The document contains a short description of the Curriculum for the professional profile of Digital Transformation Manager, developed on the basis of a thorough analysis of the needs of the European furniture market and validated by over 90 international experts.

The 10 Learning Units the Curriculum is composed of are highlighted, as well as the body of knowledge, competencies and skills required for this new professional figure. The extended Curriculum, with all of its reference attachments, can be downloaded at this link.

DITRAMA – Press Note_3

KNOWLEDGE, COMPETENCIES AND SKILLS FOR THE "DIGITAL TRANSFORMATION MANAGER" FOR THE FURNITURE SECTOR

"Ditrama" (www.ditrama.eu) is a project co-funded by the EU Erasmus + programme to define and develop the curriculum of Digital Transformation Manager in the furniture industry.

In its first planning phase, the Ditrama Project has defined the Digital Transformation Manager as the professional able of leading companies of the furniture industry to their digital transformation, all throughout the value chain. What knowledge, competencies and skills are necessary to carry out this task? How to acquire them? What curriculum can ensure the acquisition of technical expertise and the strengthening of fundamental non-technical skills both, so that the digital transformation process is successful and is not hindered by organisational or social factors.

DITRAMA has carried out a thorough analysis of the expertise required by the market to plan, design and lead the implementation of a uniform digital strategy, listening to experts from the world of business, research, advanced training, employers' organisations and trades unions.

Over **90 experts from 14 different countries** have given their professional opinion on the recommended Curriculum, validating and giving some suggestions, which have determined the final draft of the document, which can be downloaded here with all its attachments.

The Curriculum of the Digital Transformation Manager includes the body of knowledge/competencies/skills required for this professional profile, the information and the descriptions of the learning outcomes and the learning units related to the indicators compliant with the European standards for students and staff's mobility (EQVET / EQF / EQAVET), as well as some recommendations about the methodology directed at young students and workers. The professional profiles (**ESCO**) specific to the furniture industry impacted by digital transformation are also described.

After having identified these **7 areas of technical and non-technical skills** for the development of this new professional figure, the project has outlined an **integrated curriculum composed of 10 Learning Units**, **4 of which are dedicated to the 11 technical skills** necessary for this role and **6 units to the non-technical skills** and to the **environmental and social impact** of technological transformation.

The curriculum of technical training starts from **"disruptive" technologies for the furniture industry** (Internet of Things, Industrial Internet of Things (IIoT), Cloud Computing for the Industry 4.0) and continues with the Unit dedicated to **technologies applied to manufacturing** (horizontal and vertical management systems, software for parametric design, additive manufacturing, robotics applied to the industry). It then delves into the themes related to **virtualisation** (simulation, virtual prototyping, *digital twin*, augmented/virtual reality) and to **safety and data protection**.

The analysis process has brought out some across-the-board skills as critical factors for the success of the digital transformation, and these skills can facilitate technological integration in the organisational ebusiness oriented context of a company. **The *Digital Transformation Manager* is not an executive specialist**, but a **manager figure**, who refers to the company's Management and can put technology and digital transformation at the service of overall business development strategies.

They move within the company's environment and thus they must know the company's logic, motivational stimuli and appropriate behaviour, so that the change is successful and overcoming inevitable internal resistance.

For this reason, the curriculum is made up of **6 learning units** on complementary themes to the technological ones, dedicated to different **managerial skills**, such as innovation, leadership, communication, team work, health and safety risk management and comprehension of the fundamental aspects related to economic, social and environmental sustainability.

The curriculum coincides with **EQF level 5** and is composed of 100 mutimedia video-pills, divided by topic. It is aimed at **students of higher education professional training courses** in the field of wood-furniture, product innovation or ICT (*future workers*) and **young workers who are already active within the labour market** (*professional workers*) who wish to increase their expertise in an industry where the challenge of innovation represents the only key to competition and stability in the market.

It is possible to download the complete dossier, which includes:
- The complete Curriculum for Digital Transformation Manager for the furniture industry
- The list of ESCO professional profiles impacted by digital transformation in the furniture industry
- A preliminary list of the 100 educational pills that will make up the multimedia curriculum

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Project Consortium
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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)
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