



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

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- **GOALS** **ICT open educational resources**
e-commerce of safe children's
products



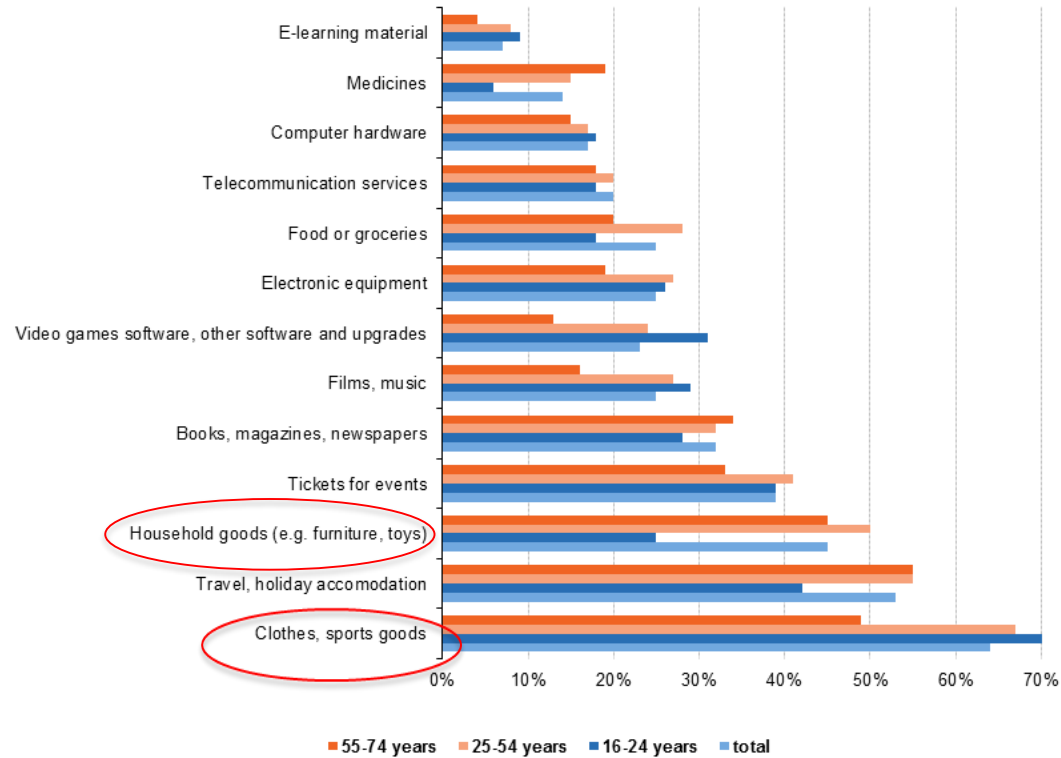


WHY THIS PROJECT?





Online purchases, EU28, 2018 (% of individuals who bought or ordered goods or services over the internet for private use in the previous 12 months)



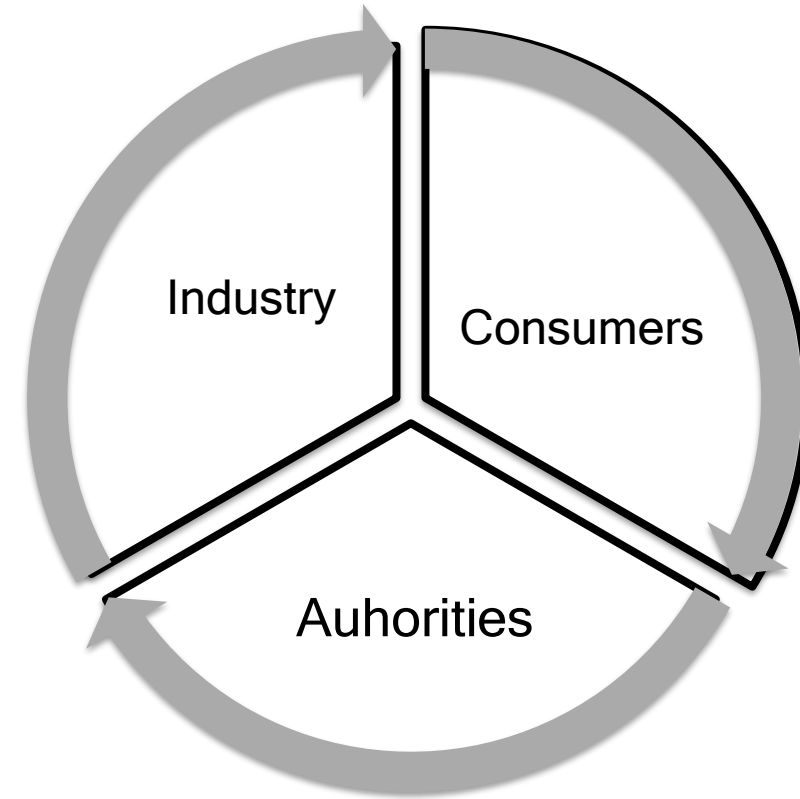
Source: Eurostat (online data code: isoc_ec_ibuy)







