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E- Fishnet Submitted Summary

“e- FishNet.-An innovative network for enhancement fishmongers management and communication skills”

Fish Retailer Sector has a great economic weight, taking into account average annual fish consumption in Europe is 23,9 kg /pers. This figure is significantly higher than the world average annual fish consumption (17 kg/pers). Economic impact is even higher in countries like Spain, Portugal or Iceland, some of the partner countries that participating in this project.

Fishmongers play an important role in society, thus they inform customers about fisheries products, encouraging healthy habits amongst population.

Nevertheless this sector has many difficulties related with training issues, and with attracting new employees (surprisingly this sector has many job opportunities, but young people are not attracted by this labor market).

In addition, there is also great inequality in the imparted and required professional training amongst different countries. Some countries have well determined schemes, levels and qualifications (UK), while others do not have any official qualifications, or the training schemes cannot be put into practice (Spain, Portugal). All this adds up to the lack of training culture, professional ageing (this situation hinders the access to e-learning training) and long working days, that hinders professional retraining.

For all these reasons, society does not value the fishmonger occupation, and makes it occupationally unsolicited, resulting in the loss of market share for the retail format.

e- FishNet will try to connect with the new consumer, increasingly practical, interactive and new sale strategies lover, with fishmonger's collective. Through specialized training the technological gap will be shortened, making this occupation attractive.

Another aspect to be noted is the absence of a European partner network, that supports training harmonization, knowledge acquisition and raises the prestige of Fish Retailer Sector.

e- FishNet aim is to tackle these difficulties.

1. Transnational partner network establishment, related with fishmonger's training.
2. Training situation analysis in the 6 countries taking part in the project, pointing difficulties and shortcomings and suggesting training solutions.



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3. Creating a Training Strategy, which will improve necessary skills to adapt to new customers demands (digital skills, marketing, new sales strategies)
4. Use of TIC to enable the acquisitions of new skills (digital tools such as, podcasts, Moocs), available in an e-learning platform.

Organizations taking part in this project are divided in:

1. **Sectorial Associations**, representing the target group (fishmongers). Coordinating the Project FEDEPESCA (SP), and ANCIPA (PT) as a partner.
2. **Training Organizations**: Ankara University (Turkey). Billingsgate Seafood Academy (UK)
3. **Organizations specialized in new innovative training methods**: MATÍS (Iceland), ARIEMA (SP)
4. **Organizations related with qualifications**: Mercamadrid (SP), Agencia para el Empleo de Madrid (SP).
5. To **increase the impact of the Project**, and to have a holistic view: EATIP (European Platform).

Project implementation goes through phases:

1. General Coordination
2. Analysis and investigation of fishmonger's training
3. Employability and Entrepreneurship, how to fit training with real needs
4. Training materials development and contents digitalization
5. Monitoring activities
6. Dissemination and communication results.

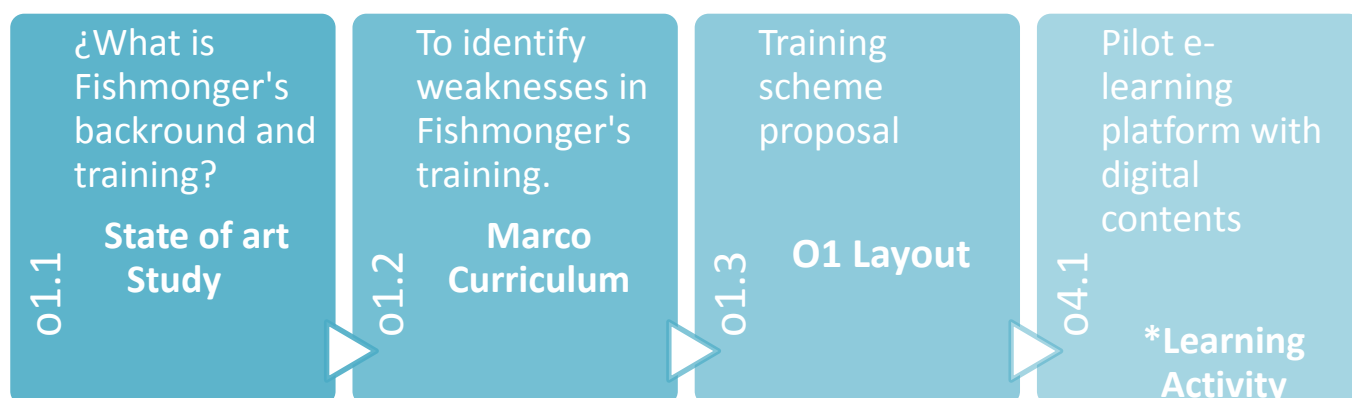
The methodology used in this project consists on the analysis of current situation, acting on different groups of interest (fishmongers, final customers), to have different perceptions. Also a desk-based research will be carried out and follow-up meetings that will be held will ensure the correct execution of the Project. We will include new techniques, processes or tools, ultimately differentiating features that will optimize management and sales features of this traditional sector.

