

DIGITAL TRANSFORMATION IN THE DANUBE REGION PROJECT

DIGITRANS

REF. No DTP1-1-193-1.2

DIGITRANS PROJECT AIM

- DIGITRANS aims at developing a SME appropriate innovation method enabling SME to create competitive digital business models (dig.BM) within a specifically setup incubator space.
- DIGITRANS focused on:
 - **3 sectors** relevant to all Smart Specialization Strategies from the partner regions: (a) **Creative Industries**, (b) **Health**, (c) **Advanced Manufacturing**,
 - to pilot the innovation method & tools to be developed by the consortium;
 - to develop a transnationally validated programme for blended learning training (BLT);
 - to provide specific online learning environment;
 - in order to empower & equip SMEs with the relevant skills to handle their digital transformation process successfully and create competitive business models (BMs).

DIGITRANS PROJECT CONSORTIUM

- 17 partners
- **Project Duration - 30 months**
 - Start - 01/2017
 - End - 06/2019
- **BG participants:**
 - **INNOVATION CATALYSTS** - research institutes & universities having a clear focus on Digital Transformation. They are experts for developing the transformation method, tools, training concepts. Furthermore, they will coach the reg. catalysts & trainees
 - **SU-NIS**
 - **REGIONAL CATALYSTS** - acting on a regional level as innovation and/or incubation hubs, experienced in innovation trainings, educational concept development and will offer the trainings to the project target groups
 - **ITD**

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EXPECTED OUTPUTS

- **To reach this aim the following outputs will be generated:**
 - New digital BM method;
 - Validated innovation space with appropriate tools;
 - Targeted e-learning environment allowing SMEs & business support organisations to learn independently;
 - Documented BM cases demonstrating DIGITRANS method's effectiveness;
 - BLT concept to deliver the DIGITRANS method in partner regions & beyond;
 - Regional policy workshops & recommendations to support regional policy stakeholder to integrate DIGITRANS method into their digital strategy.

■ SU-NIS - INNOVATION CATALYST

- As such, SU-NIS - **responsible for** :
 - developing the transformation method, tools, training concepts;
 - coaching the regional catalyst ITD & trainees.

■ ITD - REGIONAL CATALYST

- Acting on a regional level as innovation and/or incubation hub.
- **Responsible for** :
 - innovation trainings;
 - educational concept development; and
 - offering the trainings to the project target groups.

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WORK PACKAGES/ WP LEADERS

- WP0 – Project preparation
- WP1 – Management – MFG, DE
- WP2 – Communication Activities – TICM, CR
- WP3 – Digital Transformation Method – HSRT, DE
- WP4 - E-Learning Environment – UNIVIE, AU
- WP5 - Regional Piloting – HSRT, DE
- WP6 - SME Blended Trainings – **ITD, BG: 12/2017 – 05/2019**
- WP7 – Sustainability – ITG, AU

