DIGITAL4BUSINESS
DIGITAL CALL#3 INFO DAY

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20.10.2022
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EUROPEAN ONLINE MASTERS PROGRAMME
FOCUSED ON THE PRACTICAL APPLICATION
OF ADVANCED DIGITAL SKILLS WITHIN EUROPEAN SMES AND COMPANIES
DIGITAL4BUSINESS

- EU Grant of €9.96m for 48 Months
- 18 Partners - 7 HEIs, 1 Research Centre, 5 Training & Employment, 5 Industry.
- Focus on advanced digital skills for business leaders and professionals.
- AI, Cybersecurity, Cloud and Data Analytics + other technologies.
- Entirely market led & industry focused.
- Academic accreditation, industry certification & microcredentials.
- Online masters programme with physical workshops and networking events.
- 3FT + 2PT masters starting in 4 years.
CHALLENGES WE FACED

• 50% EU Grant / 50% Co-Financing.
• Complex revenue sharing model required.
• Difficult to recruit partners or they drop out.
• Academic accreditation takes a long time.
• Needs to be factored in project timelines.
• High number of students in 2-3 years.
• Who recruits & registers students?
• Central system / payments or each HEI?
• Network of industry certification partners.
• Get partners to start after submission.
TOP TIPS FOR YOUR PROPOSAL

- PICK YOUR FOCUS AREA / TECHNOLOGY
- FIND EXPERT PARTNERS IN THAT FIELD
- BUILD YOUR CONSORTIUM ASAP!
- CREATE A PROJECT CONCEPT TO SHARE
- RUN WORKSHOPS TO DISCUSS & DEFINE
- KEEP IT SHORT & COMPELLING – 70 PAGES
- FIND A BID MANAGER TO COORDINATE
Example of a successful application – Call 1 (Feb. 2022)

Christel DUPONT-FERRIER,
International relations office, Aix-Marseille Université
Presentation of the project AI & Health

- An *inter-disciplinary programme*, including teaching AI application in a non-ICT education field (Biology – Medicine)

- 6 different types of training:
  1) a *joint Master’s programme* with blended courses and mobility for studies between 4 HEIs
  2) a *double degree programme* between 3 HEIs
  3) digital practice – *hours of hands-on training* in teaching and learning how to use innovative technology
  4) MOOCs
  5) *short courses adapted* to the expectations of professionals and business in artificial intelligence
  6) *Conferences for general public* in the EU Digital skills and jobs platform

Total budget: 6 789 971,41 €
Maximum requested EU contribution: 3 394 985,70 €
Consortium

Academic partners and Research center

Partners: start-ups and SMEs

- GenomeUp: Rome-based healthtech start-up
- INGENIArs: SME company based in Pisa
- kode: SME based in Pisa

Associated Partners

- ROKAFURADA: SME based in Barcelona
- 3IA Côte d’Azur: Institut interdisciplinaire d’intelligence artificielle
- University of Bucharest: Center of Innovation and eHealth, Bucharest
What objectives are followed by submitting the application?

- Launch of a new Master’s programme (UNIP1), or a new study-track (AMU) in 2023
- Development of short-term standard and customized courses for companies and professionals to increase the degree of integration between HEIs and private sectors involved in the use of digital technologies (INRIA, SMEs and start-ups)
- Strengthen the attractiveness of existing Master’s programmes by offering a wider range of mobility opportunities (SU)
- Access to the latest state of the art technologies developed in AI in research centres and laboratories and testing facilities (HEIs, SMEs, start-ups, 3IA)
- Increase diversity among participants to the courses and ensure the experts will be trained with the appropriate skills for rapidly-changing labour markets
- Mix of public and private organisations combining researchers, practioners and partners to accelerate take-up and mainstreaming of innovation in AI & Health
Tips for a successful application

1. Set up a consortium by joining together specialists in line with the broad outlines of the Call (eDIH, Erasmus+, Horizon Europe)

2. Select start-ups and SMEs that already experienced participation in EU programmes. The choice of a new private partner will imply to pay attention to the validation procedure of PIC number

3. Promote pilot initiatives in teaching and learning at institutional level to support key European priorities (European Skills agenda with the Pact of skills, European policy experimentation on European degree level...)
Questions
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