



## **Aim**

The eMarketing Platform presents a series of contents that will tackle two different objectives. As per project description, the eMarketing Social Platform is an informal or semi-formal learning platform that uses social content as training material and as promotional material.

The transfer of knowledge and enhancement of knowledge and attitudes is reachable throughout the acquisition of four key modules: Experience planning, networking, Orientation, Thinking Alternative Experiences available within this sharing platform.

Therefore, the eMarketing Platform will meet the following aims:

- Enhancement of knowledge, skills and attitudes for cyclotourists;
- Delivery of informal learning resources;
- Sharing of new ideas, networking and co-creation;
- Expansion of skills in orientation and planning;
- Experience sharing;
- Critical assessment;
- Constructive feedback;