

# Newsletter 1

**Project “Social learning in rural areas” - Acronym “SLERA”  
Programme Erasmus+ KA210-VET - Small-scale  
partnerships in vocational education and training  
Ref. n.2024-2-IT01-KA210-VET-000281051**

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## OBJECTIVES

SLERA is mainly aimed at small retailers for digital sales strategies through the use of social media. It wants to contribute to innovation in vocational training and to digital transformation through the development of resilience and digital skills, bringing in digital transformation to rural areas through training and the development of digital skills as a tool to combat isolation, promote inclusion and diversity

## ACTIVITIES

The SLERA project has the following six activities:

1. Management and coordination
2. Kick-off meeting
3. Focus Group and Research
4. Multimedia platform and instruction manual
5. Training courses in each partners area
6. Final meeting with open conference for dissemination

## RESULTS

The main project results are:

- to collect good practices involving different cities in the various countries identified.
- to create a multimedia platform with an instruction manual
- to train about small traders/sellers in the use of the social selling multimedia platform, through the study and practical application of the manual



## The partners

**Libera Intelligiam Narrando Europam - Italy  
(project coordinator)**

**Lingua Consulting Spolka z Ograniczona  
Odpowiedzialnoscia - Poland**

**Camera di Commercio Industria Artigianato e  
Agricoltura della Basilicata - Italy**

**Erasmus ME Academy gGmbH - Germany**