


TITLE SME engagement for master programme design - MERIT	TYPE - BEST PRACTICE IN: Industry collaboration BENEFICIARIES Private training providers, Public HEI and VET providers
CONTEXT <ul style="list-style-type: none"> • Master's degrees and short-term courses in areas, such as AI, cybersecurity and IoT, with the participation of industry across Estonia, Lithuania, Latvia, Italy and Spain. • The programmes are delivered by 4 technical universities, and developed in collaboration with an NGO, two non-profits, a research organisation, a company and SME. 	THE CHALLENGE <ul style="list-style-type: none"> • Accurate arrangement of possible SME collaboration cases is compromised as most study programmes are not yet ongoing. • SMEs have limited human and time resources to invest in completing necessary surveys, providing inputs to study programmes and testing various ideas. • The programmes developed have limited flexibility to adapt to needs of all SMEs as they also need to meet national accreditation requirements.
THE ACTION <ul style="list-style-type: none"> • Organising an industry-oriented hackathon, where SMEs propose the challenges and mentor the participants. • Partnerships between the study programme and SMES for presentations on relevant topics, employee scouting etc. 	
TAKEAWAYS <ul style="list-style-type: none"> • Organise introductory meetings for potential collaborators with leading enterprises, to motivate SMEs' participation. • Approach SMEs through personal contacts and/or the EDIHs. • Divide the programme development into steps and ask for concrete inputs each time (e.g. course design, course implementation). 	 <p>Simona Ramanauskaite, Full professor and senior researcher, Vilnius Gediminas Technical University</p>

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