

FRESH Project

Agrifood Open Educational Resources for Human Capital Managers

Volume 1, Issue 1

June 2018

Co-funded by the
Erasmus+ Programme
of the European Union



Agrifood Open Educational Resources for Human Capital Managers

Keep in mind:

- **CEDEFOP (2015)**: Apparent skill gaps are linked to employers' low commitment to inefficient HRM practices.
- **39% of EU firms** are affected by skill mismatches but the apparent skills gap was found true for 80% of them.
- **HRM** is a source of competitive advantage.

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What is FRESH?

FRESH is a European project funded by the **ERASMUS+ programme** of the European Commission.

The Project aims at **strengthening the competitiveness of European agri-food sector firms** reducing the apparent skill mismatches derived from obsolete human resources practices.



Join us!

HR managers from the agri-food sector and **VET providers** are invited to contribute to the FRESH project. As part of the involvement, the main benefits through this participation will be:

- Access to the **Training Material** which will support the development of HR managers and VET trainers' skills and competences on strategic HRM.
- Access to the most innovative **HRM practices** developed for the European agri-food small and medium sized companies.
- Participation in **webinars** providing interaction with other European VET providers and

stakeholders where the "HRM in small companies of the agri-food sector" course contents and training methods will be presented and discussed.

- Participation in the **new non-formal training** "HRM in small companies of the agri-food sector" and take advantage of excellent knowledge, practices, tools and methodologies from a network of diverse European organizations.
- Share of **concerns and knowledge** in the field among European agri-food and HRM stakeholders.



The Objective

FRESH will contribute to the reduction of competency deficits in the agri-food sector of small and medium-sized companies, by developing a **European standard of professional competence** and an open online training on human resources management (HRM) addressed to **HR managers of European agri-food companies**.



HRM is still considered by many SMEs as a peripheral function, weakly related to business success, although strategic HRM can maximize the quality of skills match in firms and embed competitive advantage through attraction, development and retention of talent.

Why FRESH?

FRESH aims to:

- **Improve** knowledge, skills and competences on HRM of agri-food firms managers,
- **Facilitate** lifelong learning among agri-food sector managers,
- **Facilitate** the transfer, recognition and accumulation of learning outcomes in Europe,
- **Innovate** on existing non-formal training courses and qualification standards.

FRESH in a nutshell

Project Activities:

- Development of a **European standard of professional competence**.
- Development of a curriculum on **strategic HRM** for small businesses in the agri-food sector.
- Development of an **open source Learning Management System and training course contents integration**.

Project Events:

- FRESH final **conference** will take place in Paris in October 2019.

Expected Outcomes

- **Awareness-raising on the existing HRM shortfalls** in the A-F sector among European A-F small companies, businesses associations, VET centres and industry public bodies at local, regional, state and EU level.
- **Mainstreaming** of the HRM e-training course within **VET centres across Europe**.
- **Mainstreaming** of the importance of **strategic HRM lifelong learning for** strengthening business competitiveness among enterprises, training centres and public bodies' policy discourse.
- **Dissemination activities** across Europe to mainstream the outcomes of the research and the results of the training course.

