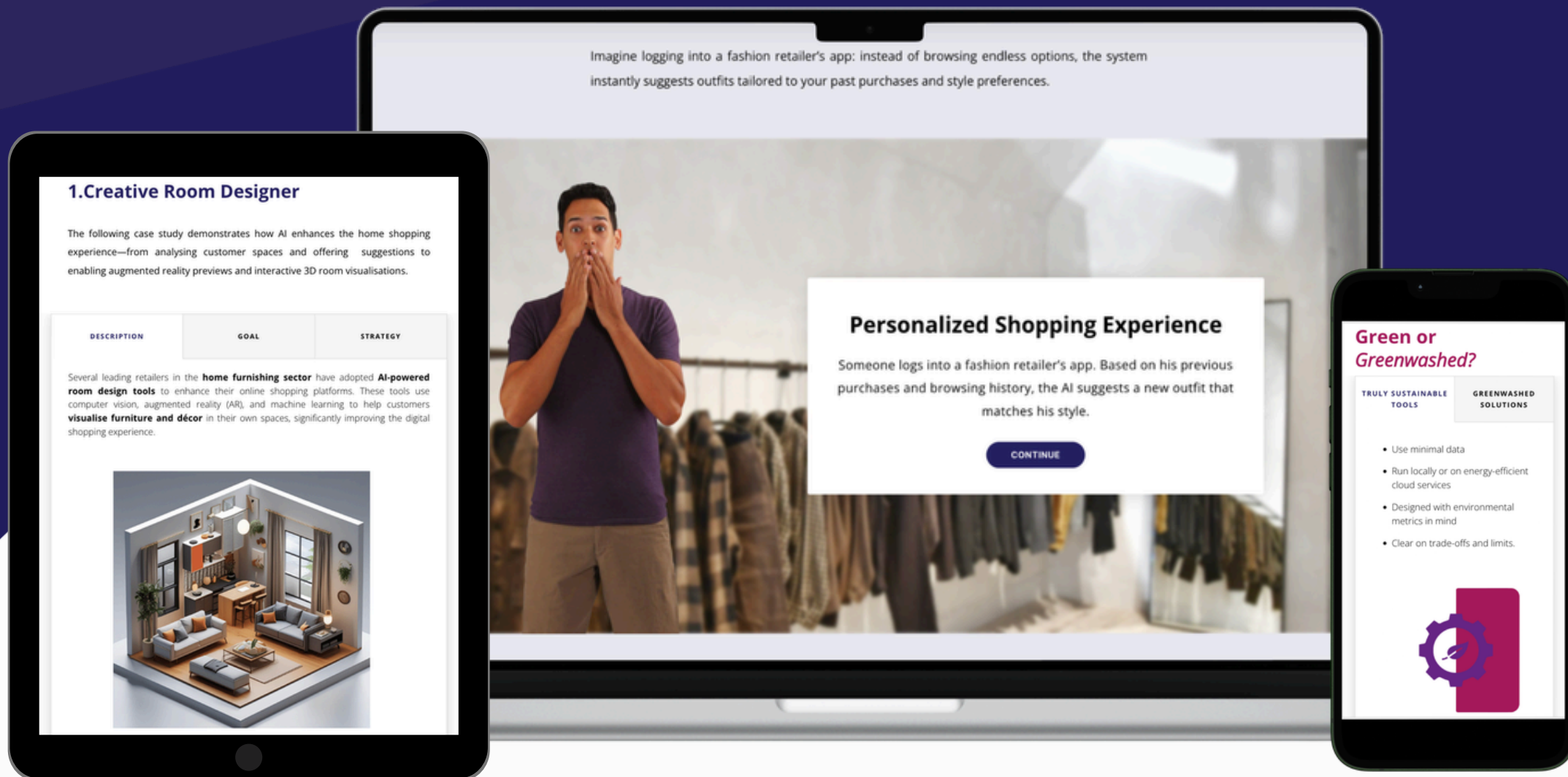




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Deliverable D6.1
INAIR E-Learning Environment



PROJECT TITLE

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A multilingual e-learning environment delivering the INAIR AI learning offer in English, German, Greek, Italian, Polish and Romanian.

