



DIGITAL TRANSFORMATION MANAGER



Co-funded by the  
Erasmus+ Programme  
of the European Union

## **DITRAMA – Press note 1**

### **THE "DIGITAL TRANSFORMATION MANAGER" FOR THE FURNITURE INDUSTRY: A KEY FIGURE TO FACE OPPORTUNITIES AND CHANGES TAKEN BY NEW TECHNOLOGIES**

**DITRAMA ([www.ditrama.eu](http://www.ditrama.eu)) is a project funded by the European Union's Erasmus + program to define and develop the training path of the Digital Transformation Manager: one of the most required professions of the future by companies in the furniture sector.**

#### **The context**

The furniture sector today is severely affected by specific challenges/threats: competition from low labour costs countries, ageing workforce, poor attraction of youngsters, and contingent difficulties as the innovation costs, weak IPRs protection and the international protectionist measures as a trade barrier by some non-EU countries.

Against this framework, among the drivers of sector development, the transformation of the sector is required through the development of new technologies throughout all value chain, within the framework of Industry 4.0.

The Internet of Things (IoT), Big Data, Cloud technologies, the development of sensors, robotics, artificial intelligence, virtual and augmented reality or Blockchain, among others, are all technologies whose beneficial impact also on traditional manufacturing sectors - furniture included - is widely documented.

DITRAMA aims to train the figure capable of governing the progressive introduction of these technologies within the company processes (supplying processes, design and manufacturing processes and distribution processes), through a direction that respects the company know-how and the general growth strategy of the company.





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## The project

DITRAMA ([www.ditrama.eu](http://www.ditrama.eu)) is a project funded by the Erasmus+ program of the European Union (KA2: Cooperation for innovation and exchange of good practices - Sector Skills Alliances) with the aim to defining the profile of the new figure of the Digital Transformation Manager for the furniture sector, both by identifying the Curriculum, the fundamental skills and knowledge, and by developing a multimedia training program (MOOC) to contribute to this new figure training.

The project, lasting 36 months, sees the collaboration of 12 partners, coming from 8 different European countries, and expression of the world of University, business, applied research and professional training in a deep and integrated synergy, in response to the need of companies to entrust the definition and implementation of their technological innovation strategy to a specific company figure.

The DITRAMA project will develop in different phases some outputs available to all interested stakeholders. In particular:

- It will define of the set of skills specific to the Digital Transformation Manager
- it will deliver the Curriculum and the training required to train this figure
- It will develop a multimedia and interactive training course (in 7 languages), based on e-learning platform and composed by different learning modules
- It will facilitate the dialogue between the world of education, research and business through a network of "Ditrama National Networks", called to validate and direct the project within each participating country.

## Quotation:

["Furniture sector Companies have the constant need to imagine and foresee the evolution of the company figures necessary for the continuous innovation. Often they have to train them from scratch internally, with great effort in terms of time and resources "- explains Sebastiano Cerullo - General Manager of FederlegnoArredo -" DITRAMA is an excellent opportunity to define one of these professions of the future, together with a first path training. A starting point for forming the Digital Transformation Manager, not generically trained but specialized in our sector"]





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## The partnership

The Partnership is composed of 12 institutions from 8 different European countries.

### Project leader:

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

### Partners:

Aarhus Universitet (Aarhus – Denmark)

WOODWIZE (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 – Associació Agrupació 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 din Brasov (Brasov – Romania)

### For more info:

[www.ditrama.eu](http://www.ditrama.eu)

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