

BOOST4Shoes

The Erasmus+ project BOOST4Shoes aims to support SMEs in the European footwear industry in the development and implementation of e-commerce strategies, in particular to boost the export of European footwear. This is to be achieved through the creation of a new European job profile with a qualified qualification, namely that of Online Sales Manager, who will specialise in the transnational sale of shoes via the internet.

The European footwear sector is facing significant challenges and has not yet fully recovered from the 2008 financial crisis. In fact, the sector's turnover has been falling since 2006, with a low point reached in 2009 with a turnover of only €22 billion. In 2012, however, turnover was back to around €25 billion, and in 2016 it rose to around €27 billion. Nevertheless, the industry lost around 35,000 jobs after 2008 (source: www.industriall-europe.eu/). In 2016, there were still 20,300 companies (shoe manufacturers and suppliers) with 286,651 employees in Europe (according to the latest statistical data from the European Confederation of the Footwear Industry - CEC). Between 2009 and 2016, the European footwear industry's exports to third countries increased by 40 per cent in terms of pairs and 90 per cent in terms of value.

Due to this positive prognosis for the European footwear sector, which is also leading to a companies' demand for employees for production and sales, the European Commission is actively supporting and promoting the industry. Following a sector analysis, which identified the current situation as well as the growth opportunities of the European the European footwear sector, the Commission sees, among other things development opportunities in the increased use of the internet as a sales channel. Against this background, the BOOST4Shoes project application was approved.

BOOST4Shoes - which is funded by the EU under the Erasmus+ programme -. started in autumn 2017 and will operate for two years. It aims to increase the European footwear SMEs through exports within and possibly also outside the EU. By developing the job profile of the online sales manager BOOST4Shoes is to design a training course whose graduates at the ISC International Shoe Competence Center Pirmasens gGmbH are able to develop and implement e-commerce strategies that SMEs in the industry are able to use to generate higher turnover through internet sales, especially in export. The new training course is to be compatible with the European Credit System for Vocational Education and Training ECVET.

The benefits of such a skills profile are currently largely underestimated in Europe, whereas the existing e-commerce environment has been shown to offer significant growth opportunities.

Project consortium

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M.K. Innovations LTD (CY)
CTCP (PT)
TUIASI (RO)
Creative Thinking Development (GR)
Danmar Computers sp z o.o. (PL)
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Further information

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