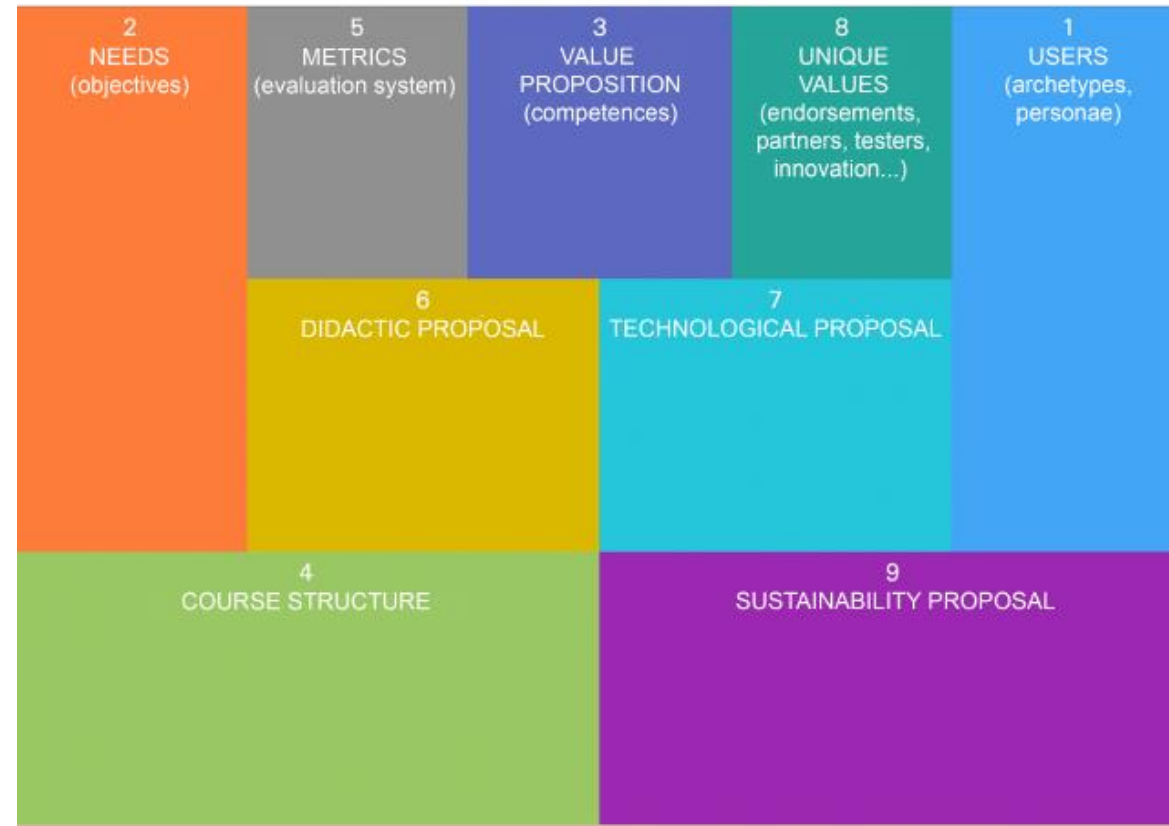
- Lack of qualified staff for the online sale
- Safety of children's products sold online
- Market surveillance
NEW CHALLENGE!





