



DC4DM IMPACT

The application of the model focuses on the relationship between HEIs and tech-driven SME's/startups, aiming at strengthening the collaboration between higher education, research and business with the focus of training talents with the right abilities and knowledge needed to facilitate and guide SME's and organizations in achieving a digital maturity. Learners will be able to shift strategically the given process and tools to address the development of digital creative abilities. Educators will apply both the DC4DM model guidelines and best practices to meet the challenges of teaching in the digital evolution era. A key impact will be found in connecting design education with cross-functional open innovative teaching methods and curricula based on the evolving needs of students and industry.



PROJECT GOALS

DC4DM project includes numerous creative and educational activities with HE lecturers and students from design, engineering and business studies, tech-driven start-ups and SMEs to develop together educational material and an evolving community to reach digital maturity. All DC4DM project activities respond to three main goals:



Implement and assess the DC4DM theoretical model to put into action to design for real world challenges in a human-centred way.



Create cross functional innovative teaching methods and curricula to train future digital wise professionals able to drive the digital evolution.



Boost knowledge transfers from academia to industry and vice versa creating a dynamic network where to disseminate the DC4DM model.



Digital Creativity for developing Digital Maturity Future Skills

A new educational model to develop and empower digital creative abilities to strategically apply emerging digital technologies

DC4DM Project

Start: 01-09-2020 - End: 31-08-2023



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DC4DM FOR TECH-DRIVEN COMPANIES



Tech-driven startups and SMEs participating in the project activities will benefit from the collaboration with students from different fields to co-create with them new future application of their emerging technology to respond to sustainable and social challenges and explore new business markets. Once experienced the power of the model, they will also be able to understand the potentialities of providing their own employees with the model to develop new skills and capabilities.

DC4DM FOR EDUCATORS

DC4DM project will provide educators with cross-functional innovative teaching methods to prepare young digital talents to face the diversity of uncertain futures, anticipate possible scenarios, and take full advantage of the innovation capacity of digital technologies. Educators will have the opportunity to: adopt the toolbox to upgrade their educational activities; improve the students digital creative abilities and digital maturity knowledge; share best practices from other universities and institutions; be part of a growing network that disrupts future skills education.



DC4DM FOR STUDENTS

DC4DM project aims to empower design, engineer, management students in: acquiring competencies and mindset to understand the potentialities of digital technologies and apply them to design digital solutions with a human-centred approach; developing individual skills of creative self-enhancement; developing a digitally-minded culture, as a shared team ability to communicate knowledge with the others; acquiring skills in foresight thinking, developing a mindset that can generate a long-term strategic vision by envisioning future scenarios.



WHAT IS THE DC4DM MODEL?

DC4DM project aims to implement, apply, and disseminate a human-centred educational model to develop and empower people's digital creativity skills to strategically drive the application of future emerging digital technologies to answer future social and environmental challenges in any field.

Shared within a European network of HEIs, SMEs and Startups, Business Incubators, the DC4DM model will contribute to guide the ongoing process of digital evolution to achieve digital maturity. Indeed, the DC4DM model integrates all the Digital Creativity skills identified as in line with Digitally Mature companies' needs and therefore relevant for training future digital talents.

The Digital Creativity4Digital Maturity (DC4DM) model will empower digital creativity through the (1) exchange of knowledge; (2) co-creation of interdisciplinary methods and tools; and (3) project-based experiments to understand and possibly anticipate the foreseeable opportunities and threats offered by the digital evolution developing a strategic approach to the adoption and application of such technology.

The DC4DM model aims to train the digital talent that will guide companies through a digital transformation towards full maturity. This will be possible through an educational box that include the right tools and methods to train cross-functional teams of design, engineer, business students to face the complex real-world challenges brought by digital transformation.

Training digital wise professionals able to drive the digital transformation has become a mission which requires a European Alliance from all the relevant stakeholders.

KEY PRACTICES

Digital Maturity means enabling people to continuously adapt to a changing digital landscape, learning how to collaborate with digital technologies and how to use them to serve the human needs in any field and situation.

Digitally maturing companies are achieving success by the adoption of four key practices:



Increase collaboration organized around cross-functional teams with high-quality cross-functional curricula



Scaling spur workplace innovation, cultivate digitally-minded cultures, visions and experiences



Attracting and developing digital talent



Scaling small, iterative digital experiments and enterprise-wide proposals

DC4DM ACTIVITIES AND OUTPUTS

DC4DM project has been structured on three-years activities to achieve tangible intellectual outputs such as:

#Digital Maturity Vocabulary to build a shared knowledge.

#Digital Maturity Pills telling about the best practices.

#Learning Lab training format, a project-based workshops format.

#Digital Maturity Toolkit made of innovative tools and methods.

#DC4DM Edu BOX and MOOCs to provide experiences, tools, guidelines and paths.

#DC4DM Open book and scientific papers.

DC4DM includes: 2 short term training events (co-design workshop and Bootcamp); 6 Digital Maturity Day open to the general public, start-ups and SMEs to spread knowledge about the strategic potential of creativity and design to guide the technological application; 3 Learning Lab with Master's students.

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