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DIGITAL TRANSFORMATION MANAGER

Leading companies in Furniture value chain to implement their digital transformation strategy

DITRAMA is an international project, created to provide an innovative MOOC for training managers (Digital Transformation Managers) to successfully **lead and implement the digital transformation** in **furniture companies** along the whole value chain (3 years, 01/01/2019 – 31/12/2021). DITRAMA has carried out a thorough analysis of the expertise required by the market to plan, design and lead the implementation of a uniform digital strategy, consulting experts from the world of business, research, advanced training, employers' organisations and trades unions.

The **Curriculum** of the Digital Transformation Manager includes the body of knowledge/competencies/skills required for this professional profile, the information and the descriptions of the learning outcomes and the learning units related to the indicators compliant with the European standards for students and staff's mobility (EQVET / EQF / EQAVET).

Seven areas of fundamental expertise (skills) were identified:

- Technical skills (digitalisation)
- Innovation skills
- Communication skills
- Management, leadership and entrepreneurial skills
- Emotional intelligence skills
- Skills related to quality, risk and safety
- Ethics

Based on these **7 areas** of technical and non-technical skills for the development of this new professional figure, the project has outlined an integrated curriculum composed of **10 Learning Units**, 4 of which are dedicated to the **11 technical skills** necessary for this role and **6 units to the non-technical skills** and to the environmental and social impact of the technological transformation.

The curriculum on technical skills starts with the Unit dedicated to the examination of **“disruptive” technologies for the furniture industry** (Internet of Things, Industrial Internet of Things (IIoT), Cloud Computing for the Industry 4.0) and continues with the Unit dedicated to **technologies applied to manufacturing** (horizontal and vertical management systems, software for parametric design, additive



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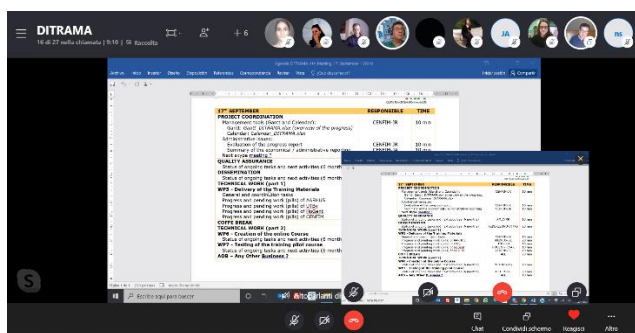
manufacturing, robotics applied to the industry). It then delves into the themes related to virtualisation (simulation, virtual prototyping, digital twin, and augmented/virtual reality) and to safety and data protection.

The **Digital Transformation Manager** is not an executive specialist, but a manager figure, who refers to the company's Management and can put technology and digital transformation at the service of the overall business development strategies. For this reason, the curriculum also contains **6 learning units** on subjects complementary to the technological ones, which are dedicated to different **managerial skills**.

The curriculum corresponds to **EQF level 5** and is composed of 100 multimedia video-pills.

Activities in the project

The last online meeting of DITRAMA Project was held on the **17th of September 2020**. During the meeting the partners talked about progress, tasks and new development ideas for the project, in order to achieve sustainable results for the Furniture field.



The meeting focused on two aspects of maximum relevance for the project: 1) the completion of the training material and the online platform and 2) the planning of the start of the pilot course, scheduled for April 2021. So far, the project is unfolding according to the plan, all partners are working hard to meet the deadlines of the program.



Project leader:

CENFIM – Cluster (La Sènia– Spain)

Project Consortium:

Aarhus Universitet (Aarhus – Denmark)

Woodwise (Brussel – Belgium)

CETEM – Centro Tecnológico 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 – Associacio Agrupacio Moble Innovador de Catalunya (Barcelona – Spain)

CFPIMM – Centro de Formação Profissional das Indústrias da Madeira e Mobiliário (Lordelo – 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, Brasov (Brasov – Romania)

For more info:

<http://ditrama.eu/>



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