The INAIR *e-learning environment* is the project's central platform for delivering AI upskilling to retail MSMEs. It provides retail owners and employees with access to modular, multimedia learning resources and personalised learning pathways based on skills needs and learner profiles, with flexible participation opportunities through self-paced, guided or hybrid learning formats.



TARGET USERS

The platform is designed primarily for:

- **owners and employees of retail MSMEs**, the project's main target group;
- learners with different starting levels, from **AI beginners to more advanced users**;
- different **retail functions**, including sales, marketing, logistics and management;
- **diverse organisational contexts**, including micro and small enterprises with limited resources and flexible role structures.

The platform is also designed to be usable by trainers, facilitators, curriculum managers, learning designers, chambers of commerce, continuing vocational education and training providers and in-company L&D managers who **support AI upskilling in retail settings**.





LEARNING OFFER

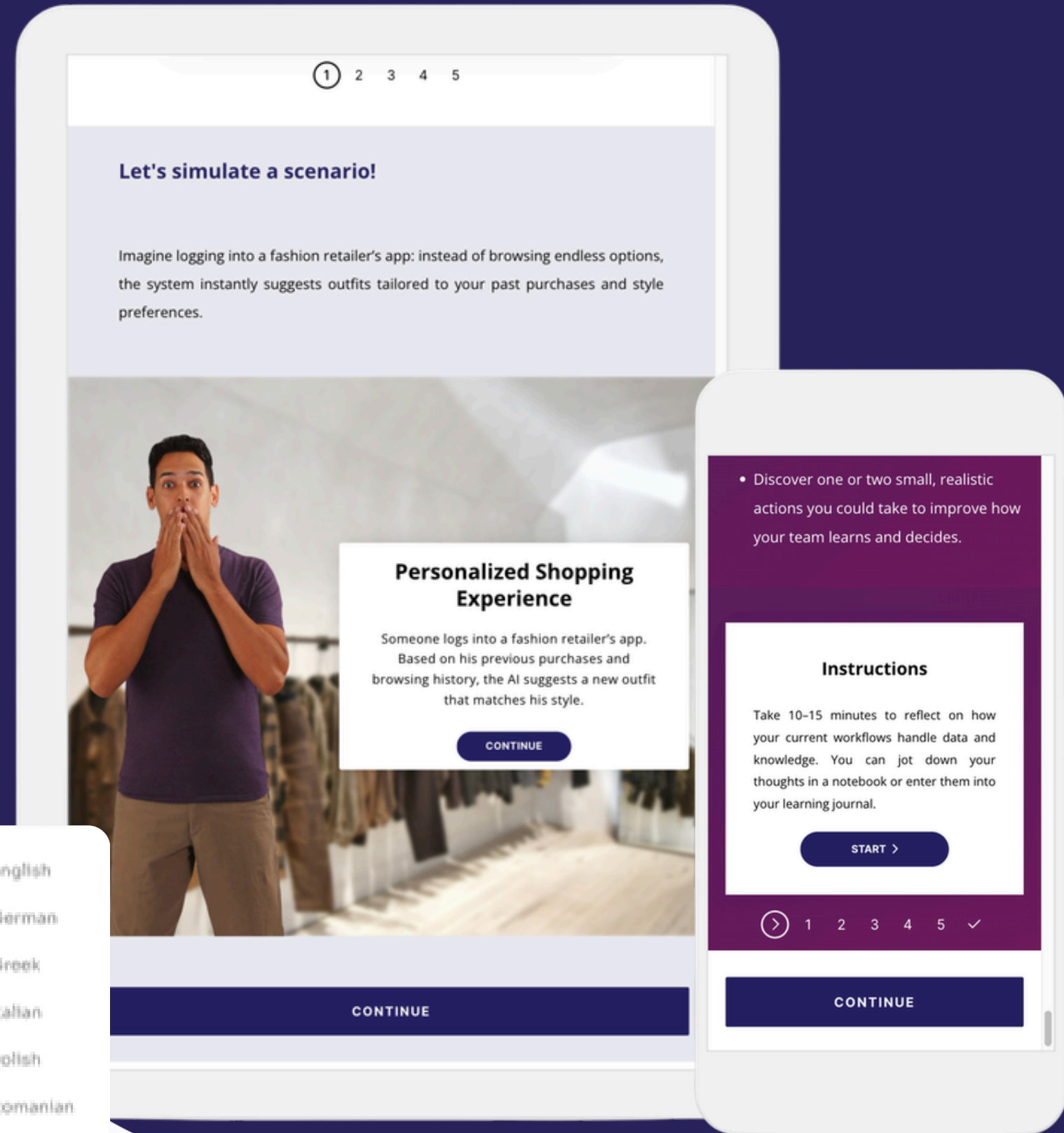
The platform delivers a set of **sixteen interactive** and **practice-oriented modules** combining videos, readings, quizzes and reflections tasks.