Survey on needs of HR of SMEs in selected countries of Europe

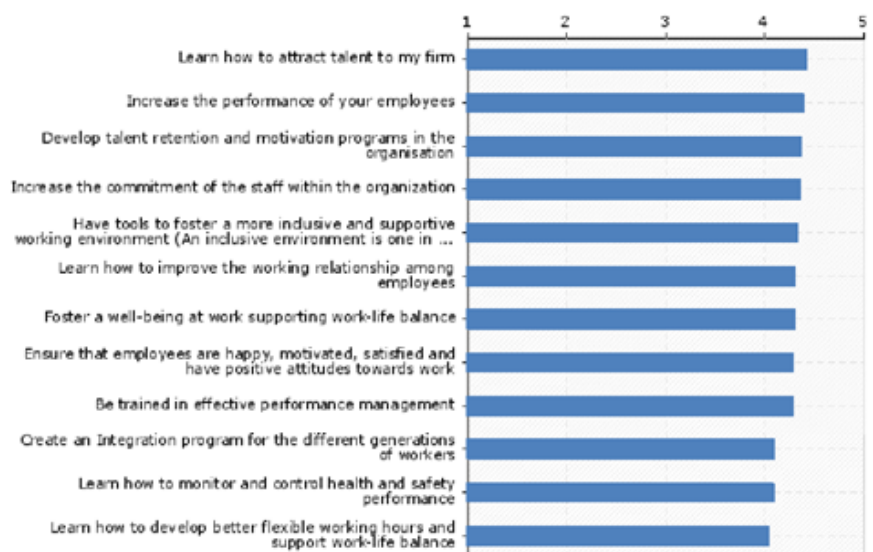
The analysis revealed that the topics on **how to attract talent and develop talent retention**, how to **increase the performance and commitment of employees**, or practical tools to foster more **inclusive and supportive working environment** are sought and needed.

The weakest acquaintance with topics was identified in the field of diversity of work and workforce planning. Individual respondents' comments and interviews with trainers and HR experts revealed that **competences and practical tools in employee relations** and employee enjoyment are needed.

Respondents believe in the principles of respect, building trust and confidence in an organisation. The analysis revealed that the topics on how to attract talent and develop talent retention, how to increase the performance and commitment of employees, or practical tools to foster more inclusive and supportive working environment are sought and needed.

The questionnaire was submitted in 5 countries:

- **Spain**
- **Greece**
- **France**
- **Cyprus**
- **Slovenia**



The structure of the training course

Workforce Planning

- Workforce Planning
- Talent Management & Retention

Employee Relations

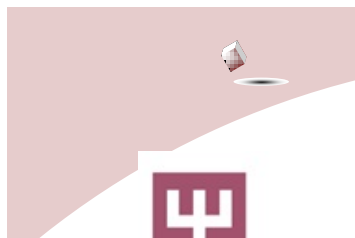
- Working relations according to the national legislation
- Relationships among employees
- Managing Absence
- Disciplinary Policies, Procedures, Best Practices
- Effective Performance Management
- Policies, Procedures and Best Practices (according to labour law or internal organization policies/procedures)
- Communication, Introducing change, Negotiation

Equality and Diversity

- Embedding the principles of respect
- Equality
- Diversity & Disability awareness
- Understanding the business case to improve working conditions.
- Widening the talent pool from under-represented groups

Employee Engagement

- Participation, Involvement & Employee Voice
- Flexible working & supporting work-life balance
- Wellbeing at Work
- Recognition & Reward
- Team working
- Training, Development & Problem solving
- Leadership



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The Partnership

Three food companies Federations:

- [ANIA](#) - Association Nationale des Industries Alimentaires, France (Co-ordinator)
- [FEDACOVA](#) - Federation of Food Industries of the Region of Valencia, Spain
- [SEVT](#) - Federation of Hellenic Food Industries, Greece

An expert in Human Resources Management:

- [FEH](#) - Equipo Humano Foundation, Spain.

An information technology developer:

- [EDITC](#) - Education & Information Technology Center, Cyprus

Two vocational training centres:

- [BIC](#) Ljubljana - Biotechnical Educational Centre Ljubljana, Slovenia
- [NEC](#) Cerknica - Notranjska ecological centre, Cerknica, Slovenia

FRESH Identity

Its a European project funded by the ERASMUS+ programme of the European Commission.

Contract Number

N°2017-1-FR01-KA202-037492

Duration

2 years

15/10/2017 - 14/12/2019

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Fresh project

The working Meetings of FRESH Project

Valencia/November, 16th - 17th 2017

The **Kick-off Meeting** of the project took place in **Valencia**, on **16th & 17th of November**, hosted by **FEDACOVA**. The project partners overviewed the project and planned the activities for a period of a six months.

Athens / May, 11th 2018

The **2nd project meeting** hosted by **SEVT** in **Athens**, on 11th of May 2018. The results of the questionnaire analysis were presented and the structure of the training course were developed.

