

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

„Project of the month“

On suggestion of the Austrian National Agency (OEAD), DigiCulTS was selected as the Austrian „Erasmus+ Project of the month November“ for a presentation on the website of the Ministry of Education, Science and Research.



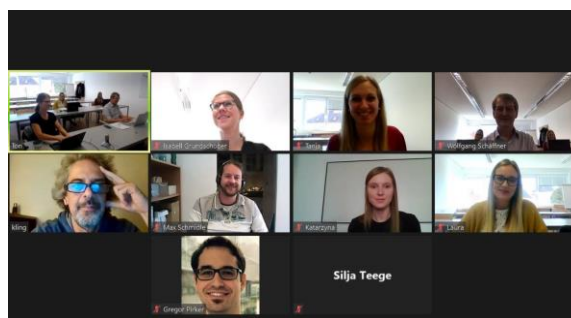
DigiCulTS

News

Digital transformation! We develop 3 tools for SMEs

Hybrid meeting in Krems

Digital transformation - this topic probably affects all of us right now! Our third transnational meeting at Danube University in Krems/Austria was planned for October. Due to COVID, not all partners were able to take part in the 2-day meeting on site. However, this didn't prevent us from working productively on the development of the **Quick Check** and the **Online Course**. In a hybrid meeting (face-to-face and online via Zoom) we were also able to test our own digital competence and expand it with collaborative tools.



Quick Check and Online Course

The **DigiCulTS Quick Check** is a tool for checking 12 digital competencies and contains three parts:

- **Company's Snapshot:** Where is my company in the digitization process?
- **Self-Assessment:** How do users rate their digital skills themselves?
- **Competence Assessment:** In an interactive test, the users can finally prove at which level they are already able to apply these 12 competencies.

The development of the test questions is almost complete and our programmers were able to start designing them.

The heart of our **DigiCulTS Online Course** are three core elements of our digital culture: 1) „Online business communication for SMEs“, 2) „Online identity and trust“ and 3) “Maintaining a successful online representation of your organisation”. While these modules offer cross-sector solutions for digital transformation, special modules focus on individual economic sectors.

Contact

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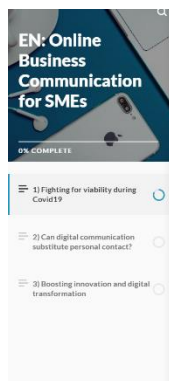


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www.digicults.eu

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Digitization and digitalization in business communication

During the outbreak of Covid19 in 2020, many SMEs were able to keep providing their products and services, but were encountering various problems regarding digitalisation, for example **customer acquisition, sales and client communication**: How to **timely inform customers** about new products and services and how to sell to them with **limited physical contact** opportunities?



Digitization and digitalization of business communication were vital aspects of staying in business for many SMEs.

Insight into a module of the DigiCulTS online course

And the third tool?

While we will finalize, test and optimize the Quick Check in the next couple of months, the development of the modules for the Online Course will continue. In April, we will also start working on our third tool, the **DigiCulTS Online Library**. This tool will be linked to the results of the Quick Check and should offer individual learning paths to the developed modules of the DigiCulTS Online Course and external learning resources.

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 Facebook-Page [@digicultsforSME!](https://www.facebook.com/digicultsforSME/)



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

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