All the results will be freely accessible, and they will be available for as many interested people as possible, mainly interested in Fish Retailer Sector, but also other people related with traditional sectors.

Two types of impact are foreseen: qualitative improving training offer, making it more equal and adapted to real needs; and quantitative, enabling the greatest diffusion of the results, and the use of these results by a great number of fishmongers.

e- Fishnet aim is to create a positive impact in customers' opinion about fishmongers and raising the image of the sector, enabling new training schemes adapted to new needs and

E- Fishnet Roadmap



improving fishmonger's skills.

2 Intellectual Outputs will be done:

O1: State of Art Study and Marco Curriculum

O2: e-learning platform and digital contents

01.1

We will analyze the current Fishmonger's background and training, both in the field of continuous training for Fishmongers already working and for new workers who are interested in developing their professional career as fishmongers.

The following activities will be carried out:

- Study of current training schemes in different countries of Entities taking part in the project. This study will be carried out mainly by FEDEPESCA, ANCIPA, Billingsgate, and Ankara University. The result will be a State of Art Study.
- We will interview (minimum) 5 Fishmongers per partner. These interviews will be recorded. In this first part we will ask them about their training and their skills.
- Engage an expert panel, with Organizations from at least 5 more Member States.

- Appointment of a Steering Committee
- Appointment of the “Technical Management Group”
- Building the web page of the project and its social networks.

O.1.2

After analyzing training schemes in several countries, we will spot weaknesses. We will get to know what are the common skills of fishmongers and the common areas of training so we can develop a “Marco Curriculum”.

The following activities will be carried out:

- After the analysis of different training schemes we will spot weaknesses and strong points.
- We will produce a Marco Curriculum taking into account current skills and training of Fishmongers along the different countries taking part in the project.
- We will include also information from Fishmongers interviews. We will ask them, if there are any areas they would like to include in their training, or any other skills they would like to learn about.
- Interviews/ surveys to final consumers, asking them which skills they would appreciate in Fishmongers.



O1.1.3

The following activities will be carried out:

- Training scheme proposal
- Intellectual Product Layout O1

Upon completion O1.1.1 + O.1.2 + O.1.3:

- Analysis training schemes
- Weaknesses and strong points detected.

- Marco Curriculum
- Training Scheme Proposal

O.4.1

The following activities will be carried out:

- E- learning platform creation
- E-learning contents development
- Conclusions about the experience using this modality of learning and training (Ankara University and Billingsgate).
- Learning Activity: Several partners will offer a training course for the other partners. This course will be recorded and adapted, so these courses can be available in the e-learning platform. Topics will be decided further on, but courses will be focused in Food Safety, Traceability, marketing skills...
- The e-learning platform and the contents adaptation will be carried out especially by ARIEMA and MATIS.



Steps to take

Intellectual Output 1:

Goal: Development of a complete research in the field of Fishmonger's training in different countries, so we can define the Marco Curriculum, spot weaknesses and strong points and design a training scheme both in the field of training for fishmongers already working and for others who will like to develop their professional careers in this sector.

1. ARIEMA will give an index to perform the State of Art study and a methodological proposal so all the partners can collect information.
2. ARIEMA creates a survey template. FEDEPESCA will check it, and make the distribution as well as Mercamadrid.
3. Fishmonger's interviews. They will be recorded. (Min. 5 Interviews per country)
4. ANCIPA will collect the information gathered by all the partners.



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5. A curriculum marco and a Training Scheme will be defined.
6. FEDEPESCA creates a group in Facebook and Twitter.
7. FEDEPESCA will review the previous Document.
8. ARIEMA will make the task of Layout of the O1.

Intellectual Output 4:

Goal: Our goal is to adapt several training material to be used in the e-learning format. We also will create an e-learning platform. A Learning Activity will be done. During this activity several partners will develop learning materials, which will be recorded so they can be adapted to the e-learning format.