The modules are based on the **AI Core Curriculum** developed by the consortium, which was **informed by transnational research involving nearly 100 industry experts** through co-creation workshops, interviews, and surveys.



AVAILABLE IN
6 LANGUAGES

- English
- German
- Greek
- Italian
- Polish
- Romanian



OVERVIEW OF THE MODULES

The modules are categorised across three proficiency levels: Foundation, Intermediate, and Advanced. Each module is specifically designed to **transition learners from foundational concepts to advanced strategic applications relevant to the retail sector.**

The **Foundation** level establishes essential terminology, ethical awareness and basic data competence. It ensures that all learners share a minimum conceptual baseline before engaging with more technical applications.

As learners progress to **Intermediate** modules, the emphasis shifts from understanding to application. Here, learners explore how AI tools can be integrated into marketing, customer engagement, sustainability initiatives or operational processes. This stage bridges theoretical knowledge and functional use.

At the **Advanced** level, the focus moves toward strategic integration and organisational transformation. Learners examine how AI influences entire value chains, supports executive decision-making and reshapes competitive positioning within the retail ecosystem.

Level	Module Title	Focus
Foundation	Introduction to AI	Fundamental concepts of AI, evolution, and impact on retail and work.
Foundation	Basic operational dynamics of AI	Operational concepts (ML, NLP, Computer Vision) to automate tasks and improve agility.
Foundation	Applications of AI in Retail	Key applications of AI in retail: customer experience, operations and data-driven decision-making.
Foundation	Data-driven decision making	Fundamental principles of data-driven decision-making, statistics, predictive analytics, and recommendation systems.
Foundation	Ethical Implications of AI Applications in Retail	Privacy, transparency, discrimination, and responsible implementation strategies.
Intermediate	Machine Learning in Retail	Comprehensive introduction to ML, regression, classification, and applications in retail.
Intermediate	Natural Language Processing in Retail	Fundamentals of NLP, techniques (sentiment analysis), and applications in retail (chatbots, search, insights).
Intermediate	AI for Sustainability	Dual perspective of AI for sustainability and the sustainability of AI itself in retail MSMEs.
Intermediate	Regulations and Trustworthy AI	Regulations and principles for ethical and legal AI in retail.
Intermediate	Driving Human-centred Innovation with AI	Structured approach to understanding and applying human-centred innovation using AI in retail.
Advanced	AI for Operations Optimization	Integrating AI to optimise operational processes, predictive analytics, automation and ethical considerations.
Advanced	AI-Enabled Value Chain	Application of AI along the value chain for resilience and optimisation.
Advanced	AI for Knowledge and Insights Management	Transforming knowledge management and generating insights through AI-enabled tools.
Advanced	AI for Inventory Management	Advanced inventory management strategies to reduce waste and avoid stock shortages.
Advanced	AI-driven Business Intelligence	BI principles and how data analysis and visualisation support strategic decisions in retail.
Advanced	AI-powered Customer Engagement	AI/CX strategies, omnichannel touchpoints, smart support tools and personalisation for customer loyalty.

