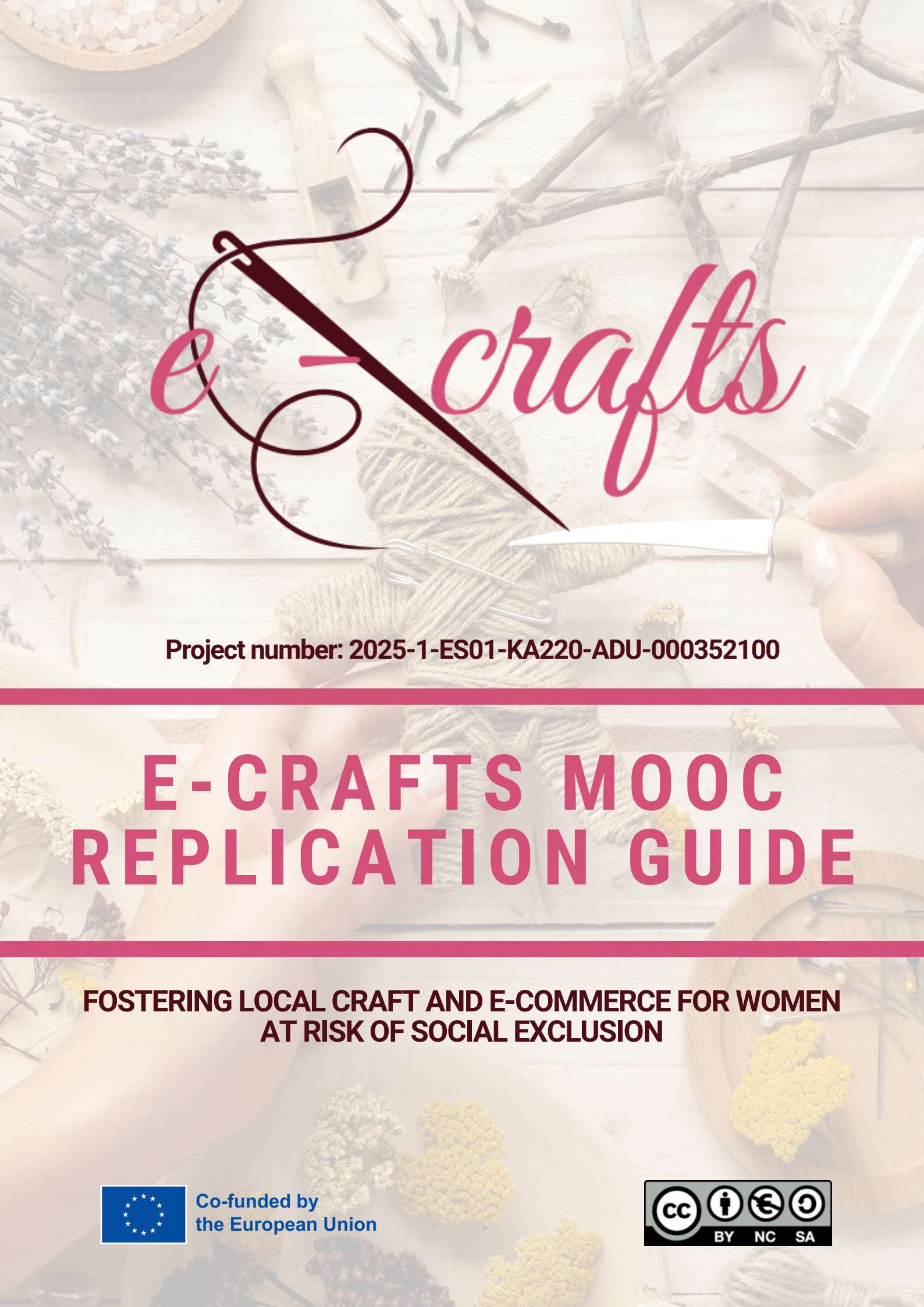




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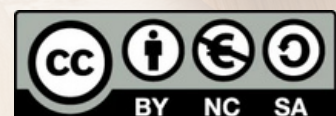
Project number: 2025-1-ES01-KA220-ADU-000352100

E-CRAFTS MOOC REPLICATION GUIDE

**FOSTERING LOCAL CRAFT AND E-COMMERCE FOR WOMEN
AT RISK OF SOCIAL EXCLUSION**



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WHAT IS *E-CRAFTS* AND WHY IT MATTERS

E-CRAFTS is an Erasmus+ initiative designed to empower women at risk of social exclusion by **helping them develop digital, entrepreneurial, and e-commerce skills**. The **MOOC** provides an accessible learning pathway for women artisans who want to strengthen or digitalise their craft-based businesses.

