



Erasmus+

REJUVENATE Academy

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Research & Education Hub


APVET





2023

EUROPEAN YEAR OF SKILLS



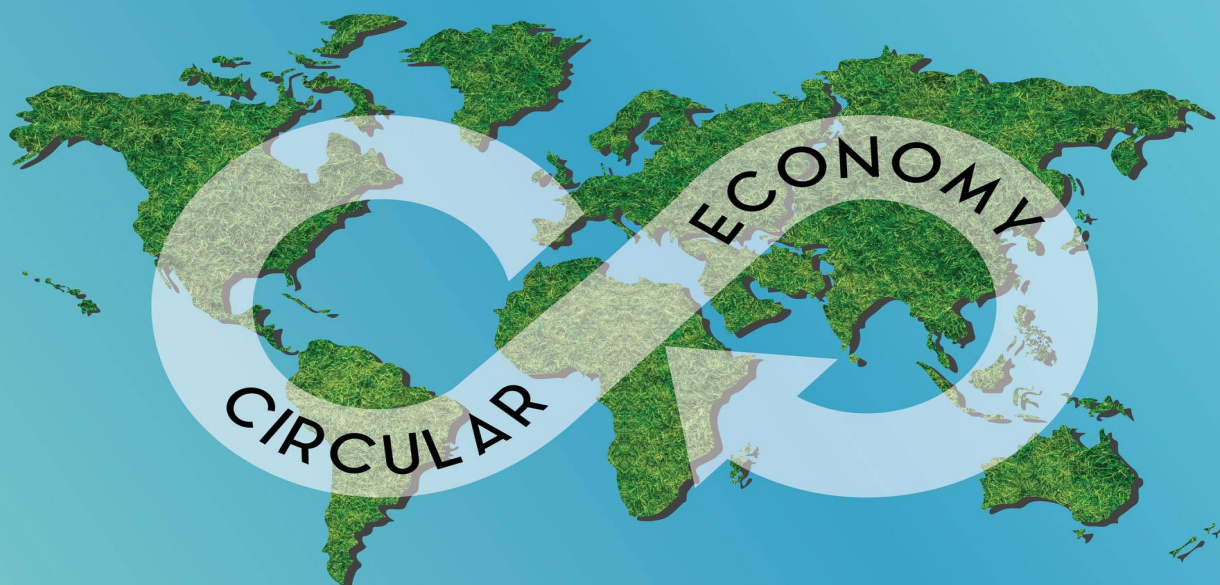
eREJUVENATE ACADEMY opened the EU Year of Skills proposed by European Commission. The Year of Skills aims to contribute to the digital transitions and competitiveness and promote a mindset of reskilling and upskilling, helping people to get the right skills for quality job.



The secondary market repurposes and diverts products that would otherwise end up in landfills. The second-hand market is growing every year, and the percentage of the population involved in this market continues to increase. Several key factors play a significant role in second-hand shopping consumer decisions. These factors include social considerations, costs, trends, environmental influences, etc.

The eRejuvenate Academy is a European Vocational Education Training project financed by the European Union in 2023. It provides an opportunity for those looking to enter a new VET profession to acquire the basics necessary for undertaking and learning an innovative and flexible job focused on the management of second-hand market areas and the circular economy.

The training offered fully meets the demand from young people interested in pursuing new professions in compliance with the evolution of the modern digital labor market. It helps provide specific skills that traditional schooling does not offer in this subject



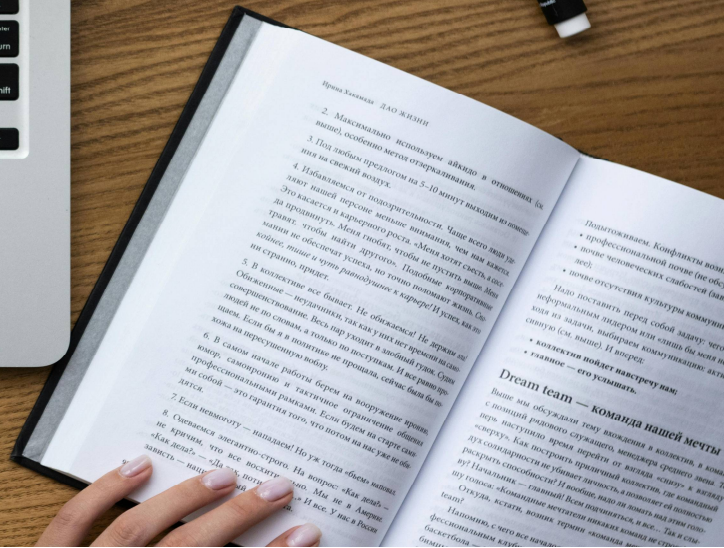


POLLUTION

The youngest generation is showing that the second market solves waste and environmental pollution. On 2019 the secondhand trade on digital marketplaces saved:

