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FUNDACIÓN **equipo humano**



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.



## 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.

## Why FRESH?

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

### **FRESH Project 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

**DURATION:** 2,4 years.  
(from 15-10-2017 to 14-02-2020).

### **PARTNERSHIP:**

- Three agri-food companies associations: **ANIA** (France), **FEDACOVA** (Spain), **SEVT** (Greece).
- An expert in Human Resources Management: **Fundación Equipo Humano** (Spain).
- An information technology developer: **EDITC** (Cyprus).
- Two vocational training centres: **BIC Ljubljana**, (Slovenia), **NEC Cerknica** (Slovenia).

### **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:**

- **10<sup>th</sup> of December 2019, Paris (France):** FRESH Project´s Final Conference, ANIA (National Association of Food Industries).

## 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 organisations.
- Share of concerns and knowledge in the field among European agri-food and HRM stakeholders.