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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 years.

From 15-10-2017 to 14-12-2019

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:

- FRESH final conference will take place in Paris in October 2019.

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.