- 25.3 million tons of CO₂ and contributing to the circular economy and benefiting the environment. As an example, 25,3 million tonnes of CO₂ is equivalent to the yearly emissions of approximately 2.8 million Europeans;
- 1.3 million tonnes of plastic were potentially saved by consumers who takes used items through 12 digital marketplaces operated by Adevinta and Schibsted, according to the Second Hand Effect 2019 compiled in cooperation with IVL Swedish Environmental Research Institute, that looks at how much CO₂ and materials (1.5 million tonnes of plastic, 0.9 million tons of aluminum the same amount used or 29 billion smartphones, 9.5 million tonnes of steel enough to build 1,247 Eiffel Towers) have potentially been saved through second-hand trade on participating marketplaces.

For these reasons, Erasmus+ VET eRejuvenate Academy plays an important role for the european youth employability and increasing attractiveness VET in the secondmarket economy that is fascinating young people and booming the circular economy in the world.



EDUCATIONAL PROGRAM

The Erasmus+ eREJUVENATE ACADEMY operates from locations across the European Union, such as Italy, Portugal, and Cyprus. All classes are held online. The course provides learners with the basics of the lifecycle of product business and trains them to become managers of the second-hand market and circular economy. Additionally, the course equips learners with the necessary knowledge and resources to build a complete marketing strategy, covering aspects ranging from social and economic sustainability to accurate estimation of second-hand product values. This course will set learners on the path to expanding their knowledge using effective, proven methodologies in order to acquire skills in circular economy.

The vocational training lessons

The Erasmus+ EREJUVENATE ACADEMY training program was open to all learners wishing to pursue professional basic education in secondhand market and circular economy. Learners had to be between 18 and 30 years of age and possess a secondary or high school diploma or its equivalent. The course was offered free of charge, and learners received a key/password from the webmaster of the platform for access to the educational areas on the project website. Each participant was required to start and complete the course program autonomously within a predetermined agreed deadline. A tutor service was offered to all participants through the web platform. Upon completing the course, learners were able to position themselves, engage, and cultivate relationships with both public and private stakeholders. They also had the opportunity to register in the Career Gateway, created to match demand with the offer of second-hand management positions in industries and companies seeking new young talent managers.

Here the program covered by the modules set:

- Notion of Social and Economic Sustainability;
- Notion of Environmental Impact of products;
- Notion Circular Economy Model and its benefits;
- Notion Second-hand Marketing;
- Notion of the general principles of appraisal and professional practice;
- Notion of binding estimation and free appraisals, prices, quotes and current value of the second-hand fashion and re-use products;
- Notion of second-hand web platforms;
- Emotional (psychological) drivers of consumer behaviour when purchasing second-hand goods;
- The opportunity of bargaining;
- How to increase the value drivers of second-hand goods on its history, ANTIQUES, culture & values, originality & rarity, snob effect, brand and luxury product, treasure hunting.
- Social drivers: the influence of social media and new trends for people of different social status and classes;
- Up-scaling strategies for the placement of second-hand products.



CONCRETE OUTPUTS

Impact & Concrete Outputs

100% of the learners found very interesting the training program.

100% had easy access to online classes without any technical problems! It is important that the Web platform be accessible to everyone in order to provide equal access and equal opportunity to people.

131 YOUNG CERTIFIED

96% of learners found the Tutor Service very professional and always available.

95% of the learners confirmed their interest in participating again in other european and international ERASMUS + initiatives.

The learners used these terminals to access online lessons

14,2% Notebook

8,4% Tablet

69% PC desktop

8,4% Smartphone

All project objectives were achieved by far exceeding expectations. 131 learners took part exceeding the initial project approved, of whom 102 Italians, 16 Cyprus, 13 Portuguese participated and completed the training course receiving their certificate of promotion. After the Erasmus + period, we continue to receive many applications for our Erasmus project proving that our project continues to attract young people from Europe and outside the EU. The web platform currently registers over **5500** visitors, our LinkedIn channel has exceeded **5200** followers where we published numerous posts dedicated to the project and equal access opportunities. Following our survey, 95% of students at the end of the training course expressed the desire to participate in other initiatives promoted by ERASMUS + and 100% of students found very interesting the training programme, 93% of students found eRejuvenate Academy an excellent course that increased their skills and knowledge.



