DITA PROJECT Erasmus Plus Strategic Partnership

The Digital Industry Training Atlas: Connecting Training Opportunities for a stronger Digital Single Market

DITA
The Digital Industry Training Atlas

A Communication Manual and Guidelines to promote Training synergies in EU

Contents

Need more info?

THE DITA SLANG

DITA'S words

CONSORTIUM

Group of entities that are part of the project, it is composed of the 7 PARTNERS present in the different geographical areas.

TRAINING ORGANIZATIONS
(INCLUDING SPARRING PARTNERS)

They are DITA ATLAS MEMBERS, entities registered in the Atlas and selected by Partners as "suitable" to establish a potential collaboration relationship (TWINNING).

ATLAS

The Atlas is the platform which displays and connects relevant training organizations and courses in Digital Transformation around Europe.

VET ORGANIZATIONS

The VET (Vocational Education Training) Organizations provides learners with essential skills supporting their personal development, enhancing their employability and encouraging active citizenship.

PARTNERS

They are part of the CONSORTIUM, they are enablers for cooperation actions between registered Training Organizations in the Atlas.

TWINNING

It is a cooperation mechanism established by two Training Organizations registered in the Atlas, through the support of the Partners.

PROJECT NETWORK

The Project Network is composed of stakeholders and other players, which supports the DITA Project with relevant initiatives.

Need more info?

INTRODUCTION

This COMMUNICATION MANUAL wants to help Project Partners and Training Organizations to understand **how they can benefit from the Atlas and synergies that can be activated**, **offering specific guidelines to support the twinning among Training Organizations.**

Expected goals of communication and engagement

The Communication Manual aims at giving communication and engagement trajectories:

- providing guidelines to be followed by Project Partners to increase the number of Training Organizations registered in the Atlas;

- providing guidelines to new and already registered Atlas members to use the Atlas as a platform of connetions to create new training opportunitities in the digital transformation area;

- providing interviews schemes to be used by Project Partners to connect the Atlas to the most relevant EU initiatives in the field of Digitizing Europe.

Need more info?

ABOUT THE NETWORK

Goals

Provide visibility to Europe's available training programmes which tackle critical digital transformation challenges

Connect complementary training Schemes in Europe

Increase access to upskilling and reskilling training opportunities for the European workforce of today and tomorrow

The consortium

- NeroSuBianco (**Italy**)

- Consorzio Intellimech (**Italy**)

- Mind Consult & Research (**Austria**)

- Flanders Make (**Belgium**)

- Grupo DEX (**Spain**)

- Instituto Pedro Nunes (**Portugal**)
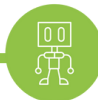
- Hochschule Kempten (**Germany**)

The project network

- 15 Associated Partners

- 5 H2020 projects

- 12 Interreg Projects

- The Pan European Network of DIHs

- DIHELP Initiative

- Digital Skills and Job Coalition

Need more info?

HOW THE ATLAS WORKS

The Digital Industry Training Atlas provides **visibility to the training programs** offered in Europe through an accessible, online catalogue.

The catalogue displays **the connections** established between training programs and their organizations, during the project.

The map **helps end-users to immediately identify and connect** with the most relevant training organizations.

Who is the Atlas for

- **Training Organizations** tackling the challenges of digital transformation by providing training programs in technical domains

- **EU's workforce** looking for upskilling or reskilling opportunities

- **European SMEs** willing to strengthen their position in the new digital era

Be part of it!

We are looking for **Training Organizations willing to discover the potential of the DITA project.**

If Digital Transformation is part of your mission and you are interested in connecting to complementary actors in the European training scene, then DITA is a good partner initiative for you.

Need more info?

The Atlas is **a platform which displays the most interesting training courses in the Digital Transformation** area, particularly **addressing the needs of the European Industry** with the aim to up-skill and re-skill the staff of SMEs as well as all citizens who want to improve their life-learning process.

Furthermore, **the Atlas enables the connections between Training Organizations (TOs),** who want to enhance their training offer with complementary courses to satisfy specific market needs.