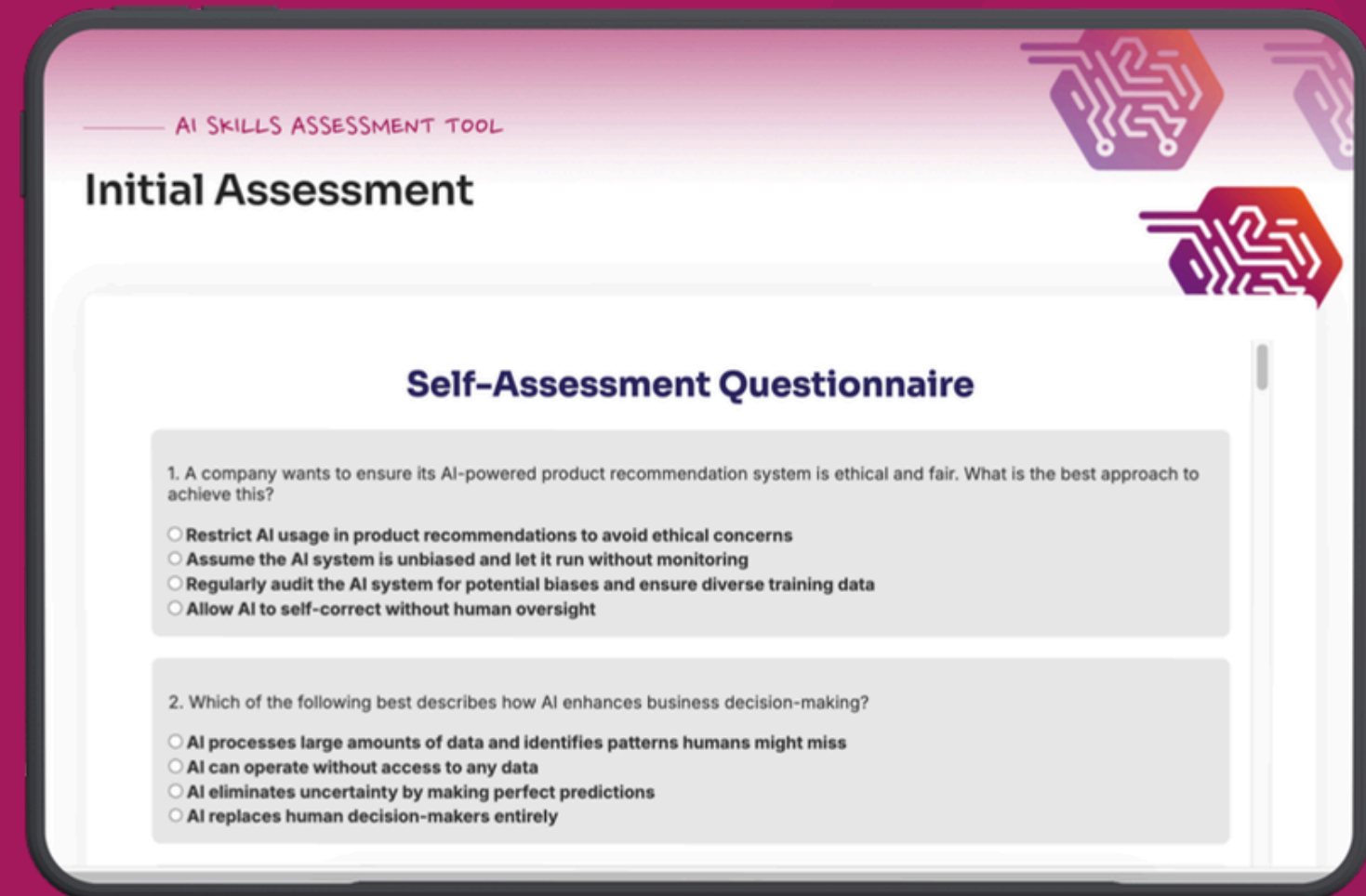
DIFFERENTIATED PATHWAYS

The INAIR e-learning environment delivers **personalised learning pathways aligned with the individual proficiency level and the diverse professional roles within the retail sector.**