MOTIVATION OF THIS PROJECT

The best part is increasing attractiveness VET for the young and rewarding a new ERASMUS + experience that will never forget by the participants and that will continue to inspire new flexibility opportunities in the VET education. A recent study by the European Environment Bureau (EEB) suggests that with re-use products, more 300.000 new jobs could be created in Europe. Whilst EU Member States are not currently required to collect data on re-use products, and there are no National-level statistics on job numbers in the sector, data from these organisations gives a good indication of the number of jobs that a given amount of material reused can create. Our purpose aggregate headline figures that track labour market dynamism typically of VET education involved in job growth. In terms of absolute number of job openings in the European Union market some estimates show that for 10.000 tonnes of waste products and materials, 1 JOB can be created if incinerated, 6 JOBS if landfills, 36 JOBS if RECYCLED and upto 296 JOBS if refurbished and re-used and sold for the second market ! (EPA 2002 Resource conservation challenge: campaigning against waste and the Institute for local self reliance).

We believe that putting this course at the heart of VET system will increasing youth employability for young people in SMEs, social enterprises, online second-market shop, antiquita galleries, re-use centers, vintage shop, re-used platform as eBay including now big enterprises as: IKEA with their new Second hand SERVICE open to used IKEA furniture for a new "life" round in other homes; - AMAZON launch a "Second Chance" for re-used products in warehouse; - Primark, one of the biggest clothing chains in Europe, will start selling vintage clothes at affordable prices.; - GUCCI luxury brand leader launched shop of secondhand products. As you can see not only social enterprises and SME's have a significant potential for providing new quality employment in second-market areas.

Skill gaps in the second-market are relevant for firms when searching suitable workforce due to the dynamic environment and shows the impressive and positive employment expectations suggests by the growth of the business trend in Europe. The employer organisations are aware of the importance of a skilled workforce for their second-hand business and until today during the recruitment anyone is qualified enough. The project involves young people in the achievement of new key competences on circular economy with a balanced mix of vocational digital and green skills.



What our learners say: a social proof of the course's effectiveness and value

A great number of learners posted on LinkedIn their positive comments on the project and compliments on the course in which they participated.

Posting positive comments and sharing certificates on LinkedIn can greatly enhance the appreciation and public image of the course for several reasons:

Social Proof: When learners post positive comments and share their certificates, it serves as social proof of the course's effectiveness and value. Potential participants are more likely to trust the opinions of their peers over promotional content from the course organizers.

Credibility: Seeing real people with real experiences endorsing the course adds credibility to its claims of being useful and professional. This can reassure others who may be considering enrolling in the course.

Visibility and Exposure: LinkedIn is a professional networking platform with a wide audience, including professionals, educators, and potential employers. When learners post about the course, it increases its visibility and exposure to a relevant audience, potentially attracting more participants and partners.

Networking Opportunities: Positive engagement on LinkedIn can lead to networking opportunities for both learners and course organizers. It creates a community around the course where participants can connect with each other, share insights, and potentially collaborate on future projects.

Brand Building: Consistent positive feedback on LinkedIn helps to build a strong brand reputation for the course and the organization behind it. Over time, this can lead to increased recognition and trust within the industry or educational sector.

Promotion and Spreading Awareness: By sharing their positive experiences, learners contribute to the promotion and spreading awareness of the course. Their posts may reach individuals who were previously unaware of the initiative but might find it valuable for their professional development.



The State of viewable impression

Our LinkedIn posts have totalled **over 18475 viewable impression** from circular economy professionals journalists, influencers, policy makers and young people looking for training and employment. In a VET Education project, LinkedIn viewable impressions hold significant importance for several reasons:

Brand Visibility: LinkedIn is a professional networking platform with a vast user base of professionals and businesses. Viewable impressions on LinkedIn can significantly enhance the visibility of Veet Education, allowing it to reach a targeted audience interested in education-related initiatives.

Audience Engagement: Viewable impressions indicate the number of times Veet Education's content is displayed on LinkedIn and potentially viewed by users. Higher viewable impressions suggest increased engagement with the content, potentially leading to more clicks, shares, and interactions with the project.

Lead Generation: LinkedIn is a powerful platform for generating leads and connecting with potential partners, collaborators, and clients. By maximizing viewable impressions, Veet Education can increase its chances of attracting the attention of individuals and organizations interested in supporting or participating in the project.

Credibility and Trust: A strong presence on LinkedIn, reflected through viewable impressions, can enhance Veet Education's credibility and trustworthiness among its target audience. Consistent visibility signals to stakeholders that the project is active, reputable, and invested in engaging with professionals in the education sector.

Networking Opportunities: LinkedIn offers valuable networking opportunities, allowing Veet Education to connect with influencers, thought leaders, educators, and policymakers in the field of education. Higher viewable impressions can lead to more networking opportunities, facilitating partnerships and collaborations beneficial for the project's growth and impact.

LinkedIn viewable impressions play a crucial role in amplifying VET Education's reach, fostering engagement with its target audience, and establishing its credibility and influence within the education community.



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