

"Stimulating Creativity in the Digitalization Era!" CAZE

2021-1-ES02-KA220-YOU-000028880

The KA220 YOU project "Stimulating Creativity in the Digitalization Era!" CAZE 2021-1-ES02-KA220-YOU-000028880, funded by the Erasmus+ programme, is a strategic partnership undertaken to address the challenges and opportunities brought by the digital age in the field of education and youth entrepreneurship. The project was launched on February 1, 2022 and ended on March 31, 2024, under the coordination of the Desarrollo Abarka Cooperation Association of Spain, together with partners from various European countries, including France, Romania, Italy, Turkey, the Russian Federation.

Project objectives:

The main aim of the project was to promote social integration and inclusion by retraining young people facing social exclusion. The project aimed at developing the digital and entrepreneurial skills of young people, giving them the tools and knowledge to turn traditional hobbies or crafts into sustainable economic activities.

Target Group:

The main target group consisted of young people between 18 and 35 years old from rural areas, young migrants and young people with few opportunities, as well as youth workers and youth organizations that support them.

Final Products of the Project:

PPR1: An innovative educational format for the improvement of basic, transversal and entrepreneurial skills, applied especially in the field of handicrafts.

PPR2: E-commerce platform "CAZE", intended for the promotion and sale of handicraft products of young people.

PPR3: A comprehensive set of digital tools to support the e-commerce platform and facilitate the digital transaction of craft products.

Partners:

Association of Cooperation of Desarrollo Abarka (Spain)

Cercle Augustin d'Hippone (France)

SC PSIHOFORWORLD (Romania)

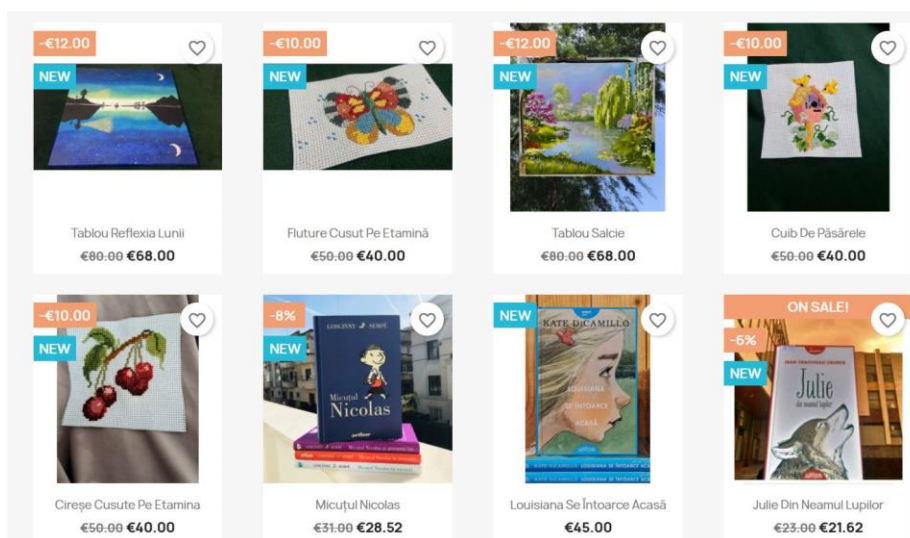
Mine Vaganti NGO (Italy)

"Integrare Europeană în Domeniul Tineretului, Sportului, Voluntariatului și Cetățeniei Europene Active" (Romania)

Namoi (Russian Federation)

The CAZE project represented an opportunity for young people with fewer opportunities to capitalize on their skills and improve their chances on the labor market, while capitalizing on the cultural and traditional wealth of European and non-European crafts. Through its activities, the project has encouraged young people to become entrepreneurs in the digital age, giving them the necessary skills to successfully navigate the digital economy.

RESULT OF THE PPR2 PROJECT - CASE-STORE FRONT PLATFORM



The CAZE STORE FRONT platform, accessible at <https://caze.eurosyvec.eu/index.php>, represents an e-commerce solution for young entrepreneurs who want to market their products in the digital age. It is based on the PrestaShop system, which is an open-source platform known for creating and managing e-commerce sites. PrestaShop is appreciated for its modularity, allowing users to add new features such as additional payment methods, graphical enhancements, product promotion systems and user monitoring.

Frontend accessible to the general public:

The site has a friendly interface that starts with a slider of the article, sellers or top products, followed by popular products, promotions and a section for subscribing to the newsletter. The top menu offers access to contact, seller list, language and currency options, login and shopping cart, and the second menu offers different product categories and a platform search function. Also, at the bottom of the pages, quick links and contact details of the platform administrators are presented.

Backend accessible only to sellers:

To access the backend, sellers must register and create a seller account on the platform. Registration requires subscribing to a plan, which is currently free. After registration, the seller receives email notifications and waits for the account to be validated by a platform administrator.

Create a seller account:

Sellers can create an account by filling out a form and waiting for its validation to start listing their products and using the platform's services.

Seller Dashboard:

It provides an overview of the account with access to basic information, order history, credit notes, wish lists, GDPR personal data and other useful functions for product management and promotion.

Adding products:

The process of adding products is quite intuitive, allowing sellers to fill in product details, configure attributes, manage delivery options, set prices and add additional information.

Different ways of receiving payments:

The platform offers various ways to receive payments, either directly from buyers to the platform administration or from the platform administration to sellers, including through PayPal accounts or banking.

Additional support and resources:

Sellers have an e-commerce demo video and official PrestaShop documentation to help them use the platform effectively.

