



## Melilla Campus hosts the presentation of the 3economy+ Project

05/10/2017

Research news

**The 3economy+ Project was presented on Tuesday 3 October at the University of Granada's Melilla Campus.**

The 3economy+ Project has been selected by the European Union as an Erasmus+ KA2 Strategic Partnership Project for Higher Education (2017-1-ES01-KA203-038141). The main objective of this Project is to develop and implement innovative teaching and learning practices, with a view to improving the academic training of students in the areas of Economics, Tourism, and Marketing. It focuses on three disadvantaged regions: Melilla, Portalegre (Portugal) and Malta, and it also offers complementary international training designed to improve employment prospects and foster the acquisition of core competencies for effective professional development.



The 3economy+ Project aims to tackle rising unemployment rates and particularly youth unemployment —one of the major challenges facing European governments at present. Addressing these challenges is central to the success of the Erasmus+ programme and is one of the primary goals of the 2020 Europe Strategy. The 3economy+ Project also aims to become a driving force for socioeconomic transformation and development, fostering growth, employment opportunities, and social equality and inclusion.

The programme will promote open access to materials, documents and media for improving learning, teaching and work opportunities within the fields of business, marketing and tourism, and within multilingual environments.

The presentation was chaired by the Rector of the University of Granada, Pilar Aranda; Miguel Ángel Montero Alonso, Coordinator of the 3economy+ Project and Lecturer in the Department of Statistics and Operational Research; Juan Antonio Marmolejo Martín, Dean of the Faculty of Social Science; and Artur Schmitt, Director of Internationalization Strategy, Networks and Projects at the UGR's Vice-Rectorate for Internationalization.