



DIGITAL TRANSFORMATION MANAGER



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

*DITRAMA multimedia and interactive training course for the "Digital Transformation Manager" for the wood-furniture sector is being completed and will be released soon on the [www.ditrama.eu](http://www.ditrama.eu) platform.*

*The course, divided into 100 training pills, deals with the business digitization process, from strategy to practice, with an informative approach.*

## **DITRAMA – Press-note #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** of furniture manufacturing companies.*

The DITRAMA project is in line with the priority indicated also by the President of the European Commission Ursula von der Leyen to develop MOOCs (Massive Open Online Courses) to promote the improvement of transversal, technical and digital skills of young Europeans, through accessible and free tools.

Having grasped the urgency for the European furniture sector to rely on an 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





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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.

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 the key themes to train the Digital Transformation Manager for the furniture sector.

**From strategy to practice:** the training path consists of the methodology to understand the level of digital maturity of a company, how to define the correct digital transformation strategy, reviewing the integration between technology and other business dimensions: general management, sustainability, marketing and customer relations, privacy, safety and data protection. Key enabling technologies will support the digital transformation strategy within the companies.

Some training pills are dedicated to disruptive technologies, from big data to digital twins, from augmented and virtual reality to cloud management, passing through 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, quick prototyping), product design-production transition tools and logistics management.

The course – available in 7 European languages (English, French, Italian, Spanish, Polish, Romanian and Portuguese) – can be taken in its entirety or by selecting the areas or single micro-pills of interest.





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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.

**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 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 (Lordele – 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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