



Workforce Training Program 2013-16

Eco Commerce (EC) training program is now ready for launch in the the U.S. and globally. The groundwork for this has been laid in terms of training program development, market research, and strategic alliances. The program is now at a stage where it is of the highest priority to penetrate the market quickly and efficiently. The training is designed to **enable and accelerate technology and knowledge transfer, help build stronger regional Eco Commerce Exchanges (ECE), and enable transformative change** across the regions.

Training

We support entrepreneurial expansion and micro-enterprise development by providing training to Entrepreneurs, Business Owners and Leaders.

This summary is an overview of the concept of our training program and its potential. The recommendations contained herein should be used to advise stakeholders, as the project moves forward. Workforce training programs through strategic alliances with private and public partners.

Growth

The demand for Eco Innovative products and services is increasing in many markets. This has resulted in high levels of investments by companies and investors.

Origin of the Project

Eco Commerce training program is a result of a partnership between the ECE, and an international group of Eco Commerce experts. The program efforts are centered on four key program areas including new technology, entrepreneurial and enterprise development, and marketing and branding.

In 2009, ECE commissioned a study that defined the needs and opportunities for technology projects. The Eco Commerce training was among the recommendations that emerged from that study. This workforce training program, and a three year (2013-16) work plan was drawn from the document.

ECE saw the potential of Eco Commerce (EC) training to help promote local entrepreneurial and micro-enterprise development playing on the local assets. The stakeholders also realized this project's potential to address their own goals of community support, and savings in energy and resources. Stakeholders met in March 2012 to discuss and further explore the training program model and launch of training. While the first training program will be launched in the U.S., all stakeholders recognize its ability to serve stakeholders worldwide, as an economic development tool.

WHY Eco Commerce (EC) Training?

The unemployment data suggests that there is a significant need for innovative workforce training. Educational attainment data demonstrates that training need to consider and suit education levels. A training can provide hands-on education and advisory and provide a bridge to new jobs in rural and urban areas as communities look at long-term workforce development strategies and plans.

Of note, many micro-enterprises (defined as 5 or fewer employees) are currently helping to bolster the struggling economy of communities.

Drawing from their roots and the unique cultural heritage of regions, many small businesses are producing locally inspired products and services, but lack effective training and support. With these limitations, however, entrepreneurs struggle to grow their businesses to scale and to have a true impact on their local economies.

EC training can serve as an economic engine, both local and regional in scope, which draws from and builds on the community's assets. It can be a comprehensive approach to economic development by combining resources, technical support, access to capital, marketing strategies, and even value-added tourism opportunities to support local entrepreneurship and a community's economic growth and revitalization. This collective endeavor is not only a more efficient use of capital, it also adds to the support, visibility, and capacity of individual businesses, leading to the long-term sustainability and success of the project as a whole.

EC training has numerous benefits for a community and its local entrepreneurs. With local roots, communities are primed to benefit from the EC training model. As a general rule, EC does not require high levels of academic skill; therefore the EC training can benefit target populations with comparatively low levels of educational attainment, while growing and fostering an entrepreneurial spirit in communities which can translate beyond the technology sector.

Benefits

- 🌐 Small businesses are the backbone of the American economy and remain a strong fiscal constant, especially in times of economic downturns and recessions.
- 🌐 Micro-enterprises contribute significantly to job creation and help U.S. economy, in addition to fostering the entrepreneurial spirit and encouraging community investment in communities across the county.
- 🌐 More than 87% of all businesses in the U.S. are micro-enterprises (5 or fewer employees) Micro-enterprise employment represents 18.2% of all private employment in the U.S.
- 🌐 On average, micro-enterprises are responsible for an annual almost one million new jobs created in the U.S.
- 🌐 Micro-enterprise development is a strong public investment with an estimated \$2.06 to \$2.72 for every \$1 invested, and returns sales, income and property taxes to local and state coffers.
- 🌐 More than 80% of small businesses fail within their first five years – through lack of money, skills or both.