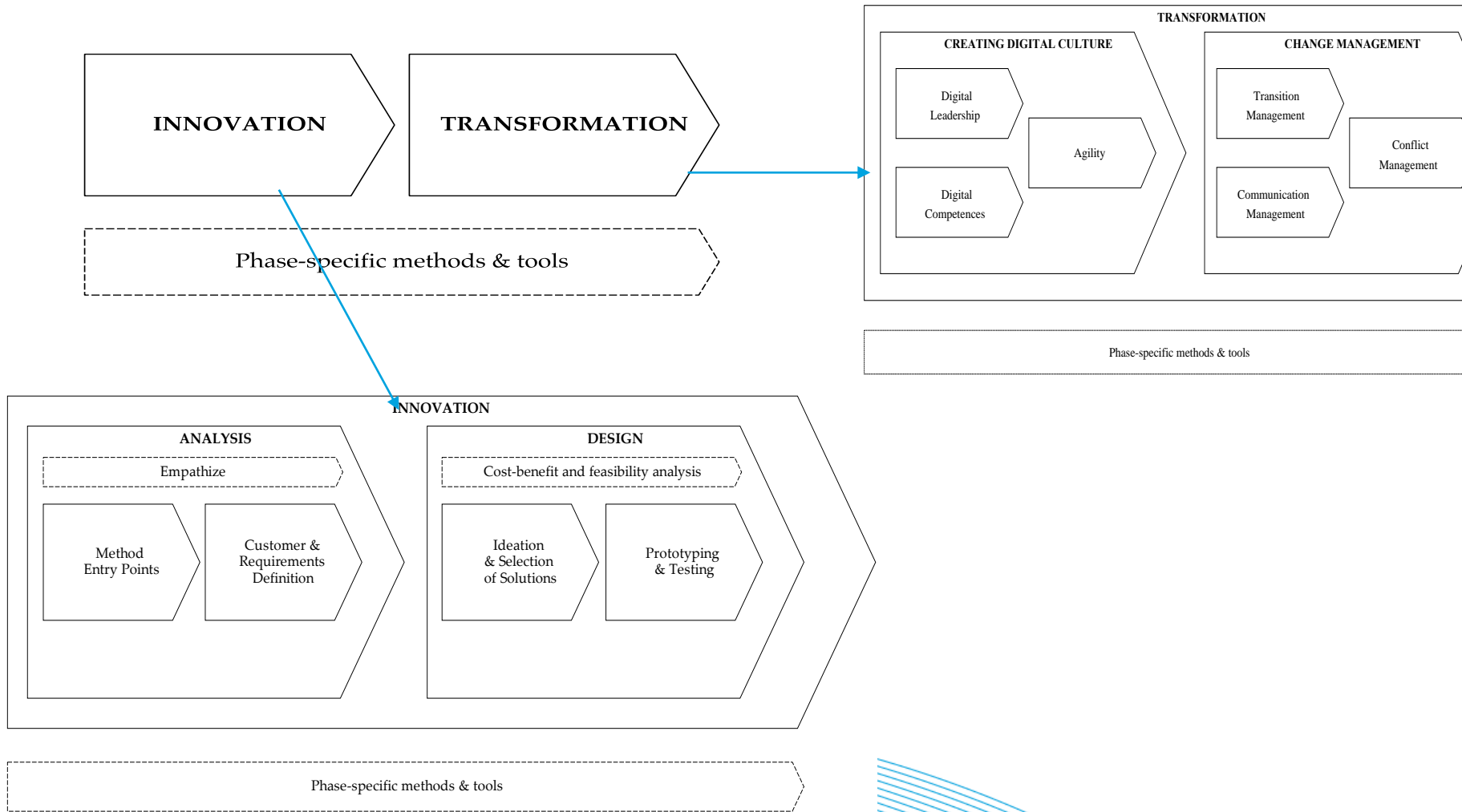
OUTPUTS UP TO NOW

- **WP 3 – Digital Transformation Method**
 - Regional Digital Maturity Report
 - Regional needs analysis, interviews and surveys
 - 4 Case studies for BG companies in healthcare, creative industries, smart manufacturing;

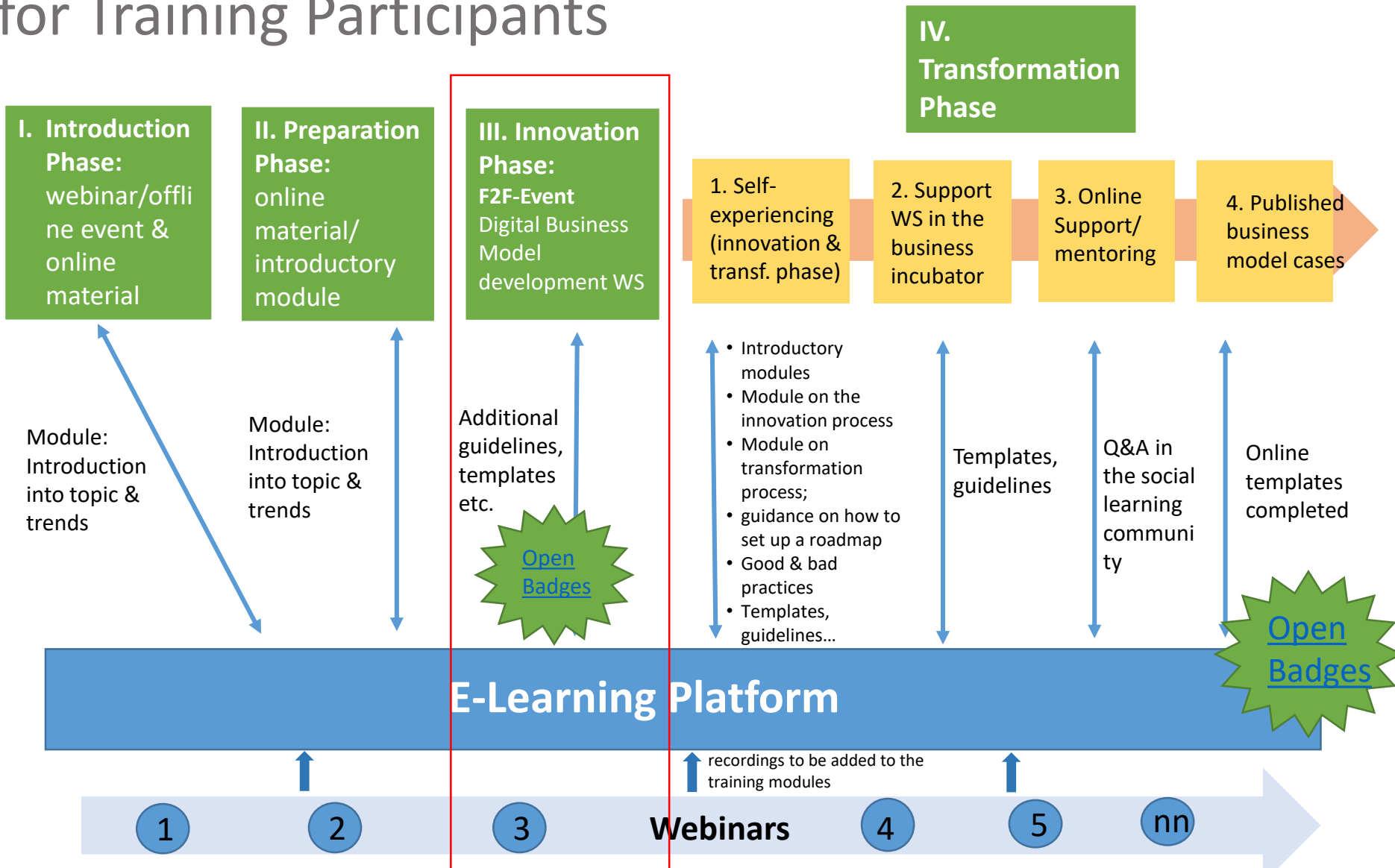
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**WP6 - SME BLENDED TRAININGS
OUTLINE**

