

## About the project

DigiCulTS - Digital Culture for SMEs is an Erasmus+ project to support Small and Medium Enterprises (SMEs) to find their place in the digital society.

DigiCulTS will provide

- a digital competence quick check
- an online course
- an OER library

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## DigiCulTS for SME

### Which digital competences are crucial for SMEs?

The DigiCulTS partners are carrying out research in Austria, Greece, Poland, and Spain to find digital competences that are crucial for SMEs. Our starting point in the first phase of our research was the comparison between criteria, parameters and frameworks already employed for identifying digital competences.



About 30 'digital checks' and tools were examined to determine which digital competences and in what way are already covered by them. The results of this benchmarking process showed that only a few can directly boost the digital readiness of SMEs. Some of them are very specific and can't respond to a variety of SMEs needs, while the most of them are serving only as self-assessment exercises, with no tangible benefits and solutions that could be attained through training and support.

Following that, we are now reaching out to 1000 SMEs across 10 sectors to get some first-hand feedback on digital competences needs through an online questionnaire and interviews with SMEs managers, staff and workers. The findings will be matched and analyzed to lead us to the most effective and suitable support and learning pathways for SMEs to acquire or develop digital competences.

### Further steps

We have already started envisaging and preparing the structure of the DigiCulTS training provision for SMEs, which will respond to their needs as identified in the research. Placing at the center of learning the persons who make things happen in SMEs everyday life, we will use the 'persona approach' as an element which determines the learning course design. Personas are fictional characters, who however reflect diverse professional and personal aspirations, needs, goals, qualifications, learning preferences etc. Check out this persona example!

## Contact

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### Peter Meyer



Meet Peter! This is an example of a persona I came up with.

- **Demographics:** 28 years old, male, married, no kids, has a dog. He is living in a flat in the city-center.
- **Professional information:** Mid-level social media manager at fitness center company for 2 years now. He is usually working around 50h per week.
- **Qualifications:** Bachelor's degree in business administration with a major in marketing
- **Goals:** He would like to start his own company. He would like to know more about programming apps and crowdfunding for starting his business.
- **Hobbies:** He likes to go to brunch in the morning and to go jogging in the park with his dog. He enjoys living in a vibrant city with a lot of cultural events. He is always on the run, checking out new places and cafés.
- **Technology-Use:** He is really tech-savvy and knows many digital tools.
- **Frustrations:** When lecturers don't appreciate his prior learning and competences and learning content is irrelevant for him.

*The example of a persona designed by Isabell Grundschober. More information about the persona approach: [Isabell Grundschober blog](#).*

## How to stay tuned

Stay tuned and follow our Hashtag #digicults on **facebook, linkedin, twitter and instagram**. The project partners will keep you posted on their national developments and progress, in national languages and/or in English.

Make sure to follow our new Facebook-Page [@digicultsforSME!](#)



*Looking forward to sharing our #digicults  
project developments with you!*

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