

# FRESH Project

## Agrifood Open Educational Resources for Human Capital Managers

Issue 2

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



Agrifood Open Educational Resources for Human Capital Managers

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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



*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.*

## Skills forecast: trends & challenges to 2030

Cedefop and Eurofound's joint report on the skills forecast has been released. Cedefop's skill supply and demand projections provide comprehensive information about the structure of Europe's labour market and potential future trends. The report presents the findings from the most recently updated projections along with Eurofound's analysis on the task content of employment, using the jobs monitor approach.

The working age population is expected to increase, but there is much variation in trends across countries. Modest employment growth is projected overall but a decline is expected in some countries. Service sectors are expected to be the main drivers of employment growth over 2016-30, while basic manufacturing employment is expected to decline.

Predicted employment trends will drive continued polarisation within the labour market. Significant growth in employment for high-skill occupations (managers, professionals and associate professionals) is expected, together with some growth for less skilled jobs related to sales, security, cleaning, catering and caring occupations. Job losses are projected in medium-skill occupations, such as skilled manual workers (especially in agriculture), and for clerks. Check out the [new report](#) and the [data visualisation](#) of the skills forecast.

## Other related Erasmus+ projects

### HR4AD—Age-diverse workforce management for HR managers

[HR4AD](#) aims to develop updated CVET training resources to support European HR managers and VET providers to build and deliver courses that address the modern challenges of the ageing workforce, enhancing their access to high quality CVET training via innovative Open Educational Resources and original game-based pedagogy and, lastly, to facilitate mutual exploitation and recognition of the developed learning outcomes, curricula and on-line pedagogies across the EU.

### BIOTECH—Biotechnological Skills for the Innovation and Sustainability of the Agrifood Industry

[BIOTECH](#) aims to increase the mobility of young people and introduce the transnational dimension as a basic element for their qualification and professionalism, to enhance their transversal and communicative skills in a foreign language, to qualify students through an EU internship that makes them more competitive on the labor market and to contribute to the consolidation of the system for transferring and validating learning outcomes in an ECVET-compatible framework.

### ESCAPE—Enhancing Sales Capacity for Agrifood Products in Europe

[ESCAPE](#) aims at developing and implementing an innovative blended learning methodology to train food technology students in sales techniques

### APPETITE—Agrifood Partnership Promoting Education for the Transition of the Industry Toward Enduring Business Models

[APPETITE](#) aims to the awareness rising of experienced agri-food entrepreneurs about their need for adaptation and innovation to make a transition toward a sustainable business model and to the development of new competences for youth

## The Training course content

### BLOCK 1 - Staff management

#### 1.1 Staff Planning

Business Plan

*Business Plan model –Canvas*

- Organizational Culture

*Mission, vision, and values*

- Flow Chart

*Flow chart examples and structures*

- Job Description

*Job description models*

- Staff Planning

*Staff planning and work process dimensioning – Rotation formulas— Types of distributed seminars - work shifts - Template examples*

#### 1.2 Talent Management

- Attract

- Retain - motivation

- Develop

- Assess

#### 1.3 Staff Management Policies

- Selection and Recruitment

*Selection Plan—Process Phases—Examples of recruitment sources—Critical incidents—Recruitment opportunities at European level*

- Performance assessment

*Skills analysis—Which are the skills and competences needed for each job position*

- Training

*Training plan— Development of internal and renovation training plans—Relief / succession plans— Career plans*

### BLOCK 2 - Labour Relations

#### 2.1 Legislation

- European legislation

*Overview of labour relations in the EU*

- National legislation

*An overview of the national legislation and its links*

#### 2.2 Prevention of occupational risks

*Know the components of Occupational Risk Prevention.*

### BLOCK 3 - Corporate social responsibility

#### 3.1 Equality

- European legislation

- National legislation on bonuses and subsidies for the hiring of different groups.

*Hiring subsidies.*

#### 3.2 Diversity and Capacity and Good Practices

- Case Studies

*Success stories of real companies.*

#### 3.3 Share your best Human Resources Practises

### BLOCK 4 - Employee Commitment

#### 4.1 Detection and analysis

- Components of good internal communication in the company

#### 4.2 Participation an involvement

- Strategies for participation and involvement in the company

#### 4.3 Leadership

- Types of leadership in your company

#### 4.4 Welfare policies

- Communication

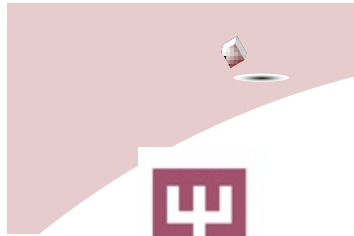
*Communication as an organisational process.*

## The evaluation of the training course content

Different entities and agrifood companies from different target groups (HR managers of small enterprises of the agri-food industry and agri-food industry businesses, Agri food business associations, training centers, etc) from the partner's countries have collaborated with the project.

Once the first structure of the course was developed ANIA, SEVT and FEDACOVA contacted the main stakeholders to know their opinion about the structure of the course. From 23 companies that participated, around 80% agreed that the contents of the course would help me to improve and develop a Human Resources Department in their own company. Moreover, all of them agreed that practical exercises, information about tools available and HR theoretic concepts would help them developing their HR departments.

In addition, Agrifood companies indicated that the content of the course will help companies to improve and develop a Human Resources Department. All blocks of the content were evaluated as very good. Concerning the kind of exercises and materials that will help companies to develop or improve their HR department they considered that all the options are of equal importance for the execution of the course.



FUNDACIÓN **equipo humano**



## The Partnership

### Three food companies Federations:

- **ANIA** - Association Nationale des Industries Alimentaires, France (Co-ordinator)
- **FEDAVOVA** - 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

It's a European project funded by the ERASMUS+ Programme of the European Commission.

### Contract Number

N°2017-1-FR01-KA202-037492

### Duration

26 Months

15/10/2017 - 14/12/2019

### Website:

<http://fresh.projectsgallery.eu/>

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



### Twitter Account

@FRESH\_prjct

### Linkedin Account

[Fresh project](#)

## The 3rd working Meeting of FRESH Project

Ljubljana November, 11, 9<sup>h</sup> 2018

The **3rd project meeting** hosted by **BIC** in **Ljubljana**, on 9th of November 2018. The content of the training course was presented and the next steps for the development of the training material were discussed. Furthermore the evaluation of the training content was discussed and the structure of the FRESH website and the dissemination activities performed were presented.

