develop a training course for vocational education and training (VET) and company trainers. All resources will be peer-reviewed, translated into partner languages, and undergo pilot testing before being finalized based on feedback.

Results

The consortium is set to develop a comprehensive "New Trends in Retail" guide specifically designed for executives and owners of retail businesses. This guide will delve into the latest industry trends, innovations, and case studies, providing a detailed roadmap for these leaders to stay abreast of the rapidly evolving retail landscape and drive their businesses forward effectively.

