

12th International European Forum (Igls-Forum) (163rd EAAE Seminar) on
System Dynamics and Innovation in Food Networks

ERASMUS+ ESCAPE: Enhancing Sales Capacity for Agrifood Products in Europe

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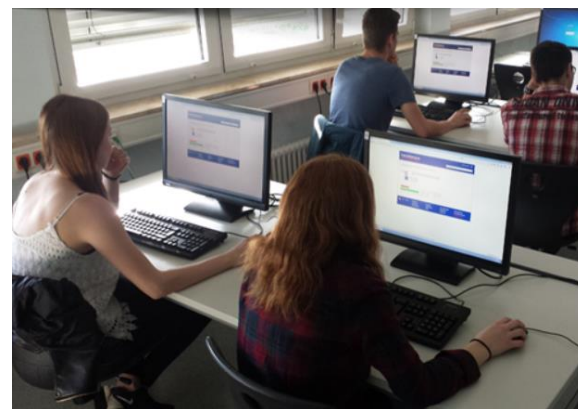
ESCAPE Partners

The project is lead by Association Nationale des Industries Alimentaire (**ANIA**) partnership with 5 organisations from Italy, French and Netherlands coming from **educational and Food & Drink sector.**



ESCAPE Project

By developing an **intensive program in sales/business competencies for food technologists**, ESCAPE will accelerate graduates' access to job opportunities at the European level. It will thus benefit both food technology students and food companies.



Aim of the Project

- **ESCAPE** project is a **32 month project** co-financed by the EU Commission in the Framework of the **Erasmus + Programme** (KA2 Strategic Partnership).
- The specific aim of the project is **to develop a training programme for food technology students** motivated in working in the business area of the F&D sector, based on the industry's needs and to **address F&D industry's need** for sales/business skills of its food technologists.



Enhancing Sales Capacity for
Agrifood Products in Europe  Erasmus+

2016 - 2017

01

**Definition of needs of
skills and competences
from the food and
industry stakeholders**

2017

02

**Development of an
innovative training
program on sales and
business related
competences**

2017 - 2018

03

**Adaptation of a new
training methodology
based on the flipped
classroom model of
instruction**



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2018

04

Conclude theoretical
training with a five days
practical session for the
students during SIAL Paris
food fair

2018

05

Training of 60 students (20
per country) enrolled in
food technology Master's
program will be finalized

2018 - 2019

06

Demonstration phase in
France, Italy and the
Netherlands will be done
in the 3 HEIs to evaluate
and promote the project

Training course

- The ESCAPE training programme will focus on novel topics, supported by an innovative pedagogic methodology, addressed to students working towards a Master's Degree in food science. It will use the flipped classroom teaching method, where ICT tools will “increase the quality and relevance of education and training”.
- A flipped classroom is a classroom in which learning activities which do not require human interaction take place outside of the classroom (owing to technology, anywhere, anytime, with any devices), and learning activities requiring human interaction take place in the virtual or physical classroom.
- This format is not only convenient for students, it is even more interesting for employees in agrifood industries which have no time to participate to face-to-face training.

Training course layout

ESCAPE TRAINING COURSE

Dashboard » ESCAPE Course

NAVIGATION

- Dashboard
- Site home
- Site pages
- Current course
 - ESCAPE Course
 - Participants
 - Badges
 - ESCAPE TRAINING COURSE
 - Business management
 - Marketing management
 - Food safety and traceability
 - Export and sales
 - Logistics
 - National cases of (import) export of product
- My courses

ADMINISTRATION

- Course administration
 - Grades
- Switch role to...
 - Return to my normal role

ESCAPE TRAINING COURSE

Enhancing Sales Capacity for Agrifood Products in Europe

Forum News

Business management

Marketing management

Food safety and traceability

Export and sales

Logistics

National cases of (import) export of product

SEARCH FORUMS

Go

Advanced search

LATEST NEWS

(No news has been posted yet)

UPCOMING EVENTS

There are no upcoming events

Go to calendar...

New event...

RECENT ACTIVITY

Activity since Sunday, 4 February 2018, 6:41 PM

Full report of recent activity...

No recent activity

<http://www.escape-project.eu/courses>

Expected results - 1

- A new training methodology based on the flipped classroom model of instruction.
- Theoretical training ending with an attractive and practical training session during the SIAL food fair: during five days, the students will be taught and mentored by food sales professionals and will have the opportunity to interact with each other through coaching activities. This will improve the quality and the effectiveness of the training. As a result, trainees will be more confident when faced with real-life work situations and will also be more qualified to provide innovative solutions to problems. This will ultimately lead to a better employability of the students.

Expected results - 2

- An innovative learning platform for the ESCAPE training: the ESCAPE platform is aimed at being used in all European countries. The pedagogy is based on 5 general modules and 2 country-specific modules. Each module will gather the essential theoretical notions and will be completed by practical activities.
- Demonstration phase in France, Italy and the Netherlands: A demonstration will be done in the three HEIs to evaluate and promote the project results.
- All in all 60 students (20 per country) enrolled in food technology Master's programmes will be trained.

Thanks for your attention!

for more informations:

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