METHOD

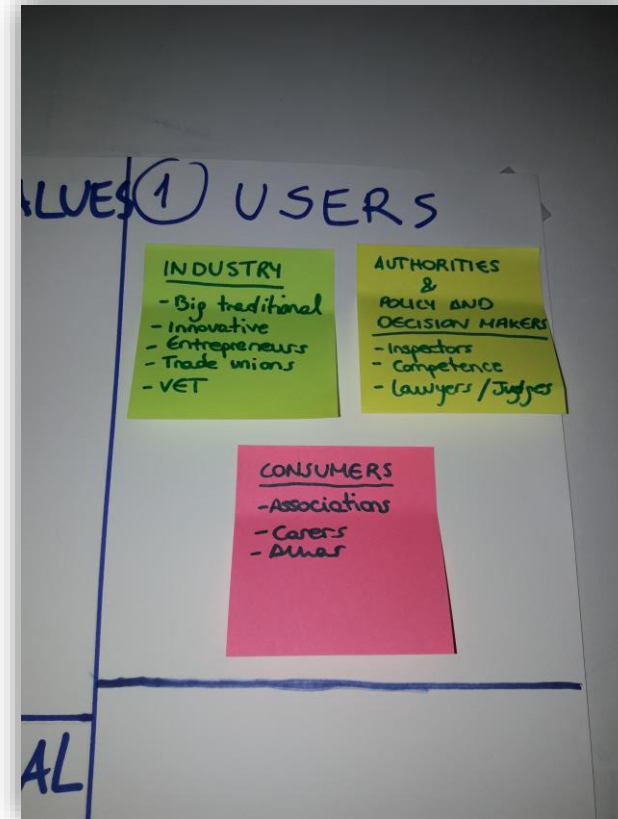
MOOC LEAN Canvas





• 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



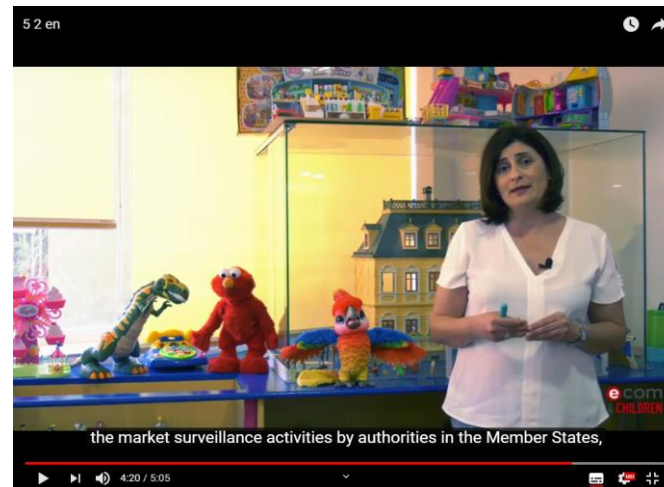