Actions:

1. Training methodologies analysis in the Fishmongers sector, so we can put into practice some ideas in our e-learning platform: Ankara Univ, Billingsgate Seafood School, Matis.
2. E- Learning Platform creation
3. Adapted training materials for the e-learning platform.

e- FishNet Meeting and Learning Activity

Activity	Date	Place	Participants
M1- Kick off Meeting	17 y 18 Nov	Lisbon	ALL PARTNERS
M2- Follow up Meeting (Previous work for O1)	July 2017	Iceland	FEDEPESCA ARIEMA Matís ANCIPA Billingsgate Seafood School Ankara Univ.
M3- Follow up Meeting (O1 conclusions, previous work)	Dec/ Jan 2017-2018	London	FEDEPESCA ARIEMA Matís ANCIPA Billingsgate Seafood School Ankara Univ.
Learning Activity	April 2018	Madrid	FEDEPESCA ARIEMA Matís ANCIPA Billingsgate Seafood School
M4- Final Meeting and Multiplier Event	June/ Jul 2018	Madrid	ALL PARTNERS

Learning Activity

In March/ April 2018, in Madrid it will take place the Learning Activity of the e-FishNet Project. This activity will be focused in learning materials for fishmongers training.

Every organization taking part in this activity will present learning materials related to different areas, for example, food safety, marketing, traceability....

These contents will be presented by a participant of each organization and they will be recorded so they can be used in the e-learning platform.

This activity will have duration of 5 days, and the different contents will be distributed among partners taking into account different areas of expertise of each partner.

These contents may be also used to train fishmonger's trainers.



Activities and Coordination

A1: Project Coordination

Coordinator: FEDEPESCA

A2: Analysis and Investigation: State of Art in the field of Fishmonger's training, Marco Curriculum and Training Plan Definition

Coordinator: ANCIPA

A3: Training plan Development in the field of e-learning methodology

Coordinators: ARIEMA+ Matís + Ank. Univ

A4: Project and Results Diffusion Plan

Coordinators: EATIP and FEDEPESCA

E- Fishnet Schedule

	SEPT	OCT	NOV	DIC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AGO	SEPT
A1: Project Coordination.																									
A2: Analysis and Investigation: State of Art, Marco Curr, training Program Def.																									
A3: Training Program Development																									
A4: e- FishNet Difusion																									
O1																									
O4																									
M1																									
M2																									
M3																									
M4																									
Learning Activity																									
Mult. Event																									

*Timeline o1 for partners: Mar/ Apr 2017

Timeline o4 for partners: Mar/ Apr 2017

E- Fishnet Activities Development

Activity		PARTNER
A1	Project Coordination	FEDEPESCA
	Steering Committee	ALL PARTNERS
	Technical Management Group	ALL PARTNERS
	Web Page Development	ARIEMA
	Social Network	FEDEPESCA
	Panel of Experts Creation	ALL PARTNERS
A2	Fishmonger's training schemes research in each country	FEDEPESCA, ANCIPA, Billingsgate, Ank. Univ, Matís
	Fishmongers Interviews (min. 5)	One or more partners per country
	Final Consumer Interview / Survey	ALL PARTNERS
	State of Art Study	Index: ARIEMA Every partner will make inputs according to their possibilities.
	Marco Curriculum	Every partners will make inputs, except for EATIP
	O1 information and materials compilation	ANCIPA and FEDEPESCA
	O1 Layout	ARIEMA
	Training Program Proposal	ALL PARTNERS
A3	e-learning Platform Development	ARIEMA/ Matís/ Ank. Univ guidelines for this process.
	Contents Development (Learning Activity)	Several partners will contribute with contents but only Matis and ARIEMA will adapt them to be used in the e-learning platform
A4	e- FishNet and results diffusion	ALL PARTNERS but specially EATIP and FEDEPESCA
	Diffusion plan in which all entities will take part.	FEDEPESCA+ EATIP.

Partners Budget

Entity	Total Budget
1. Fedepesca	56.394 EUR
2. Agencia para el Empleo de Madrid	9.944 EUR
3. Ancipa	21.232 EUR
4. Ankara Universitesi	17.130 EUR
5. Ariema	26.146 EUR
6. Billingsgate Seafood	19.560 EUR
7. EATIP	9.156 EUR
8. Matis	21.886 EUR
9. Mercamadrid	7.864 EUR
TOTAL	189.312 EUR