

**WELCOME TO THE FIRST DIVET NEWSLETTER!**

DIVET - *Joint Qualification for Export Specialists Via Internet and Social Media* is an Erasmus+ Project that will be implemented between December 2018- December 2020.

The project aims to develop skills of young people interested in working in the field of internet-based and social media exporting, to increase their employability, and to make available trained professionals who possess necessary skills aligned with the needs of enterprises. For the purpose of this aim, a Joint Qualification will be developed among partners focusing on internet-based and social media sales, and pilot trainings will be delivered in each partner country to 80 VET students. A 3-month apprenticeship will be a pre-condition in order to complete the course successfully.

***“A Word from the External Evaluator”***

DIVET has proposed a 3-mode model of learning for its VET students: online, face-to-face, and work-based learning. As partners set about preparing the detail of the approach, they should be aware of the opportunities and flexibility this gives them. The evolving, and so open-ended, nature of e-marketing and exports, means students must develop independent learning dispositions and research skills such as the ‘ability to learn quickly’, ‘patience’, ‘analytical skills’ identified by experts during the focus groups.



Above all, students should know where to find and draw on specialist knowledge *as it emerges*. Full use of the DIVET learning community will be a good starting point. Where a partner has an expert exploiter of social media for marketing campaigns, for example, partners can stage webinars for students in all three countries. Equally the online

forums can be an opportunity for students across the partnership to pick each other’s brains.

But specialist knowledge will also be contained in the resources uploaded onto the e-learning platform. Given guided tasks, students can mine this information ahead of face-to-face sessions, or work-based tasks, so the most can be made of their time in the classroom and workplace – so-called ‘flipped learning’.

Finally, it is the rich environment of the workplace where students will learn most – applying what they have learned elsewhere and making sense of it so they can make progress in their own context. The ability of students to identify for themselves useful documents, links etc. and bring them back to the collective pool of DIVET online resources will ensure relevance of the learning platform and support students’ development of their own agency.

**DIVET reached its first result!**

Focus groups have been organized in each partner country for the purpose of developing a Qualification Profile for export specialists via internet and social media. A preliminary list of skills drafted jointly by the partners was the starting point of discussions in the focus group meetings.

**- Action Synergy and IVEPE-SEV**

Three focus groups have been held in Greece in order to define the qualification profile for the DIVET project. The Federation of Industries of Attica and Piraeus organised focus groups with its members while IVEPE-SEV and Action Synergy organised joint focus groups with experienced SMEs and stakeholders. In these focus groups, representatives of export-oriented SMEs and export related stakeholders expressed their opinions on skills and competencies required for the profile of “Exports Specialist via Internet and Social Media”.



All the stakeholders have agreed that this profile is

very relevant for the needs of the industry and fills a gap especially for the SMEs that do not have organised export or marketing departments.

**- BCCI**

BCCI held two focus groups with stakeholders on July 12 and 15, 2019 in Bulgaria to discuss the preliminary list of skills that have been identified. Each focus group involved five stakeholders, the majority being representatives of SMEs, all possessing solid managing experience in their respective fields. The participants in the focus groups rated all of the preliminary skills as highly relevant; the export-related and soft skills being rated as more relevant than marketing-related skills. The stakeholders suggested 12 new skills to be added to the qualification profile.



They expressed their interest in the project and willingness to contribute to the next stages of its implementation.

**- Harmonia**

In the meetings of Harmonia there were 31 students from universities in Sofia. The main topics were opportunities offered by trade via the internet and social media for entrepreneurs and SMEs; and the development of digital marketing through new approaches and trade over the internet and social media.

The idea was to create awareness and dissemination of the project amongst university students.



The parties agreed to disseminate and create awareness of the project through media coverage,

such as radio news, of the project's achievements.

**- MAKRO**

MAKRO held three focus group meetings, with a total of 16 participants in Ankara. The first meeting was held with the attendance of export experts, working actively in their respective fields for many years. The second focus group was organized with experts working in the exporting SMEs, while the third meeting was held with attendees working as social media or e-commerce experts.



The participants rated all of the preliminary identified skills as highly relevant, however the export-related skills and soft skills were regarded more relevant than marketing-related skills. Experts also suggested that soft skills required for the qualification profile can be improved with different skill-set categories such as strong teamwork abilities, communication skills, language and persuasion skills.

The focus group results of all meetings showed that the identified preliminary qualification skills are highly relevant.

**What is next in DIVET!**

- Comprehensive qualification profile
- Joint Curriculum

For further information click on the icons below.