PEDAGOGICAL DESIGN



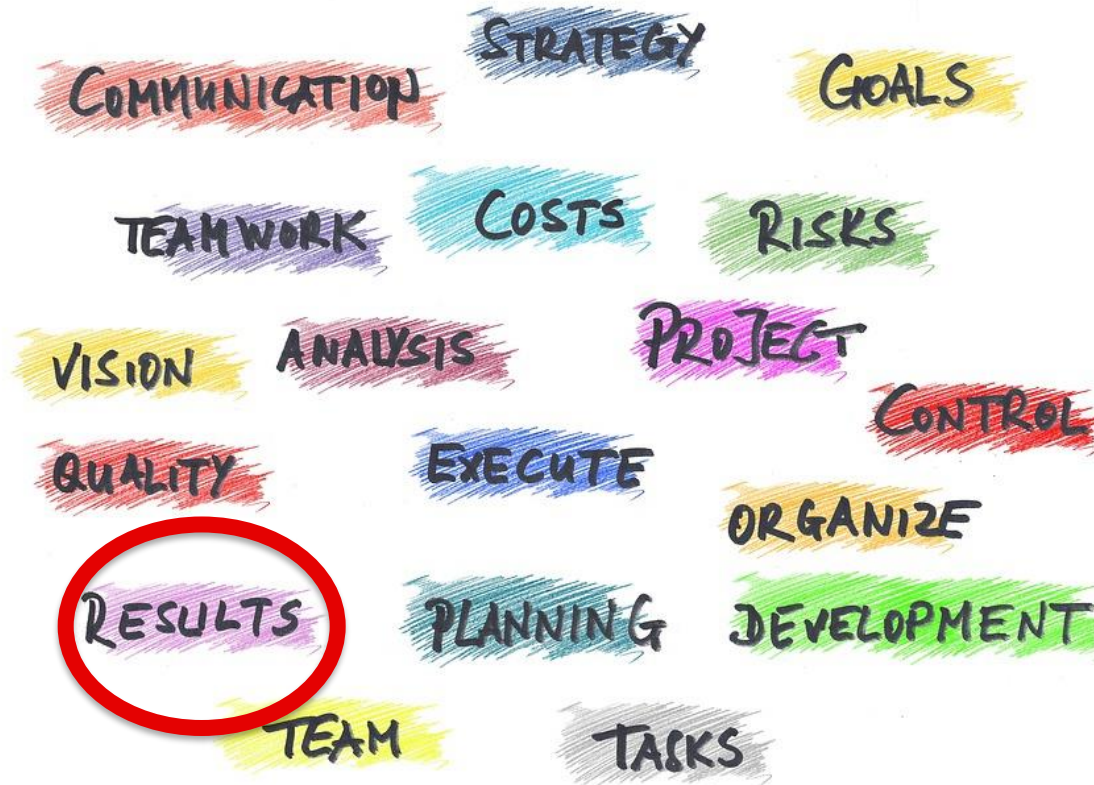
LESSON 5.2

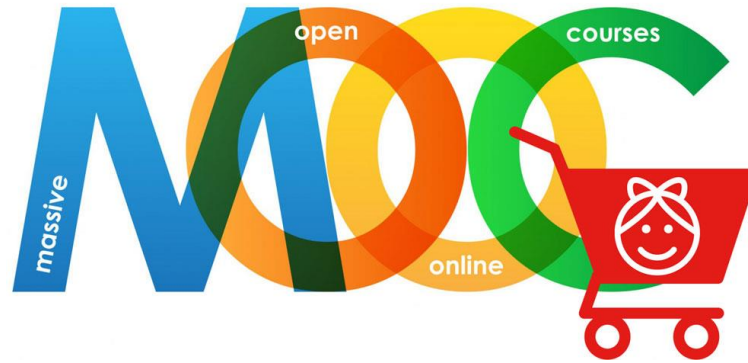
Challenges in the market
surveillance of children's
products sold online



