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"Stimulating creativity
in digitalization era!"
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Focus Group Report

Focus Group Report Format:

I. Summary of Project

II. Introduction with list of outcomes

III. Participant demographics

IV. Summary of findings with each outcome, including representative quotes, results of yes or no questions, and quantitative data

V. Recommendations

I. Summary of Project:

European Integration organized 2 focus groups in September and October and November 2022 involving young people aged between 14 and 25 years. Through focus groups, the Association has gathered information to help establish the list of needs in order to develop a course format to support young people in digital training on an e-commerce platform.

Focus group is one of the qualitative research methods of the Presta Shop platform.



The focus group method is useful to find out the perceptions, beliefs and how users relate to the usefulness of the Presta Shop e-commerce platform, directly from them.

Focus group was a group discussion between several future (users- sellers) of the e-commerce platform PrestaShop, organized in order to determine their needs in using this platform to promote and sell their own products created by them.

The group of young people, possible future users and sellers of the platform discussed their needs to learn how to use the online platform.





The young people interacted and debated all the topics discussed by the moderator Malanca Veronica and Gina Cucu, specialists of entrepreneurial education and work with disadvantaged young people.

The general theme of the group's focus:

About the Presta Shop e-commerce platform and the ways of selling its own products.

Secondary topics:

- Preventing the effects of climate change and its effects on young people and future jobs;
- Circular economy
- Social economy vs. circular economy
- Crafts and crafts traditions found, reinvented, reinterpreted

II. Introduction

European Integration, through two specialist-moderators, had a discussion in the first focus group with [23 young people] at [17.10.2022] and the second focus group with 12 young people on 16.11.2022. The reflection group was realized as part of the involvement of the European Integration Association together with the

organization CCDR Buzau, Henri Coanda Buzau High School and young people from the rural area Candesti Buzau.

The discussion was designed to gather information from young people on the following objectives:

O1-establishing the participants' opinion about the sale of their own products with the help of a Presta Shoap e-commerce platform;

O2- determining the degree of utility that e-commerce platforms have in selling hand-made products, etc.;

O3-finding out the reasons why participants use an e-commerce platform for hand-made products vs fairs;

O4-determining the type of content that attracts users the most when using e-commerce buying mode.

O5-the participants' opinion on the circulated economy in the context of the future of the European Union on climate change

O6- finding out the attitudes/mentalities of young people on the subject of climate change (e.g. through Eurobarometer's), respectively of the current understanding on consumption and standard of living;

O7 – the degree of connection of young people with traditional crafts.

O8- how the social economy can be transformed into a circular economy;

In the order of listing the objectives, the following hypotheses were made:

I1-the vast majority of young people consider that e-commerce platforms are a viable alternative for future sales in any field;

I2-some respondents believe that e-commerce platforms are useful;

I3-a small fraction of respondents use such applications out of convenience or lack of time;

I4- most of the participants are attracted by the diversity of the products offered and the possibility of viewing the products at any time.

I5- The circular social economy brings together the concepts of circular economy and social enterprise to provide benefits for people, the planet and profit. This allows for a fully systemic vision, building on the environmental principles of the circular economy and the societal vision of social enterprise, both of which are supported by the pursuit of economic prosperity.

I6 – at the moment zero priority in the European Union is the topic of preventing climate change and measures taken in this regard

I7 – The education and personal experience of young people through crafts is necessary, as well as, at the same time, the need to maintain traditional techniques and skills alive and active.

I8 - the concepts of circular economy and social economy are increasingly common . The model of the linear economy in which we currently live has proved to be unsustainable in the long run. It is imperative to redesign our approach to the consumption and production of goods and services so that the survival and regeneration of our ecosystems becomes an absolute priority for organizations and consumers. This change can be achieved through the adoption of the circular economy.

III. Participant Demographics

Target group description:

Young people between 14 and 25 years old, from urban and rural areas. 24 boys and 11 girls.

Poor social conditions, medium and good.

IV. IV. Summary of findings with each outcome, including representative quotes, results of yes or no questions, and quantitative data. The summary of the discussions, questions, interpretation questionnaires will be translated as soon as possible and attached in Drive.

V. Identified needs:

N-1. Course of using the Presta Shop platform. Creating animated video tutorials accessible both from an e-learning platform and from mobile. Techniques and methods of increasing the sales of products, on e-commerce platforms. The

gamification technique used in sales, logo creation, media promotion ...Integrare Europeana Romania

N-2. Course about: What is circular economy- the future in the European Union. How to turn the social economy into a circular economy. Spain

N-3. Course about: Preventing climate change. The number one priority in Europe that will influence all sectors of life. France

N-4. Description of different crafts: materials, process, skills required, cost of materials, recycling materials. Fun and easy projects for youth available online as an open access archive. These projects will include knitting, sewing, weaving, painting, woodworking, crafts with paper and much more. With easy-to-follow instructions and images, the creation will be fun and widely accessible.

Each partner will propose 10 mini-projects. Romania, being 2 partners will have 20 projects. In total there will be 70 mini-projects to bring back the old crafts in the news.

N5- Information about E-commerce is the future. Legislation in partner countries. All partners.

Asociatia:

Integrare Europeana in domeniul tineretului, sportului, voluntariatului si cetateniei active europene

