

#EU4digital

Forthcoming EU4Digital Academy: Engineering for and with EaP stakeholders

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Funded by
the European Union

9 March 2023

What is the **big goal**?

1 MILLION

Digitally empowered EaP citizens



as a part of the EU commitment to provide support for 500,00 SMEs and digitally empower 1 million EaP citizens

Who are we empowering?

Daniela

29, from Moldova

Owner of handmade clothing & bag brand, with 3 employees



Knowledge Level

Both Daniela and her employees **have only a basic level of digital skills**, and are **unsure how to apply and use digital tools** to increase their online sales.

Relevant Training Programmes

Daniela has searched for training programmes in the past, but **struggled to find relevant, guided learning content** to develop her and her employee's eCommerce skills, **especially in their native language**.

Applicable Learnings

Daniela wants to find local eCommerce training programmes for herself and her employees, but what she has found **doesn't provide practical experience and training that she can apply to her work**.

How are we empowering?

Through the User Journey



Through Local Partnerships and Governance

1 Daniela **registers** on the learning portal **through a single sign on**. The portal provides an **intuitive overview of course modules** for the badge and badge progress. The content is aggregated from local & international sources, and **tailored to her learning needs**.



2 The course content is **relevant and targeted to her needs** in developing skills in eCommerce, and **in her native language**. The courses also include **practical exercises** which she can apply directly to her work.



3 When she completes the badge, Daniela **receives a certified credential in line with EU frameworks**, which she can use as evidence of her learning.

Local partners support the programme by playing a role in programme's coordination, sourcing the learning content, and involving their network of SMEs.



To **ensure sustainability of the EU4Digital Academy, the governance model** leverages different stakeholders of the programme (local partners, SMEs support organisations, content providers), all coordinated by the EU4Digital Academy team. After the programme pilot finishes it will be handed over to local partners.



The EU4Digital Academy will be promoted and rolled out **in synergy with EU initiatives**.

What are the upcoming **actions**?

January - June 2023

- 3 pilot badges and related curriculum sourced
- Technical specifications of the platform and credentialing developed
- Local partners selected and partnerships established
- Governance model established
- SMEs invited to participate in the programme

July 2023 - July 2025

- Launch of pilot badges for SMEs
- Issuing of first badges / credentials for learners in SMEs
- Ongoing promotional and coordinational activities
- Ongoing monitoring of the pilot programme
- Handover of programme to local partners

Beyond

- Scaling up of the platform, badges, and the target audience
- Introduce additional content for new learning modules / badges
- Add additional functionalities to the platform
- Enhance the team to maintain operations and governance

How to get involved?

EU4Digital Academy: An accessible, targeted, and relevant learning platform for EaP citizens

as a part of the EU commitment to provide support for 500,000 SMEs and digitally empower 1 million EaP citizens

For partnership opportunities with the EU4Digital Academy (learning content providers or SMEs network organisations), please reach out to eu4digital@lt.eu.com

Thank you!

EU4Digital Facility

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