

## PROJECT PARTNERS

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## ABOUT THE PROJECT

*In this project special attention will be paid to cooperative work and communicative skills.*

*Working in groups in order to achieve a greater learning, showing the goals via different presentations will reinforce the communicative area. Education will be carried out following the logical process of thinking.*

*Researching projects are a way of learning to learn in cooperation where all the above circumstances will be met.*



## E-commerce for Start-ups

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Cooperation for innovation and the exchange of good practices  
KA229 - School Exchange Partnerships

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## DESCRIPTION

This project we will create new teaching materials based on the creation of real products and real marketing channels.

Students and teachers will be working on project tasks where the theory will be focused to give them support and finally, achieve their goals.



Teachers will motivate the need to learn about new things and develop the project through an initial activity that awakens interest and gives rise to questions. Teachers will create a question, the answer to this question will focus the work.

During the work, students have to be the protagonists: to think, to choose and to make decisions.

During the project students will work in collaboration, communication, critical thinking and the use of new technologies.

## PRIORITIES

- Development of relevant and high-quality skills and competences
- Contributing to innovation developing, implementing and testing the effectiveness of approaches to promote creativity, entrepreneurial thinking and skills
- Developing skills, supporting the use of digital technologies to improve pedagogies and assessment methods.



*The idea is taking something from local environments, something which is typical in every area of each partner then, manufacture it and finally, sell it to different countries. The product will be adapted to different markets, tastes, cultures, etc.*

## MAIN AIM AND OBJECTIVES

The main aim is to drill down into the schooling data and more concretely in the economic and entrepreneurship subjects in the education systems. Something related with sophistication of business, labour market efficiency and education.



The objectives of this project are:

- Work on projects and therefore create new teaching materials: different methodological guides connecting theoretical knowledge with a real process.
- Creation of a product (a real one, i.e. a jam, a perfume, a special candy, etc) to be promoted and sold.
- Market study
- Marketing study
- Product box design
- Legal base for exportation
- Funding
- Manufacturing process
- E-commerce web page
- Customers' surveys