

INTRODUCING “THE DIGITAL WORKPLACE” PROJECT

The project promotes an innovative working model, to meet the needs of a world that is more than ever globalized, digitally embedded and ever changing. As physical boundaries tend to dissolve, the traditional workplace transform itself in wherever and whenever the worker can be: at office, at home, at the airport, at someone else’ office or in a co-working space.

This approach can impact positively on workers’ as well as on companies’ life, by boosting productivity, improve the quality of life and promote a better balance between family, leisure and work time. Innovation and creativity can also be stimulated by a more flexible and worker-friendly environment and organization. But all this transformation requires people and companies to be properly skilled, otherwise they won’t stay competitive and will not benefit from those changes.

The project addresses these needs by define a methodology for providing key staff and companies with a set of critical skills. This skill-set is mostly digital but also encompasses communication, organization and stress management. The project therefore aims to:

- a) define the profile of the ideal digital worker and employer, so to consequently define their skill-set and competence-based training and certification
- b) design and test the training to acquire the skills at issue. The training will be mainly digital based, delivered as a MOOC and composed of Learning Objects, Open Educational Resources and Learning Outcomes. It will be structured on EQF level 4-7 – thus essentially for HE and VET
- c) design and test the certification scheme for workers and employers, with clear evaluation rubrics, audit and awarding mechanism and based on innovative approaches and tools (e.g. Open Badges)
- d) promote the adoption of the model, acting holistically to let the various components of the labour market overcome the obstacles and enhance productivity, personal and community well being.

400 persons are expected to be directly involved in the project: 108 as informants, 24 as trainees, 80 employers/HR managers and workers as testers, 170 participants in the multiplier events.

Trained trainers will in turn train 10 other professionals per country – about other 60 VET and HE staff will be involved.

A dissemination campaign will be developed during the whole project lifetime, so to reach the wider audience possible and raise awareness about points at issue. Multiplier events will take place in 4 EU countries to meet local entrepreneurs, HR managers, digital and digital workers-to-be. The dissemination plan includes press releases and targeted social media pages. A rich website is being finalized to give all hosts a taste of digital workplace and the best learning experience at <http://digitalworkplace.education>

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