DITRAMA – Article 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) **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 requered 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.

This is the main way to recover the competitiveness and attractiveness of young talents, without them it becomes difficult to imagine a real recovery in a competitive and globalized market, where the loss of appeal of traditional manufacturing sectors represents a side effect that exacerbates the widespread crisis.

The Eurostat Digital Intensity Index constantly monitors digitization in the main European economic sectors. The table below summarizes the situation to 2017, highlighting the criticality of the furniture sector in implementing and exploiting new technologies.
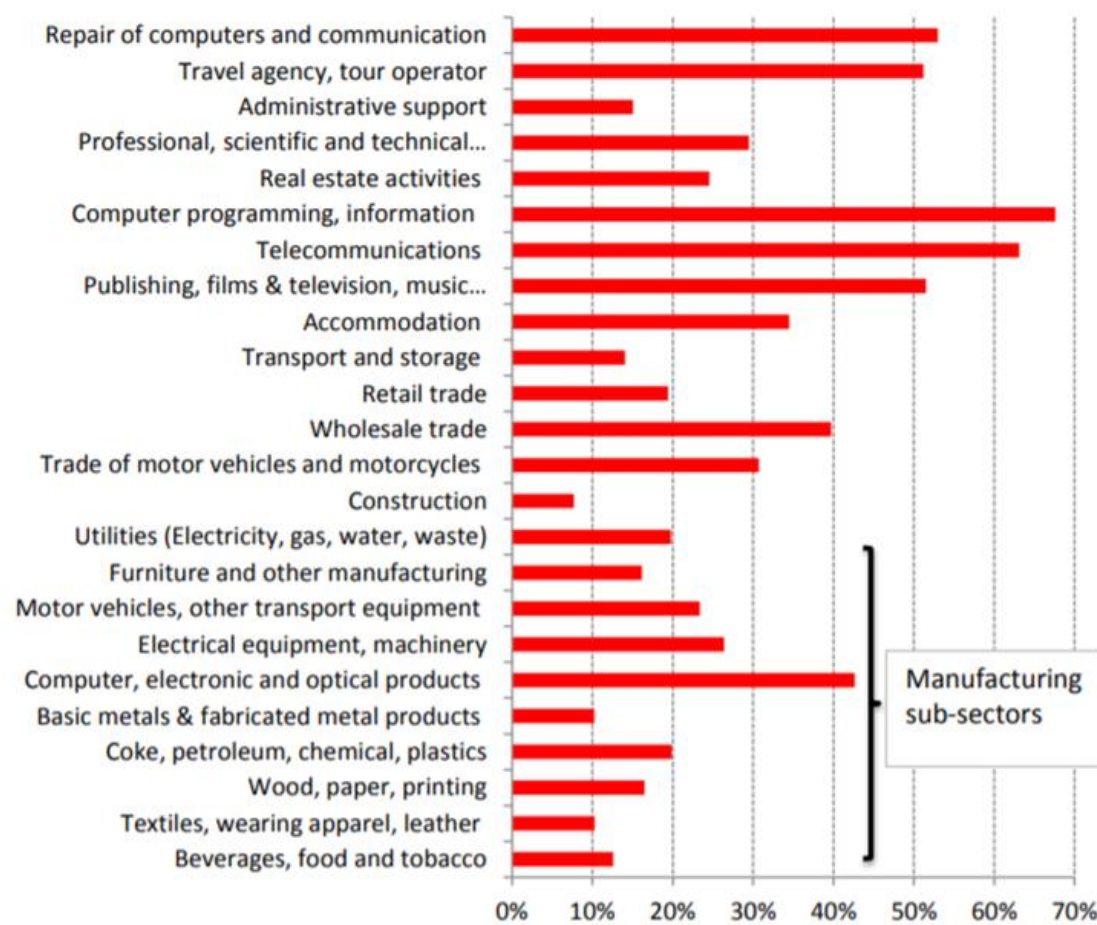
Enterprises with high or very high digital intensity index by economic activity, EU, 2017 (% enterprises)

Source: European Commission services based on Eurostat data

Industrial Internet of things, Big Data Analysis, Cloud Computing, Systems and devices integration and sensorization, Cybersecurity, Robotics, Artificial Intelligence and machine learning, Blockchain, Virtual, Augmented and Mixed reality, Simulation Technologies and Digital Twins are technologies whose beneficial impact also on traditional manufacturing sectors - including furniture - is widely documented. However, the path to effective sector digital transformation is still long and much needs to be done, taking into consideration the problems imposed by increasingly sophisticated Cybersecurity requirements.

The furniture manufacturing companies in Europe are therefore facing not the lack of technologies applicable to their processes, but the difficulty in mapping the technologies that can be integrated with the available infrastructure and in the conduction of an overall technological development strategy.

A series of interviews conducted between European furniture manufacturing companies - in particular in Italy, Spain and Poland - brought out the need to concentrate the development of the company's technological infrastructure in a single figure that go beyond the division currently existing between IT Manager / Production manager / Quality manager.

DITRAMA aims to train this professional figure able to leading the progressive introduction of these technologies within the company processes (suppliying processes, design and anufacturing processes and distribution processes), through a direction that respects the company know-how and the general growth strategy of the company.

The project

DITRAMA (http://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 Digital Transformation Manager will have a triple task in the company: to foster an understanding of the technological state of the art and the level of maturity of their digital transformation along the whole value chain, through the analysis of related challenges, threats and opportunities and the appropriate actions to implement; design and lead the digital transformation strategy by identifying and implementing the most appropriate technologies in an integrated manner; monitor the processes and keep them updated and efficient also in relation to the evolution of the market scenario.

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"]

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, 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.

In addition to these outputs, the project aims to achieve some mid-term results, through the drafting of specific guidelines for the official recognition of the Digital Transformation Manager curriculum and the constitution of national networks in which representatives from the world of vocational education and training take part. continues, institutions responsible for the formal recognition of professional curricula, representatives of the European committee for social dialogue (employers associations and trade union representatives) in the furnishing sector.

The partnership

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.

Project leader:

CENFIM – Centre de Difusiò Tecnologica de la Fusta i del Moble de Catalunya (La Sénia – Spain)

Partners:

Aarhus Universitet (Aarhus – Denmark)

Woodwize (Brussel – Belgium)

CETEM – Centro Tecnologico 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 – Ogolnopolska Izba Gospodarcza Producentow Mebli (Warsaw – Poland)

Método Estudio Consultores – (Vigo – Spain)

HOGENT – (Gent – Belgium)

Universitatea Transilvania din Brasov (Brasov – Romania)

For more info:

www.ditrama.eu