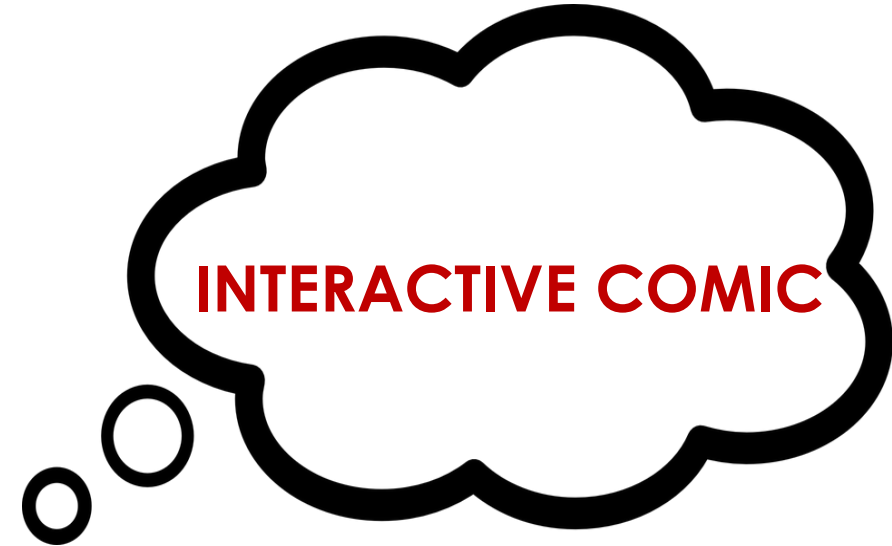


RESULTS





**Know the key issues to
legally sell your products
online**



**Know how to safely
buy products for
children**



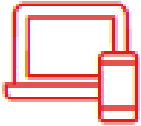
- **TOPICS**





Languages

Available in English, Spanish, Italian, Czech and Portuguese

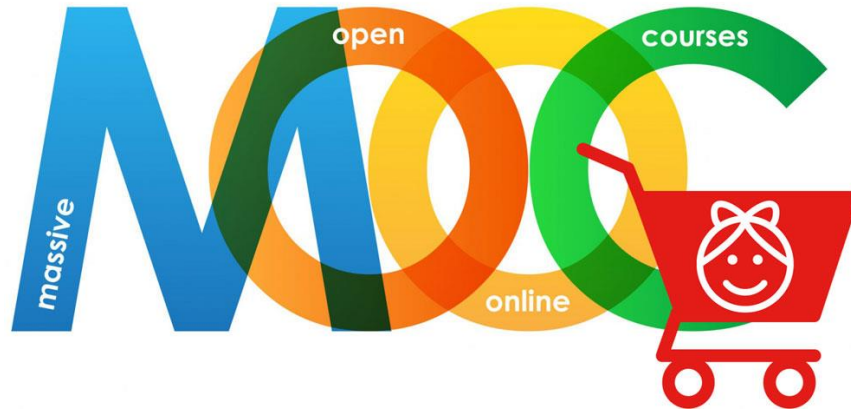


Freely accessible to all

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

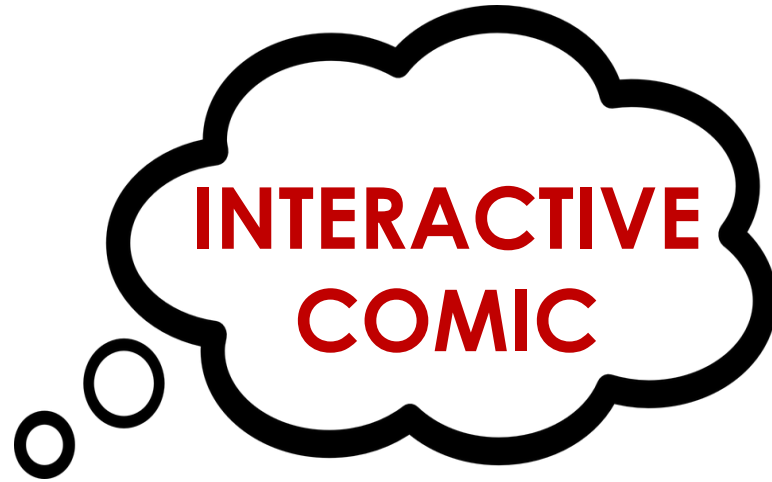


Free



TARGET

- children's products industry (especially SMEs)
- consumer organisations
- public authorities responsible for consumer issues



TARGET

consumers

How can I buy
safe children's
products online?





CONCLUSION





ecom
4 CHILDREN

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



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INDUSTRY



HOW TO **SELL YOUR** **PRODUCTS ONLINE IN** **COMPLIANCE WITH THE LAW**

Learn with the e-COM 4 CHILDREN



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CONSUMERS

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*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



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

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



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Video presentation

[1- OP1.1_presentation ecom4children final.mp4](#)

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



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THANK YOU!

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Visit our website www.ecom4children.eu

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