



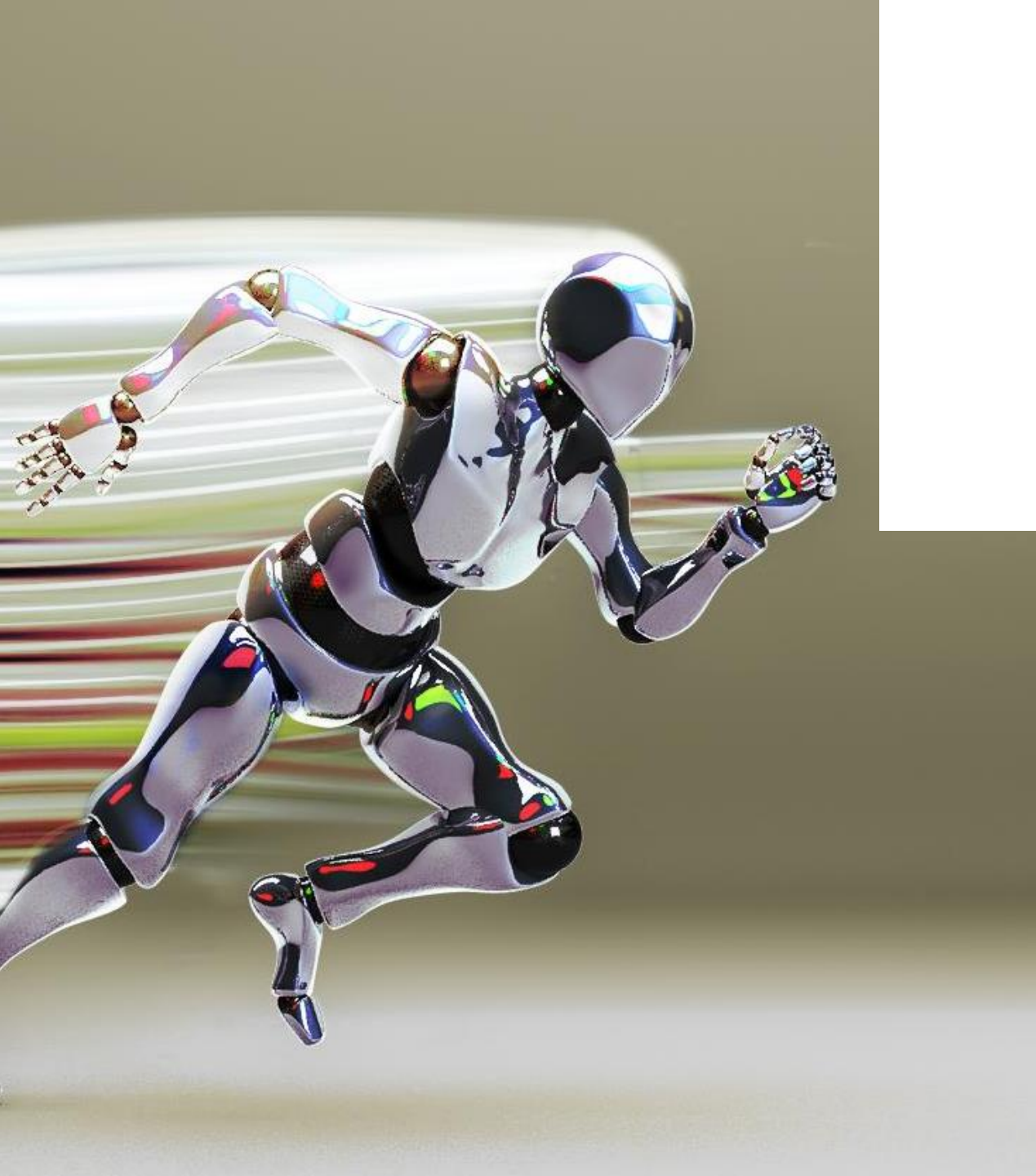
**TAL
TECH**

DIGITAL4BUSINESS

DIGITAL CALL#3 INFO DAY

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DIGITAL4BUSINESS

**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.

The background of the slide features a blue European Union flag with twelve yellow stars, waving in the wind. To the right, a modern glass skyscraper is visible against a blue sky with light clouds. The text 'TAL TECH' is overlaid in large, white, bold, sans-serif capital letters on the right side of the image.

TAL TECH

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**

**TAL
TECH**

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**DIGITAL EUROPE
PROGRAMME:
Project:
Advanced Digital
Skills AI & Health**

**20 October 2022
10h38-10h45**

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



Rome-based healthtech start-up



SME company based in Pisa



SME based in Pisa

Associated Partners



SME based in Barcelona



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, practionners 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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