The course is important because it:

- Opens **new economic opportunities** for women with limited digital experience.
- Supports social inclusion through **practical, easy-to-follow training**.
- Helps preserve and modernise local crafts by **connecting them to the digital market**.
- Offers a **flexible, self-paced learning experience** adapted to different skill levels.

E-CRAFTS combines **digital empowerment, entrepreneurship, and inclusion**; making it a valuable tool for organisations working with vulnerable women, craft communities, or adult learners. Whether you are directly teaching the course or facilitating its implementation, understanding the E-CRAFTS methodology and content will enable you to better support your learners as they progress through this transformative educational journey.



HOW TO ACCESS THE MOOC

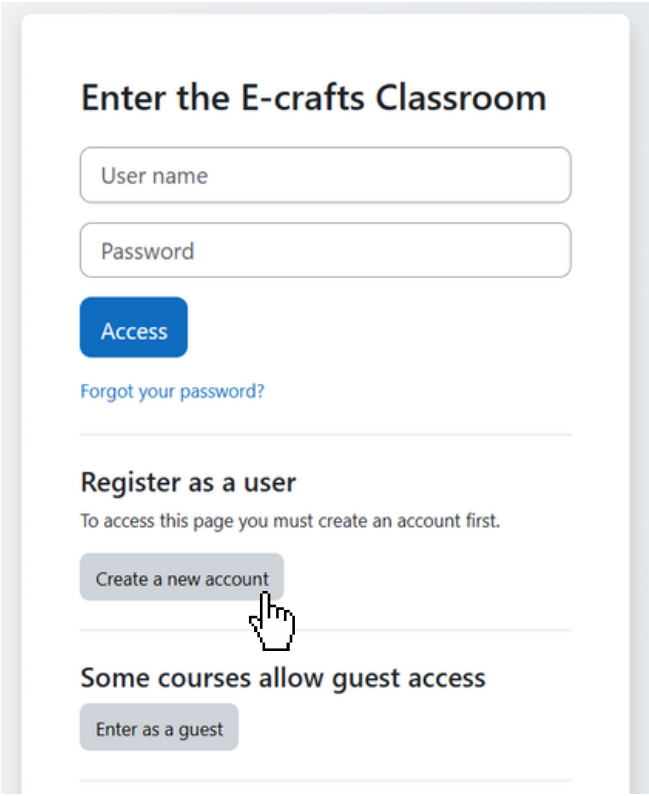
The **E-CRAFTS MOOC** is freely accessible online.

Course link: <http://ecrafts.mooctraining1.eu/login/index.php?loginredirect=1>

Learners can join the course by:

- **Creating a personal account** on the platform.
- Selecting their **preferred language** (English, Spanish, Italian, Turkish, Greek).
- **Navigating** through the **modules** at their own pace.

The platform is mobile-friendly, simple to use, and **designed for beginners in digital skills**.