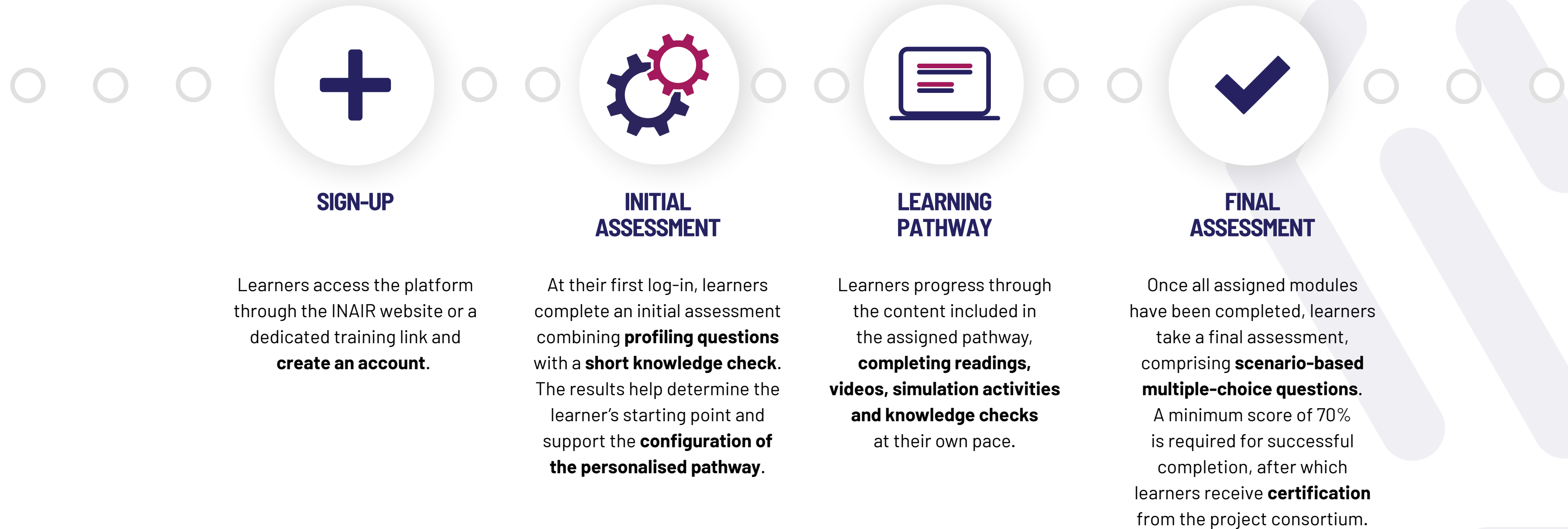
The AI Core Curriculum recognises that AI adoption does not occur uniformly across organisational functions; responsibilities, decision-making authority and operational exposure vary significantly between roles such as sales assistant, marketing manager, logistics coordinator, HR officer or executive management.

Therefore, **each role is associated with a defined combination of Foundation, Intermediate and, where appropriate, Advanced modules that reflect the practical AI applications most relevant to that function.** For example, a professional working in marketing may be directed toward modules on AI-powered customer engagement, data-driven decision making and business intelligence, while an inventory or operations manager may receive modules focused on predictive analytics, operations optimisation and inventory management. Management roles typically include strategic modules addressing AI-enabled value chains and AI-driven organisational transformation.