The TOs registered in the Atlas will have the opportunity to know other TOs, with whom they can establish cooperation schemes in order **to optimize the training courses offered** at European level as well as the competence level, **encouraging the mobility of workers** who want to increase their digital skills.

The Atlas is:

- **free**
- permanently **updated** by a dedicated team
- **linked** to European Industry 4.0 communities
- a means to increase the **visibility** of courses and training organizations
- a "platform" to **facilitate** the raise of new innovative projects

Need more info?

THE TARGET GROUPS OF THE COMMUNICATION MANUAL

The COMMUNICATION MANUAL is addressed to the Project Partners (members of the Consortium) and to the Training Organizations who would like to join the Atlas.

A) PROJECT PARTNERS

The seven DITA partners already members of the Consortium.

The COMMUNICATION MANUAL will help them to contact potential users and training organizations, explaining the functioning of the Atlas and synergies that can be activitated.

Furthermore, it provides guidelines to interview strategic organizations to share long term perspective of the DITA Atlas looking for support with possible synergic and transnational training programs in the field of industry digital transformation.

B) TRAINING ORGANIZATIONS

The target group is mainly represented by **vocational training organizations** that would highly benefit from connecting to complementary organizations in their country as well as in other countries.

Globally, All DITA partners will involve 110 training organizations at EU level by June 2022.

The COMMUNICATION MANUAL gives to training organizations helpful guidelines to join the Atlas and start networking activities with other training providers, to find new partners for the twinning to enrinch their training offer.

Need more info?

GUIDELINES FOR PROJECT PARTNERS

Directions

If you are a Project Partner, you will be enabled to become a DITA Partner Administrator, thus you will check the new members registration (assigned to you) and you will support them to develop potential connection to build twinning schemes

1.MONITOR THE ATLAS
To discover which organizations from your Country are already mapped or you have assigned

2.INVITE NEW TRAINING ORGANIZATIONS
Addressing new potential partners who can join the Atlas

3.SHARE DITA COMMUNICATION MATERIALS
To explain the project and the Atlas

4.SHARE THE DITA ATLAS MANUAL
To help them in the registering process

5.MONITOR NEW REGISTRATIONS
Contact your new partners and monitor their registration in the Atlas

6.CONTACT THE NSB TEAM
To be connected in the Atlas with new registered partners

7.MONITOR NEW PARTNERS' PROFILES
To help new partners to complete all the information required (e.g., courses, etc.)

8.UNDERSTAND NEW NEEDS
Interview new partners and understand what they are looking for their training offer

9.CONTACT THE CONSORTIUM MEMBERS
To share training organizations' needs and find possible matches

10.FACILITATE THE TWINNING
Help selected training organizations to find possible cooperation schemes together

11.FIX THE FIRST MEETING
Facilitate the connection fixing the first e-meeting and helping in the follow-up

12.FOLLOW THE TWINNING SCHEME
Complete the twinning scheme (offline and in the Atlas) with the required information

Need more info?

- Check in the Atlas the Training Organizations assigned to you as a DITA Partner Administrator

- Monitor the information included by the Training Organizations you are in contact with. Help them to include all the required data

- Be sure that the training courses offered by each Training Organizations are well included

- If the Training Organization has established a twinning, help them to include the "Connections"

Need more info?

GUIDELINES FOR NEW ATLAS MEMBERS

Directions

If you are a new member follow the steps below to start your twinning journey!
Need more info? Don't hesitate to contact us:

DITA CONTACT POINT: contact@ditaproject.eu

1 REGISTER YOUR ORGANIZATION ON THE ATLAS
Fill in the form and try to be as detailed as possible to present your organization

2 FOLLOW THE ATLAS MANUAL
If needed, follow the instructions provided by the registration manual

3 CONTACT YOUR DITA PARTNER
Inform the DITA partner you know about your registration, alternatively please contact the DITA CONTACT POINT

4 ASK FOR A MEETING CALL WITH THE DITA CONTACT POINT
To explain better your needs and which kind of partners you are looking for, contact the DITA CONTACT POINT or the PARTNER you are in contact with

5 MEET YOUR POTENTIAL TWINNING PARTNERS
Ask your DITA Partners to support you in finding and meeting Training Organizations that might be interested in building new training offers with you

6 DISPLAY NEW CONNECTIONS
Synergies among training organizations are the "Core" of the ATLAS. You can visualize these connections on the map and promote your new cooperation training schemes

Need more info?

