

DigiCulTS Press Release 1 - February 2020

## Fit for the Digital Future!

**Small and medium-sized enterprises (SMEs) are particularly challenged by the digital revolution: What are the challenges, opportunities and risks for them? The innovative EU project DigiCulTS is aiming to develop instruments that support the digitisation process of SMEs.**

There is no doubt that our society and culture are more than ever in a major transformation process. "Economies and societies are undergoing a digital transformation. Information and communication technologies (ICT), artificial intelligence (AI) and robotics are profoundly changing the way people work, interact with one another, communicate and live." (OECD Skills Outlook, 2019)

In order to support small and medium-sized companies with up to 50 employees in their digitisation process, the Studienzentrum Saalfelden and partners from Spain, Poland, Greece, the Danube University Krems and the Chamber of Commerce Zell am See, have launched the Erasmus+ project **DigiCulTS - Digital Culture for Small and Medium-sized Enterprises (SMEs)** at the end of January 2020.

The aim of DigiCulTS is to show small and medium-sized businesses their current digital skills and to make them aware of the challenges, opportunities and risks. How fit are SMEs for the digital future? What transversal digital key competences do they already possess? Which of these digital technologies can be used collaboratively and creatively? And which ones should be critically considered in the cultural context?

Within two and a half years three innovative products will be developed with DigiCulTS project:

- 1) **SELFIE quick check for companies and individuals:** Based on a common framework on digital competences, this online assessment tool aims at assessing knowledge, skills and competences of individuals as well as assessing the digital readiness of companies. Based on the results of the quick check, users will receive personalized recommendations on how to proceed on their individual learning pathways by participating at the **DigiCulTS Open Online Course** and using the Open Education Resources of the **DigiCulTS Virtual Library**.
- 2) **Open Online Course:** The aim of the DigiCulTS open online course is to support the SME's awareness about social, cultural and political consequences of digital transformation. The course is based on an autonomous and open learning approach

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and will include the development of OER (Open Education Resources), which will be part of the DigiCulTS Virtual Library.

- 3) **DigiCulTS Virtual Library:** The virtual library includes OER material for open and autonomous learning. Through an internal search engine and tagging system, users will be able to search for learning materials supporting the development of their digital skills and competences.

All SMEs up to 50 employees are invited to participate in this project. All outputs that are created within the project - diagnosis, training course, guide - are free of charge and ready to be remixed and reused. Interested parties please contact: Dr. Wolfgang Schäffner ([wolfgang.schaeffner@studienzentrum.at](mailto:wolfgang.schaeffner@studienzentrum.at))

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