



DIGITAL TRANSFORMATION MANAGER



Co-funded by the  
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*The following is the description of the multimedia and interactive training course to become a “Digital Transformation Manager” for the wood-furniture sector that will be released on the [www.ditrama.eu](http://www.ditrama.eu) platform.*

*The course, divided into 100 training pills, deals with the company’s digitalization process, from strategy to practice.*

## **DITRAMA - Article #4**

### **HOW TO TRAIN A DIGITAL TRANSFORMATION MANAGER FOR THE WOOD-FURNITURE SECTOR: 100 MICRO-PILLS, FROM STRATEGY TO PRACTICE**

“Ditrama” ([www.ditrama.eu](http://www.ditrama.eu)) is a project *co-funded by the European Union's Erasmus + Programme to train the **Digital Transformation Manager** for furniture manufacturing companies.*

In the introductory programmatic document to her mandate, the President of the European Commission Ursula von der Leyen dedicates an entire chapter to the urgency of an organic strategy for Europe's digitalization: *"My priority will be to get Europe up to speed on digital skills for both young people and adults by updating the Digital Education Action Plan. We need to rethink education by using the potential the internet provides to make learning material available to all, for example by the increased use of massive open online courses. Digital literacy has to be a foundation for everyone".*

The emphasis on the usefulness of **MOOCs (Massive Open Online Courses)** for a widespread free training accessible to the widest possible audience, is certainly also affected by the changes resulting from the current COVID-19 pandemic, which has moved even the





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technical-specialist training courses which have traditionally required physical presence to digital platforms.

The DITRAMA project is a forerunner of this trend: having grasped the urgency for the European furniture sector to rely on adequately trained staff to guide business digital transformation processes, it has developed a **digital, interactive and freely accessible training course** for students and professionals and advanced training paths both in the wood-furniture sector and in transversal paths, linked to product innovation or ICT (*future workers*), and to young people already active in the world of work (*professional workers*).

The training course consists of 100 micro-pills, which illustrate, in an interactive and captivating way, the essential contents for this new professional profile, divided into different skill areas.

Some practical examples, cases studies and real business experiences enrich the training course with interesting elements at every level of experience.

In the few minutes of each training pill, university teachers, researchers, leading figures from the business world and experts in the furniture sector from different European countries introduce a key theme, develop it in its essential features and offer some in-depth materials to learn more about the topics discussed.

From strategy to practice: while some training pills are dedicated to understanding the company's level of digital maturity and defining the general strategy for digital transformation, the DITRAMA path also introduces more technical aspects and specific technologies that can be adopted, without neglecting the integration of digitalization with other business dimensions: general management, sustainability, marketing and customer relations, privacy, safety and data protection. Particular attention is also given to disruptive technologies, from big data to digital





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twins, from augmented and virtual reality to cloud management, as well as horizontal and vertical system integration.

Special focus is also given to some sector-specific aspects, such as robotics, blockchain, anti-counterfeiting technology, design softwares and technologies (additive manufacturing, 3D printing, rapid-prototyping), product design-production transition tools and logistics management.

With 4 technical learning units and 6 transversal learning units, the course is a comprehensive compendium of the technologies applied to the wood-furniture sector and allows the development of specific skills as well as an appropriate vocabulary.

The course can be taken in its entirety or by selecting the areas or single videopills of interest, since each of them contains all the elements useful for understanding the topic to which it is dedicated, including additional in-depth materials.

The course content will be available in 7 European languages (English, French, Italian, Spanish, Polish, Romanian and Portuguese) - also to facilitate the mobility of students and workers as well as the learning of specific content in another language - and the platform is built according to the most effective user-interface principles for maximum accessibility.

Details to enroll to the Pilot sessions of the training course and previews will be available soon on [www.ditrama.eu](http://www.ditrama.eu) website.





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**Project leader:**

CENFIM – Centre de Difusió Tecnològica de la Fusta i del Moble de Catalunya (La Sénia – Spain)

**Project Consortium**

Aarhus Universitet (Aarhus – Denmark)

Woodwize (Brussel – Belgium)

CETEM – Centro Tecnològico del Mueble y la Madeira de la Region de Murcia (Murcia – Spain)

U.E.A. – European Furniture Manufacturers Federation based in Prague (Czech Republic)

AMIC – Associació Agrupació Moble Innovador de Catalunya (Barcelona – Spain)

CFPIMM – Centro de Formação Profissional das Indústrias da Madeira e Mobiliário (Lordeo – Portugal)

FederlegnoArredo – Federazione Italiana delle industrie del legno, del sughero, del mobile, dell'illuminazione, dell'arredamento (Milano – Italy)

OIGPM – Ogólnopolska Izba Gospodarcza Producentów Mebli (Warsaw – Poland)

Método Estudio Consultores – (Vigo – Spain)

HOGENT – (Gent – Belgium)

Universitatea Transilvania din Brasov (Brasov – Romania)

**For further information:**

<http://ditrama.eu/>  
#ditrama

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