

NEWSLETTER

OF

RepUtAction



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The project consortium is pleased to announce that the **RepUtAction Learning Hub** is now operational. The digital platform hosts all RepUtAction learning resources, with users already registered and actively engaging with the content.

THE REPUTATION LEARNING HUB – NOW LIVE

The Hub provides asynchronous training modules, case studies, and digital toolkits tailored to the needs of SMEs, start-ups, trainers and VET providers seeking to enhance their online reputation and communication strategies.

It is **free** and **open-access**, ensuring that participants can continue to benefit from the materials well beyond the project's completion.

By offering a **structured, user-friendly** learning environment, the RepUtAction Learning Hub ensures that the project's approach remains **sustainable, scalable** and **accessible** to businesses aiming to build trust and credibility in the digital age.

Within the Learning Hub, users will find:

- A complete training curriculum on reputation management
- The Self-Assessment Tool to evaluate their company's readiness
- Free resources and best practices from across the EU

Available courses:

- Module 1: Market-oriented corporate reputation
- Module 2: Business reputation in public relations
- Module 3: Online reputation and credibility strategy

PILOTING PHASE

Each project partner was responsible for organizing and managing the pilot implementation in their local context. Around **10 leaders** of micro and small enterprises or start-ups were identified and actively engaged in the training activities.

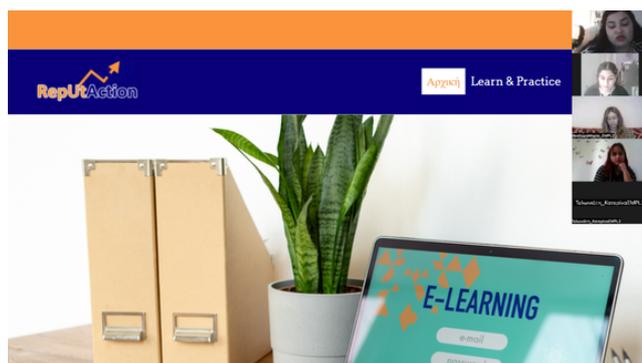
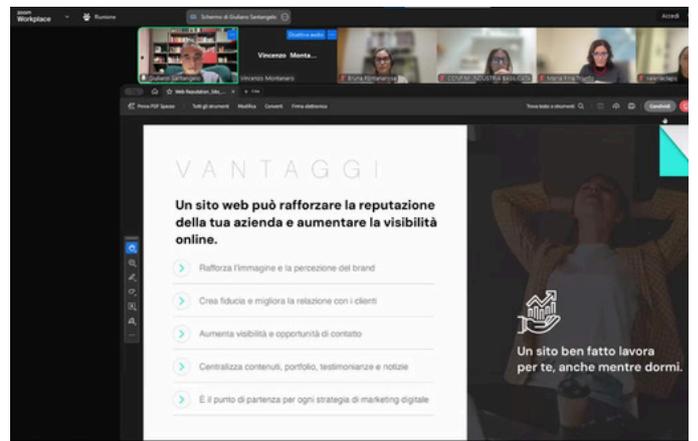
The pilot included a series of workshops, delivered either online or face-to-face, complemented by the access to the RepUtAction Learning Hub, where participants could explore support materials and practical tools. Partners also provided guidance to ensure participants could fully navigate the digital platform and make the most of the resources available.

At the conclusion of the pilot, partners collected structured feedback using centralised forms to evaluate and refine the training modules, helping to ensure the Learning Hub offers the most effective and user-friendly experience for future learners.



CCIP organised a first face-to-face piloting event (Sept 30th) and a second online one (Oct 28th). The companies that took part enjoyed it a lot as they were successfully engaging with the platform.

CIB organised 2 online webinars, as it was easier for the participants to take part. Both times (Oct 29th & Nov 10th) key speakers, experts in social media from communication agencies, were invited to make the meeting more interactive.



THE HIVE organised 3 meetings, (Oct 24th and 29th & Nov 5th). The training was delivered through a 24-hour blended learning model, combining online modules, interactive live sessions, and guided practical work in three phases:

1. Awareness & Introduction
2. Skill Building & Application
3. Personalized Coaching & Evaluation

Following the piloting phase, each partner selected the **top three participants** based on the following criteria:

- Pre- and post-training self-assessment tools interaction;
- Level of physical presence and active engagement throughout the activities;
- Contribution to gender balance and equality in representation;
- English language proficiency of the participant;
- Motivational letter (optional).

These outstanding participants are invited to travel to **Matera, Italy** to take part in the Media Training event scheduled for **November 26-27, 2025**. The activity will span four days, including travel and two days of intensive practical training.

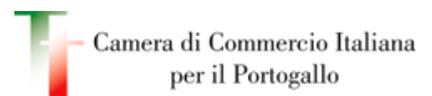
The program combines workshop sessions focused on digital credibility and reputation, with study visits and networking opportunities featuring Italian best practices. This activity is organized and facilitated by the host partner **CONFIMI INDUSTRIA BASILICATA**.

Upon completion, participants will receive Europass certificates recognising their achievement and newly acquired skills.



Learn more about the Media Training in Matera in the next newsletter...

PARTNERS



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