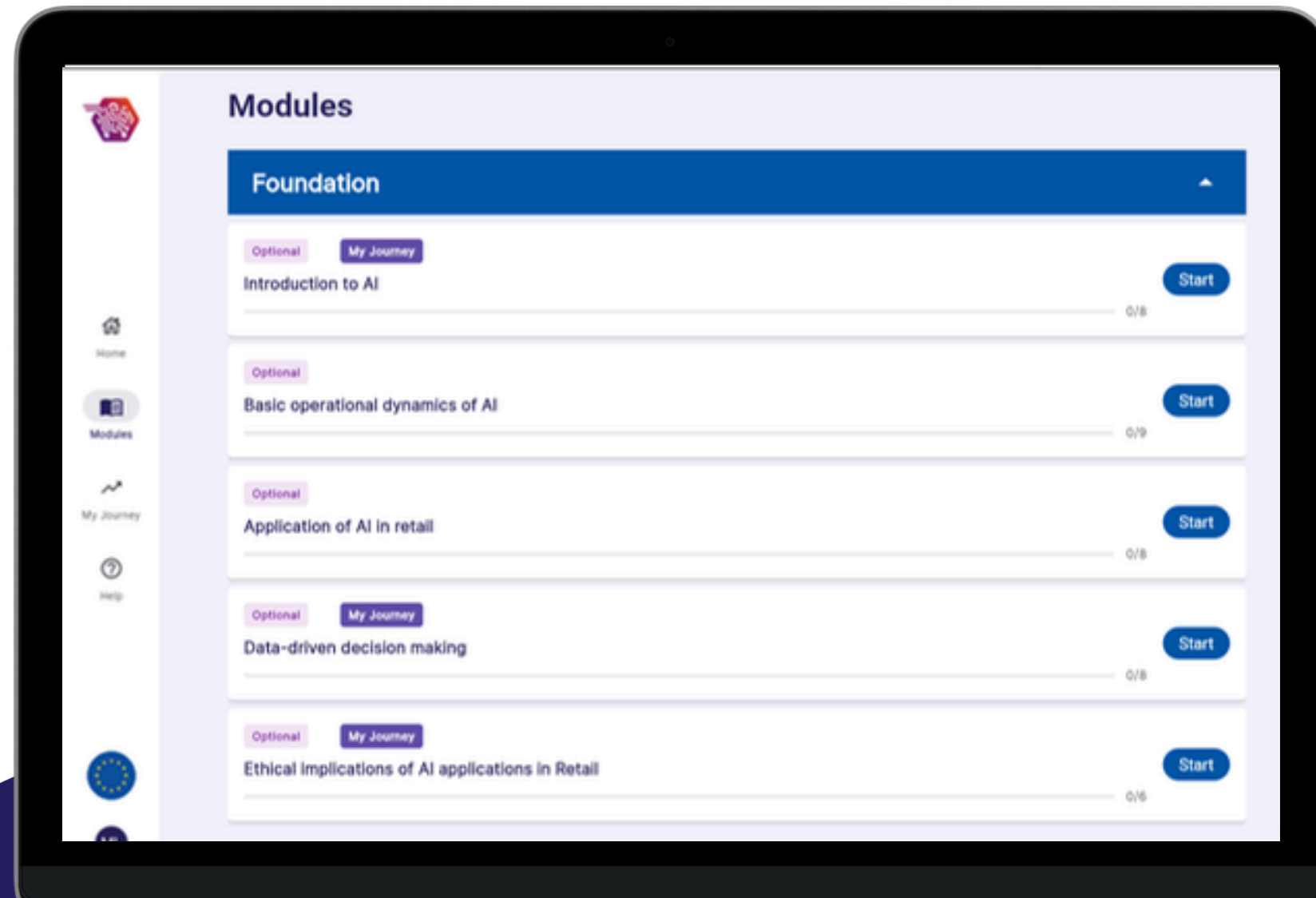
To differentiate the learning offer, the platform assigns modules based on two key inputs collected during onboarding: the learner's declared business function and the results of an **initial diagnostic assessment.**



THE LEARNER JOURNEY



THE LEARNER JOURNEY



The learning path combines:

- **mandatory modules**, required to achieve the intended learning outcomes based on the assessment, and
- **optional modules**, which support deeper exploration or role-specific interests and do not block progression.

