Digital4Business

Press Release | 18-05-23

Digital4Business www.digital4business.eu is a four-year, €19.92m EU-funded project, led by a consortium of 15 partners from 7 EU countries, who will research and deliver a market-led European masters programme, with both academic and industry accreditation. The programme will focus on the practical application of advanced digital skills within European SMEs and companies, to help businesses to achieve long-term competitiveness and growth through digital transformation and innovation.

Digital4Business is one of the largest non-infrastructure projects awarded to date under the European Commission's flagship DIGITAL Europe Programme, which provides €7.5 billion of funding to accelerate the economic recovery and shape the digital transformation of Europe's society.

Within eight weeks, D4B has already developed a new brand identity and website, building up momentum after key stakeholders from all consortium members met at National College of Ireland (NCI) in Dublin on March 21 and 22 for the official launch and a series of discovery workshops to lay the foundation for developing the international programme.

Ireland's Minister for Further and Higher Education, Research, Innovation and Science, **Simon Harris**, addressed the event by video message, welcoming the collaboration of higher education institutes, research centres, training providers and industry partners saying:

"We are always stronger together, especially when we harness pan-European cooperation. 2023 is the European Year of Skills – the focus is on helping people get the right education to be prepared for

quality jobs, and to address specific skills shortages that businesses are experiencing.

Digital4Business directly serves this mission."

Dara Calleary, Irish Minister of State for Trade Promotion and Digital Transformation, attended the launch event at NCI, saying:

"Embracing digital technologies is crucial for our continued economic progress as well as for meeting the demands of our people in a modern society. Digital4Business focuses on the practical application of advanced digital skills within companies, and especially, within our small and medium businesses."

The audience of consortium partners and digital stakeholders from across the EU — some joining the event remotely via livestream — heard from the European Commission's Head of Interactive Technologies, Digital for Culture & Education Rehana Schwinninger-Ladak; Microsoft Ireland's Dr Kevin Marshall, and **Paul Healy**, CEO of Skillnet Ireland, who commented:

"As Ireland's business support agency spearheading workforce development, we are pleased to play our part in the Digital4Business initiative to help businesses to achieve long term competitiveness and growth through digital transformation and innovation."

Horacio Gonzalez-Vélez, Head of Cloud Competency Centre and NCI's principal investigator at Digital4Business, said:

"As the world rapidly shifts towards a digital future, mastering digital skills and investing in research and innovation on AI, cybersecurity, and cloud computing is crucial for Europe, to remain competitive and ensure a sustainable and prosperous future. Digital4Business provides practical industry-focused digital skills to graduates, and National College of Ireland is excited to contribute to meeting the current and future needs of SMEs and companies."

Dave Feenan, Director DTSL and project partner, said:

"*The European Year of Skills 2023 will help companies, in particular small and medium enterprises, to address skills shortages in the EU. This Irish-led, €20m EU-funded skills alliance project aligns perfectly to those requirements.*"

Gerard McNamara, CEO Schuman Associates and project partner, said:

"*Digital4Business will give thousands of young Europeans from many different backgrounds the opportunity to learn the advanced digital skills they need to create a successful career in digital. It will help to reshape European businesses in a sustainable way, while transforming the lives of its students. This is a project with a purpose, and Schuman Associates is proud to be a part of it.*"

Jeff Sheridan, Matrix Internet MD and project partner, said:

"*Making a difference is important to our team and Matrix is proud to be digitally empowering businesses and people across the EU's 450 million citizens. The EU's Digital Decade vision aligns with Irish values recently highlighted by Ursula von der Leyen — innovation, optimism and inclusion.*"

Consortium partners spent two days in workshops at NCI, laying down the groundwork for a successful collaboration to move forward over the next four years, with the first MSc programme expected to launch in January 2024.

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ADDITIONAL INFORMATION FOR EDITORS

Digital4Business www.digital4business.eu is a 4-year, €19.92m EU-funded project, one of the largest non-infrastructure projects awarded to date under the European Commission's flagship DIGITAL Europe programme, which provides €7.5 billion of funding to accelerate the economic recovery and shape the digital transformation of Europe's society.

The Digital4Business consortium includes 15 partners from 7 EU countries consisting of higher education institutes, research centres, training providers and industry partners.

Digital4Business will carry out leading research and innovation in digital transformation areas and deliver a unique European masters programme. The programme is entirely market and industry-led, co-created with companies. It will have both academic and industry accreditation, and focuses on the

practical application of advanced digital skills within European SMEs and companies, helping businesses to achieve long-term competitiveness and growth through digital transformation and innovation.

The Consortium research and innovation endeavours will concentrate on key topics such as cloud computing, data analytics, AI, cybersecurity, and digital transformation coupled with other key emerging technologies such as blockchain, IoT, and quantum computing.

Further information

Brief biographies and website links for all 15 partners are available on

www.digital4business.eu/

Adecco Group, Italy

Akka Italy, Italy

CINI (National Interuniversity Consortium for Informatics), Italy

Digital Technology Skills Limited (DTSL), Ireland

LHH, Germany

Linköping University (LiU), Sweden

Matrix Internet, Ireland and Belgium

National College of Ireland (NCI), Ireland

NOVA IMS, Portugal

University Paris 8 Vincennes Saint-Denis, France

Schuman Associates, Belgium and Ireland

Skillnet Ireland, Ireland

Terawe, Ireland

UDS, Germany

Universitá di Bologna, Italy

3 associate and industry partners:

Microsoft

Certiport Pearson

DIGITALEurope

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