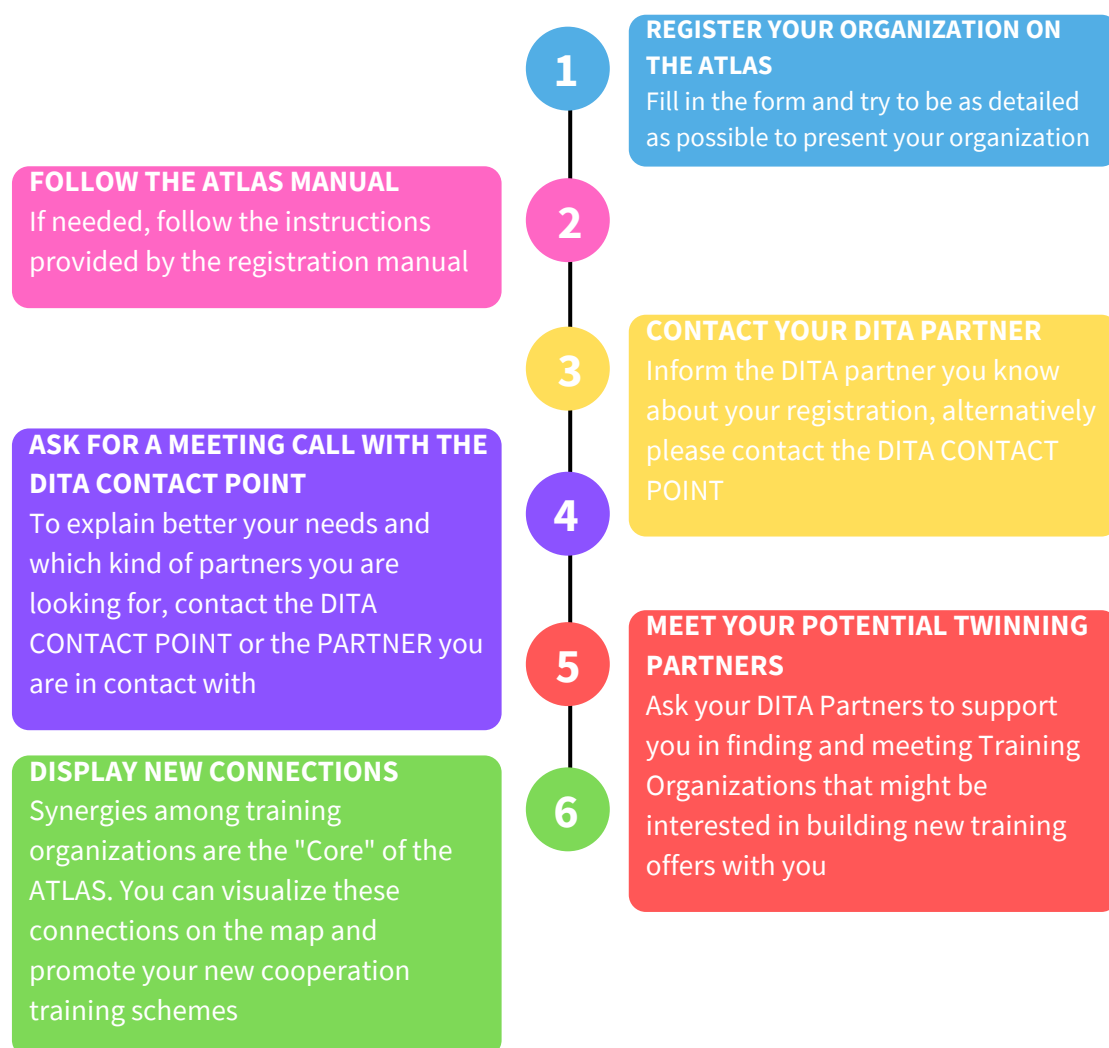# GUIDELINES FOR ALREADY REGISTERED MEMBERS

