

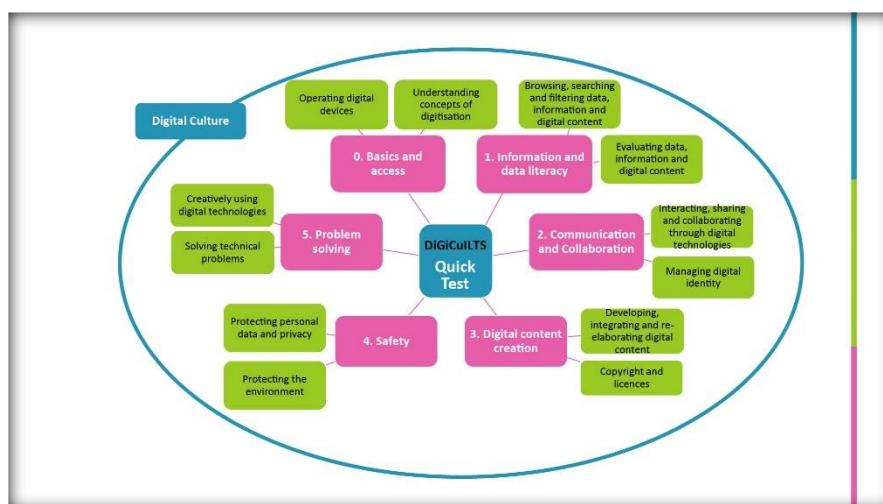
DigiCultS Press Release 2 - December 2020

Digital Competences for SMEs: Designing a learning approach!

During the past months, the DigiCultS project partnership has made the first steps towards designing a learning approach for SMEs to become digitally fit and successfully respond to the challenges posed by the process of digital transformation of economy and society.

We first carried out a quantitative and qualitative survey (online questionnaire and interviews), having received feedback from more than 200 SMEs across 8 economic sectors (Agriculture, Tourism, Retail and e-sales, Aircraft industry, Crafts, Nautical tourism, Education, Travel Agencies) in Austria, Greece, Poland, and Spain. The goal was to identify which digital competences are a priority for them, and most importantly, which of those competences have been pointed out by SMEs as in need for acquisition or development through training. The valuable data we obtained are already exploited in designing our first tool (the Selfie quick test for SMEs), which is a self-assessment tool for the SMEs to have a clear picture on how they stand with respect to digital competences at company level.

The Digital Competence Framework (DigiComp) of the European Union and its 6 areas of competences (Basics and access, Collaboration and Communication, Digital content creation, Safety, Problem solving) has been our main reference point in sorting out 12 specific digital competences as having surfaced as most important for SMEs from analysing our survey data.



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We are now proceeding with the development of sets of questions for SMEs at a basic, intermediate, and advanced level, corresponding to each of the 12 digital competences. SMEs will be able to assess skills and knowledge in dealing with tangible, real-life tasks and processes that involve digital transformation for SMEs and how it affects their people as actors, as well as the use of digital technology!

The quick check tool and its results are the entry points of the SMEs into the DigiCulTS training provision, as they are associated with specific learning outcomes matching personalised and case-specific learning pathways. The learning pathways and material will be our next step to design the DigiCulTS Open Online Course and the Open Education Resources of the DigiCulTS Virtual Library. The DigiCulTS quick test will be made available online and free to use!

Stay tuned!

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