E-COMMERCE OF SAFE CHILDREN’S PRODUCTS: A COMMON VIEW FOR SMES, CONSUMERS AND AUTHORITIES

María Cruz Arenas
AIJU
Researcher
Children’s Products Safety Area

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E-commerce of safe children’s products:
a common view for SMEs, consumers and authorities

• **GOALS**

  ICT open educational resources
  e-commerce of safe children’s products
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WHY THIS PROJECT?
Online purchases, EU28, 2018 (% of individuals who bought or ordered goods or services over the internet for private use in the previous 12 months)

- E-learning material
- Medicines
- Computer hardware
- Telecommunication services
- Food or groceries
- Electronic equipment
- Video games software, other software and upgrades
- Films, music
- Books, magazines, newspapers
- Tickets for events
- Household goods (e.g. furniture, toys)
- Travel, holiday accommodation
- Clothes, sports goods

Source: Eurostat (online data code: isoc_4c_libay)
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• Lack of qualified staff for the online sale

• Safety of children’s products sold online

• Market surveillance NEW CHALLENGE!
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**METHOD**
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• LEAN E-LEARNING DESIGN METHOD

1. Target audience
2. Needs of the potential users
3. Value proposition
4. Course structure
5. Metrics evaluation system
6. Didactic proposal
7. Technological proposal
8. Unique values
9. Sustainability proposal
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PEDAGOGICAL DESIGN

Learning
Activities
Resources
Interactivity
Assessment

LESSON 5.2
Challenges in the market surveillance of children’s products sold online
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RESULTS

COMMUNICATION  STRATEGY  GOALS

TEAMWORK  COSTS  RISKS

VISION  ANALYSIS  PROJECT

QUALITY  EXECUTE  ORGANIZE

RESULTS  PLANNING  DEVELOPMENT

TEAM  TASKS
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Know the key issues to legally sell your products online

Know how to safely buy products for children

INTERACTIVE COMIC
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• TOPICS

- e-commerce legislation
- consumer protection
- children’s products safety
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Languages
Available in English, Spanish, Italian, Czech and Portuguese

Freely accessible to all
Connect to the Internet from any electronic device, computer, tablet or smartphone

Free
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TARGET

- children’s products industry (especially SMEs)
- consumer organisations
- public authorities responsible for consumer issues
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How can I buy safe children’s products online?

INTERACTIVE COMIC

TARGET
consumers
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CONCLUSION
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INDUSTRY

HOW TO SELL YOUR PRODUCTS ONLINE IN COMPLIANCE WITH THE LAW

Learn with the e-COM 4 CHILDREN

Come to our multiplier event on 14th November in Lisbon
DO YOU KNOW HOW TO BUY SAFE CHILDREN’S PRODUCTS ONLINE?

The e-COM 4 CHILDREN tools teach you how
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AUTHORITIES

MARKET SURVEILLANCE OF CHILDREN’S PRODUCTS SOLD ONLINE IS NOT AN EASY TASK

e-COM 4 CHILDREN is a specific tool to help you

www.ecom4children.com
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Video presentation

1- OP1.1_presentation ecom4children final.mp4

https://www.youtube.com/watch?time_continue=2&v=Rob1D8yRdus
THANK YOU!

Contact: María Cruz Arenas
AIJU
ecom4children@aiju.info

Visit our website www.ecom4children.eu

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