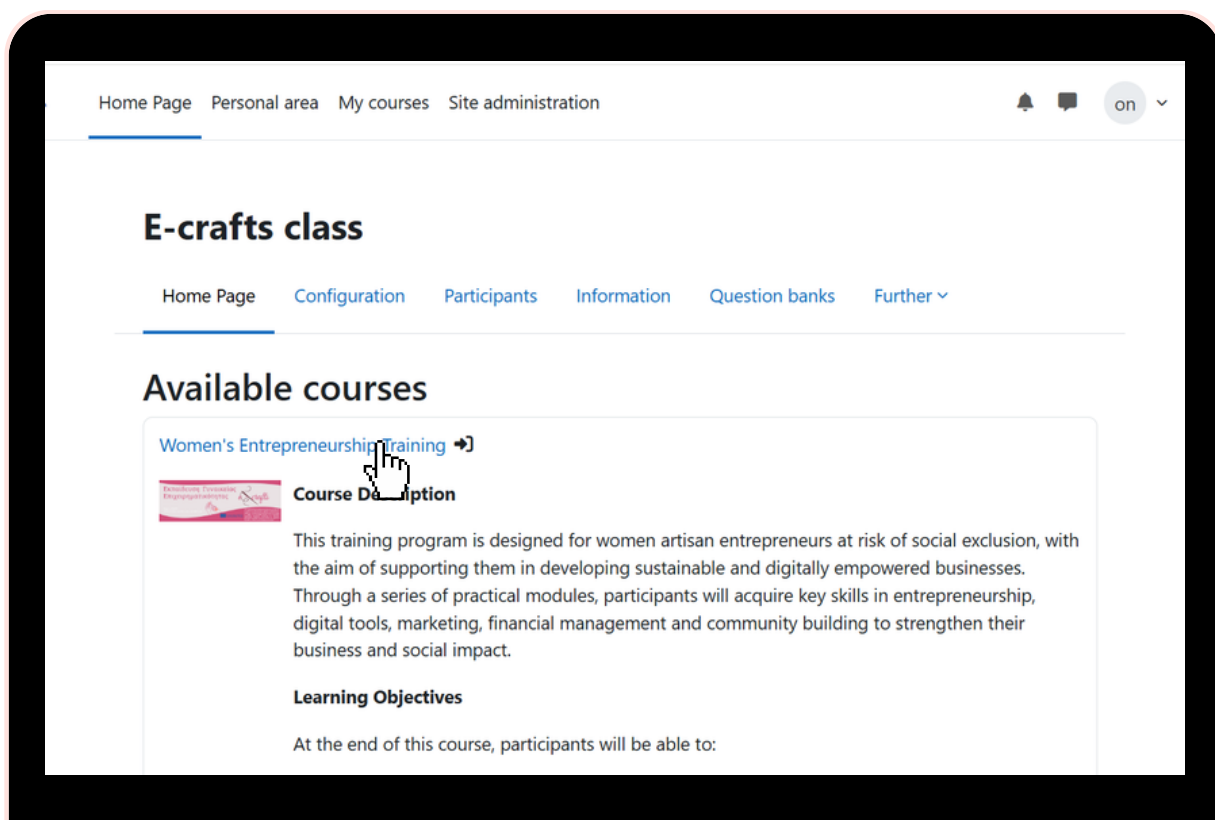


The screenshot shows the 'Enter the E-crafts Classroom' login page. It features two input fields for 'User name' and 'Password', followed by a blue 'Access' button. Below the button is a link for 'Forgot your password?'. A horizontal line separates the login section from the registration section, which is titled 'Register as a user'. Under this title, it says 'To access this page you must create an account first.' and includes a button for 'Create a new account'. Another horizontal line follows, leading to the section 'Some courses allow guest access' with a button for 'Enter as a guest'. A mouse cursor is shown clicking the 'Create a new account' button.



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OVERVIEW OF THE 14 MODULES

The **MOOC** is structured into **fourteen modules**, each offering clear **explanations, practical exercises, and real-life examples**. Together, they guide learners from the basics of digital entrepreneurship to the creation of a sustainable craft-based business. The modules cover:

- Module 1: Introduction to Digital Entrepreneurship
- Module 2: Developing Your Entrepreneurial Mindset
- Module 3: Craft Identity & Value Proposition
- Module 4: Branding & Visual Identity for Craft Businesses
- Module 5: Product Photography & Presentation
- Module 6: Social Media Essentials
- Module 7: Content Creation for Storytelling & Engagement
- Module 8: Introduction to E-Commerce for Handmade Products
- Module 9: Pricing, Budgeting & Financial Literacy
- Module 10: Customer Relations & Market Access
- Module 11: Sustainability & Ethical Craft Entrepreneurship
- Module 12: Time, Project & Production Management
- Module 13: Digital Tools for Craft Businesses
- Module 14: Building a Support Network & Next Steps

Each module contains approximately **twenty slides**, designed with accessibility, clarity, and simplicity in mind.



Module 1. Introduction to Digital Entrepreneurship



Module 1 Video



Module 1 Presentation PDF



Module 1 Interactive activity



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HOW CAN THE **MOOC** BE IMPLEMENTED



The **MOOC** can be implemented in different ways depending on the needs of the organisation or group:

- **Self-paced online learning**

Participants complete the modules independently, with optional support from facilitators.

- **Facilitated online sessions**

Trainers guide participants through the modules, offering explanations, discussions, and practical activities.

- **Hybrid model**

A combination of online learning and face-to-face workshops, ideal for groups with low digital confidence.

- **Group learning**

Participants progress together, sharing experiences, challenges, and ideas.

- **Individual coaching**

Trainers support participants one-to-one, helping them apply the content to their own craft projects.

The **MOOC** is flexible and can be adapted to different contexts, levels, and timeframes.



FINAL EVALUATION AND CERTIFICATE

At the end of the MOOC, learners complete a **final evaluation questionnaire**. This questionnaire measures:

- Knowledge gained
- Confidence in digital entrepreneurship
- Satisfaction with the course
- Understanding of key concepts

Once the questionnaire is completed, participants **automatically receive a certificate** of completion issued by the E-CRAFTS project.

The certificate recognises the learner's progress and validates their participation in the training programme.

▼

Evaluation

 Final Quiz

Pending ▼

 Certificate

 Not available until: You have achieved a score higher than a certain score on [the Final Quiz](#)





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