■ Digital Transformation Method



Blended Learning Training Concept for Training Participants



Blended Learning Training Concept for Individual Learners

I. Introduction Phase:
webinar/offline event & online material

Module:
Introduction into topic & trends

II. Preparation:
online material/
introductory module

Module:
Introduction into topic & trends

III. Innovation & Transformation Phase

1. Self-learning (innovation & transf. phase)

2. Support WS in the business incubator

3. Online Support/mentoring

4. Published business model cases

- Introductory modules
- Module on the innovation process incl. guidelines on the method framework, development of a digital business model idea
- Module on transformation process;
- guidance on how to set up a roadmap
- Good & bad practices
- Templates, guidelines...

Templates, guidelines

Q&A sessions in the social learning community on LinkedIn

Online Templates completed

[Open Badges](#)

E-Learning Platform

recordings to be added to the training modules

1

2

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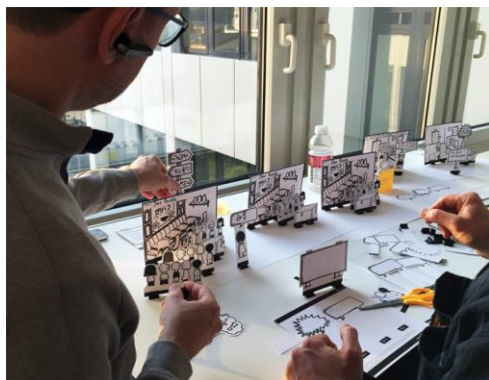
Webinars

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SAP Scenes and Design Thinking



<https://designthinkingwithsap.com/en/>
<https://experience.sap.com/designservices/approach/scenes>

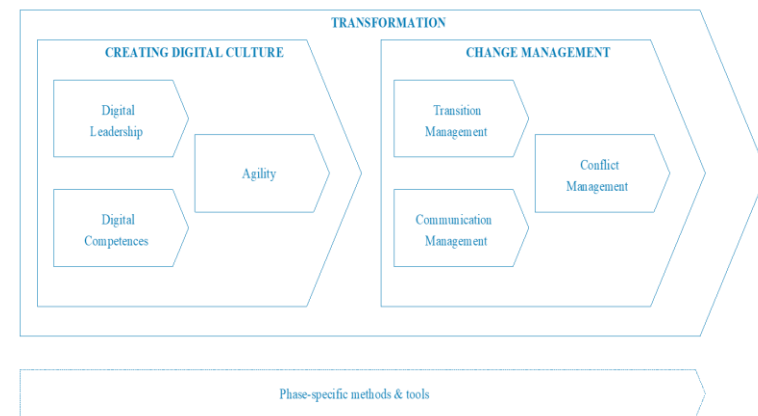
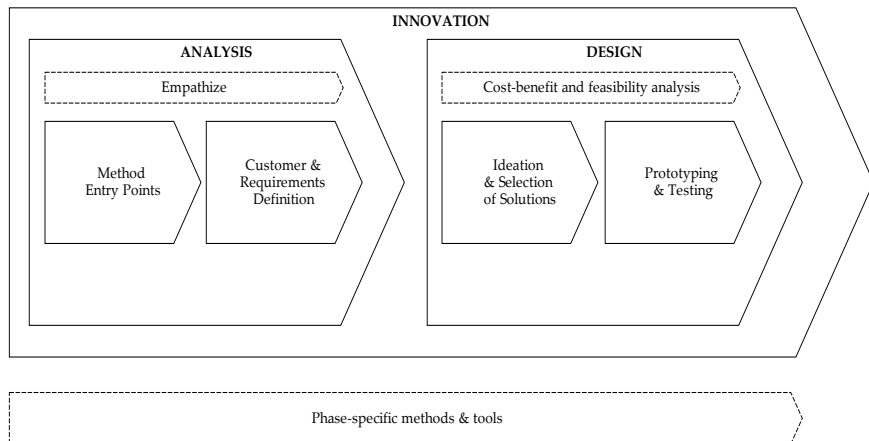
WORKSHOP LJUBLJANA



SITUATION UP TO NOW

- The content development is split among a core of 6 main partners;
- All partners will make the testing;
- 3rd project meeting in Sofia – April 2018

- Pilots with SMEs - May 2018



Questions and comments?