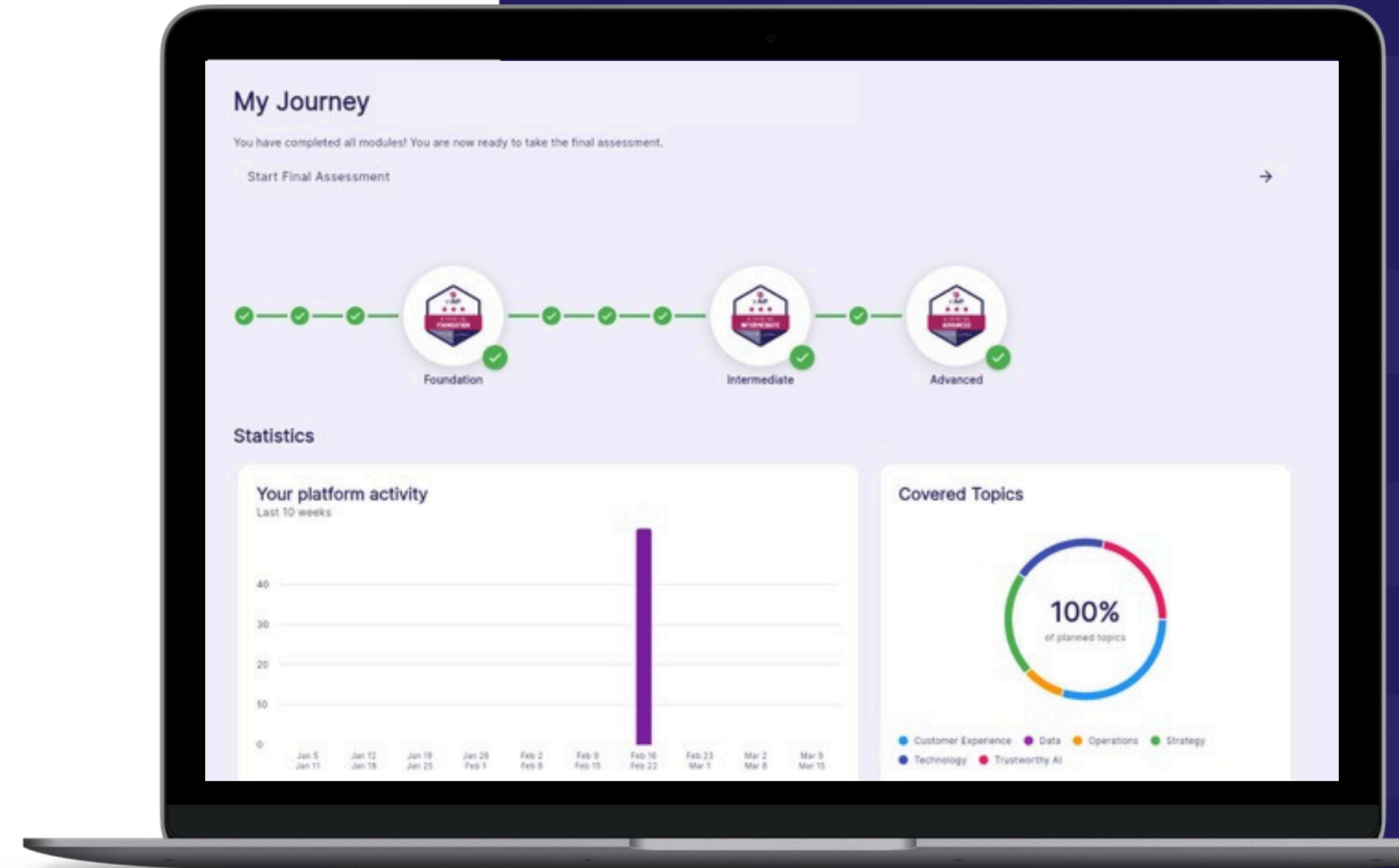
Throughout the learning journey, learners **receive digital badges** to recognise progress and achievement at key stages of the programme. Badges help make completed milestones visible, motivate continued participation, and provide learners with a clear record of the competences they have developed. They also support the transparency of the pathway by marking advancement across different levels of learning.



PROGRESS TRACKING AND LEARNER SUPPORT

The platform includes several mechanisms to **help learners monitor, manage and sustain their progress throughout the learning journey.** Lesson completion indicators show which activities have already been finished, while chapter completion status gives learners a clear view of their advancement within each module. Once all mandatory modules in a chapter are completed, the chapter is automatically marked as complete, supporting intuitive navigation and a transparent sense of progression.

A dedicated dashboard (**My Journey**) provides an overall view of learning progress across the full pathway. It allows learners to track advancement across levels and monitor their activity over time through visual progress indicators and summary statistics.





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