Directions

If you are a member follow the steps below to learn how to continue your twinning journey! Need more info? Don't hesitate to contact us:

DITA CONTACT POINT: contact@ditaproject.eu

1 CHECK YOUR PROFILE ORGANIZATION
Be sure to have included all relevant information in the Atlas (e.g., training courses)

2 MONITOR THE ATLAS
Exploring potential partners and training offers

3 CONTACT THE DITA CONTACT POINT
If you have find a potential partner contact the DITA CONTACT POINT or THE PARTNERS you are in contact with, to receive support with the match

4 SEND YOUR ORGANIZATION NEEDS TO DITA
Contact the DITA CONTACT POINT explaining what you need to improve your training offer

5 MEET YOUR POTENTIAL TWINNING PARTNERS
With the help of DITA PARTNERS meet potential Training Organizations to build new training offers

6 DISPLAY NEW CONNECTIONS
Insert your new cooperation schemes on the Atlas

Need more info?

GUIDELINES FOR THE INTERVIEWS

The Consortium will connect the Atlas to the most relevant EU initiatives in the field of Digitizing Europe, for that reason **each Project Partner will contact and meet Erasmus National Agency (NA) representatives for "Vocational Education and Training"** and **Representatives of Digital Europe Programe.**

DITA Partners will contact and arrange:

- **a dedicated meeting with their ERASMUS National Agencies**, not only to share evidences and strengths of the project but also to identify further possibilities to extend the role of the ATLAS within the Erasmus Programme.
- **a dedicated meeting with the National Contact Points of Digital Europe Programme (**DIGITAL), which is focused on building the strategic digital capacities of the EU and on facilitating the wide deployment of digital technologies, to be used by Europe's citizens and businesses.

The consortium agree on considers the DITA ATLAS a potentially useful tool to be shared with the programming authorities and the coordinator.

Each Project Partner will contact:

1 Erasmus Plus NAs of the belonging Partner Country
1 National Contact Points (NCPs) for Digital Europe Programme

Each partner will identify the contact people and introduce the DITA project output by the end of June 2022.

QUESTIONS FOR NATIONAL AGENCIES
AND NATIONAL CONTACT POINTS

Objective

- **General**: collect suggestions on how to exploit the ATLAS (*please note that it will be important to provide all interviewees with a short summary of what the DITA project and the ATLAS are*)
- **Specific:** identify possible synergies and connections for the future

Recommendation to all interviewers

Please do not limit yourself (and the interview) to a pure yes or no exercise. The answers are essential to help us to identify future plans and a roadmap for the ATLAS, therefore the more inputs you will collect, the better will be the quality of our Intellectual Output 4.
So, storytelling, names, clear references are important to us.

Ideally, each question should have a min. length of 1.500 characters.

Need more info?
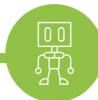
Questions

NAME OF AGENCY/NATIONAL CONTACT POINT:
NAME OF INTERVIEWEE:

1.Which are the training needs that need to be urgently addressed to support the digital transformation processes of European SMEs?

Why are we asking: understand if the technology areas we have identified are still valid and if we have to consider adding other categories in the future (remembering that we have not put soft/horizontal skills in the catalogue)

2. Would you recommend any Erasmus projects (KA1 or KA2) with which connections should be established?

Why are we asking: enrich the catalogue with new courses/training providers.

3. Are there any training providers that you would suggest including in our catalogue?

Why are we asking: enrich the catalogue with new courses/training providers.

4. Are there any DIHs in your country that already play an important role in responding to training needs related to digital transformation?

Why are we asking: DIHs usually deliver training (so they can be part of the catalogue) and to create future synergies

5. Are there any initiatives or networks you would suggest involving in a possible follow up of DITA?

Why are we asking: identify any other potentially relevant player to continue the management of ATLAS / Twinning

6. Are you aware of other online training "catalogues" in line with DITA's domains we should be aware of?

Why are we asking: identify other catalogues with a future merging potential

7. Considering that the project helped us to create the ATLAS and establish a first set of connections among training providers, which further steps would you recommend being taken in the next 12-18 months?

Why are we asking: collect other perspectives for the long term sustainability plan