

FRESH Project

Agri-food Open Educational Resources for Human Capital Managers

Issue 3 | December 2019 |



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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 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.

The FRESH Project Events

How can we modernize Human Resources practices and answer the needs of the agri-food sector? Paris, 10/12/2019

On 10th of December 2019, the closing conference of the European project FRESH (Agri-food Open Educational Resources for Human Capital Managers) was held in Paris. This event was the opportunity for the French and European Representatives of the agri-food and training sectors to assess the actions and tools put in place. Even today, few companies still consider human resources as a real lever for competitiveness and growth. They are still very often perceived as non-strategic support functions.

According to a survey of HRDs conducted in the 5 European countries participating in the FRESH project (Spain, Greece, France, Cyprus and Slovenia), 39% of EU companies are affected by the mismatch between the skills sought and their real needs. The HR managers interviewed also reported a lack of training and tools in terms of attracting and retaining talents, but also in terms of engaging employees.

Faced with this situation, the project partners worked together for more than two years to train in a very operational way staff in charge of human resources in the agri-food SMEs (Managers, Directors, HR Managers) from the 5 countries involved.

Digital training, particularly adapted to the needs of SMEs, which are faced with a highly competitive labour market, was offered to them in a context of high skill needs. These tools enabled them to build a real HR strategy to attract and retain talents.

The Fresh project has thus made it possible to formalize a European standard of professional competences and to develop an open source learning management system and a curriculum on [strategic human resources management](#).



Twitter video conference:

https://twitter.com/ANIA_FRANCE/status/1204386672466677760?s=20

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.

Greek Event - Modern Skills and Occupations in the era of Industry 4.0: The answer of the HR. Athens, 5/12/2019

The aim of the event was to present up-to-date studies on the skills required by the labor market as well as how businesses and HR departments can meet the current challenges of Industry 4.0. The event was attended by Food industry representative, mainly from the HR departments, Business support organizations, vocational training organizations, university Professors and students. The event started with the presentation of the FRESH Project from the Director General of SEVT, followed on the topic "Human Resources in the Age of Industry 4.0 - Occupations & Skills", by the presentation the Hellenic Federation of Enterprises. The next topic was on "The Working Environment in the Digital Age: New Technologies & Equal Opportunities" and it was presented from a representative of the ACCENTURE. The last 2 presentations were done from 2 multinational companies with high expertise and experience in HR, Nestle Hellas SA & Coca Cola 3E Hellas SA covering the topics "Modernizing HR



departments to meet the contemporary needs of the Food Industry" & "The Impact of the 4th Industrial Revolution on the Food Industry". After the end of presentation a discussion followed mainly on how the SMEs enterprises can follow the current trends on HR management, skills and digitalization where it was pointed out that training, tools and assistance have to be given to SMEs in order to follow the evolution.

Spanish Event - How to modernize staff management in the agri-food sector? Valencia, 4/12/2019

The Event, organized by FEDACOVA, started with a disruptive and interactive activity organized by an HR Consultant of Fundación Equipo Humano. The participants were invited to learn through this activity how to manage the change in human resources. Then, the European Project Manager of Fundación Equipo Humano presented the scope of the European FRESH project and how this Project is responding to the training needs of staff management for SME managers in the agri-food sector. In addition, she presented the online Page 3 HR training platform for managers of SMEs in the sector. Finally, success stories were presented, by BBVA and Herbolario Navarro. 35 people attended the Event from different profiles such as: Responsible of agri-food Smes, Representatives of other industrial associations; Trade unions; Vocational Training Centers and Public Agencies related to Industrial and Educational development. [For more information.](#)



Slovenian Event - Biotechnological Skills for the Innovation and Sustainability of the Agri-food Industry. Ljubljana, 23/10/2019

BIC Ljubljana hosted a multiplier event of project FRESH in BIC Ljubljana headquarters, in the frame of its international conference on topic 'Trends and challenges in food technology, nutrition, hospitality, tourism education and training'. In the FRESH Event a special guest was hosted, the state secretary in the Ministry of Agriculture, Forestry and Food, Mr. Jože Podgoršek, who gave an introduction speech to greet the participants. The participants who attended the Event were several agri-food companies, worker Representatives, school and public agencies linked to industrial and educational development. The participants showed interest in the project and especially in the final output of the project FRESH, the e-learning platform.



Cyprian Event, Nicosia, Cyprus, 19/12/2019

The FRESH project was presented to 43 HR Managers and representatives from SMEs in Cyprus as well as Continuous vocational education centres, public agencies and municipalities as well as other key actors in the agrifood industry. The event took place on the 19th of December at the Landmark hotel. The main outputs of the project were presented emphasizing on the final product, the E-Learning platform. The project was well received, and participants were pleased to know that the platform is an OER (Open educational resource) available to everyone. Following the presentation, we had an open session for Questions and Answers. Following the presentations, the participants enjoyed the buffet and had time for networking and exchange of views.



Development of an e-learning course in HRM for Smes of the Agri-food

The Project Partners developed an e-learning course in Human Resources Management for HR Managers of the Agri-food Smes. The development of the course is a result from the collaboration of Experts in innovative training methods, Agri-food sector workplaces and labour market needs, guaranteeing an up-to-date approach to the current skills mismatch trend in the EU. The process leads to the validation of the non-formal learning experiences through the recognition of the acquired competences. The systematization of the learning outcomes are compatible with the European principles of assessment of non-formal learning and quality assurance framework for VET.

For more information: <http://fresh-elearn.projectsgallery.eu/>



The Partnership

Three food companies Federations:

ANIA - Association Nationale des Industries Alimentaires, France (Coordinator)

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.



FUNDACIÓN **equipo humano**

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

28 Months

15/10/2017 - 14/02/2020

Website

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

E-learning Platform

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

E-mail

fresherasmusplus@gmail.com

Twitter Account

@FRESH_prjct

Linkedin Account

<https://www.linkedin.com/in/fresh-project-870046163/>

The 4th & 5th working Meetings of FRESH Project

16th of May 2019, Nicosia (Cyprus)

During the 4th Partnership Meeting internal validations were made among the members of the online training course in HR resources for agri-food business managers. The partners also looked for strategies to obtain opinions from the training and agri-food sector to improve the online course. FEH is the leader of this activity and presented to the project partners the work done so far with the aim of receiving definitive feedback.



9th & 10th of December 2019, Paris (France)

During this last Partnership Meeting, the partners discussed about the Multiplier Event they had organized in each countries and they prepared the Final Conference, which took place on 10th of December.

Finally, they made a thorough review of the training course, the Project's finance and they developed the final steps for the communication and dissemination of project outcomes.

