

D.T.2.2.3 REGIONAL WORKSHOP

D.T.2.2.3 Report - Regional workshop
Partner CNA Emilia Romagna

Version 1
09 2020





1. Name of the event, implementing date and place

NAME OF THE EVENT	DATE	PLACE
Webinar: Supporting the development of skills through innovation and digital tools: trends and future.	31th March 2021 - from 10.00 a.m. to 1.00 p.m.	webinar

2. Number and types of participants/target groups

NAME OF THE EVENT	NUMBER OF PARTICIPANTS	TYPES OF PARTICIPANTS
Webinar: Supporting the development of skills through innovation and digital tools: trends and future.	20	DIH representatives of CNA in Emilia Romagna

3. Topics tackled and links to deliverables, outputs

In the context of the regional workshop DT223, and considering the needs expressed by professionals regarding Industry 4.0, an initiative was organized. On 31th march 2021, CNA Emilia Romagna organized the workshop: “Supporting the development of skills through innovation and digital tools: trends and future.”, an initiative reserved to the representatives of the DIHS of CNA Emilia Romagna.

Owing to the COVID-19 emergency, which has stopped all physical movements of people, this workshop was organized as a video conference, and has obtained a large participation from DIHs.

The subject addressed by Professor Zanon was of great interest in the current situation of confinement and social distancing induced by Covid-19 and regarded the possibility to increase the level of knowledge of the main evolutionary macro trends and the development of skills through digital tools.

This workshop was carried out with the support of Alex Zanon, expert of people change management, professor at the University of Urbino, Professor of Behavioral Aspects of Project Management for several Executive Masters of the School of Professional Datagest Managerial Training, and involved the representatives of the ten DIHs of CNA Emilia Romagna in an active and stimulating way.

Nowadays, product innovation could be no longer sufficient to defend the competitive advantages obtained from the changes brought by globalization and digital revolution, as stressed by Professor Zanon. It is important to expand your own customer opportunities portfolio and, in some cases, revolutionize your business model, including new tools and technologies enabling more and more efficient and effective services. Today, the need to capitalize on training represents a great investment. The idea to develop new “knowledge”, that is the acquisition or strengthening of personal skills guaranteed by specific training programs, represents the right path to obtain advantages in the medium and long period.

Today there are several online platforms and courses to study and learn something new, just with an internet connection. Among these, MOOC deserves a mention, an acronym meaning Massive Online Open Courses, representing all those free platforms useful to explore relevant themes such Industry 4.0.

Facing the difficulties of an economic situation demanding a strong attitude towards change and digital transformation, Italian SMEs need to develop the capacity to open to change, since digital transformation is first of all expression of a social and cultural evolution.

Now more than ever, skills, motivations and stimulus are fundamental requirements for the sustainable success of a company, and innovation and training are considered essential factors to achieve new important goals.



For SMEs the digital transformation is a process regarding their whole activity in terms of organization, structure and production, and digital technologies represent essential elements both to compete on the market and to achieve important aims.

Now more than ever, curiosity is important, as an engine to explore the new frontiers of business: be informed, be part of a community, be constantly active in a search for novelties and trends, and open towards new solutions and solicitations representing essential factors to keep pace and innovate. The ability to accept what is “new” and see change as an opportunity certainly represent soft skills helping in facing daily difficulties proactively, moving towards change and not be taken aback by it.

4. Expected effects and follow up

Coherently with the National Plan for Industry 4.0 and the RIS3 of Emilia Romagna, aiming at creating an increasingly dynamic region, competitive and able to drive occupational growth by improving the efficiency of its structures and knowledge systems, CNA Emilia Romagna aims at supporting companies in transitioning to the new Industry 4.0 product model, through consultancy and qualified services, key points of the “4 steps” project.

The focus points of the workshop held on 31th march 2021 regarded the instruments of **Change Management, which can be a valuable help, as only a synergy of actions can create the conditions to better exploit the opportunities offered by digitalization, making the development of skills a business priority and a widespread responsibility.**

Innovation is the key word of growth and development of companies and workplaces, and more and more represents an essential element to guarantee competitiveness and profitability to companies.

Digital skills are the true key of technology transformation within companies, dictating to act and react to the current challenges, and to evolve to become “humanly digital” organizations. This may seem an oxymoron, but today companies more and more need to learn how to be digital actors and succeed in generating an adequate cooperation among all the involved actors.

Matching technology, innovation, new business models and centrality of people is not simple and requires a clear vision of one’s direction, and a structured approach to innovation and the creation of the right culture and mindset.

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At the end of this workshop, the participants expressed great interest in the subjects illustrated, and CNA Emilia Romagna is directly working with the competence center BI-REX to launch opportunities and services addressed to companies, coherently with those of the 4-Steps project.

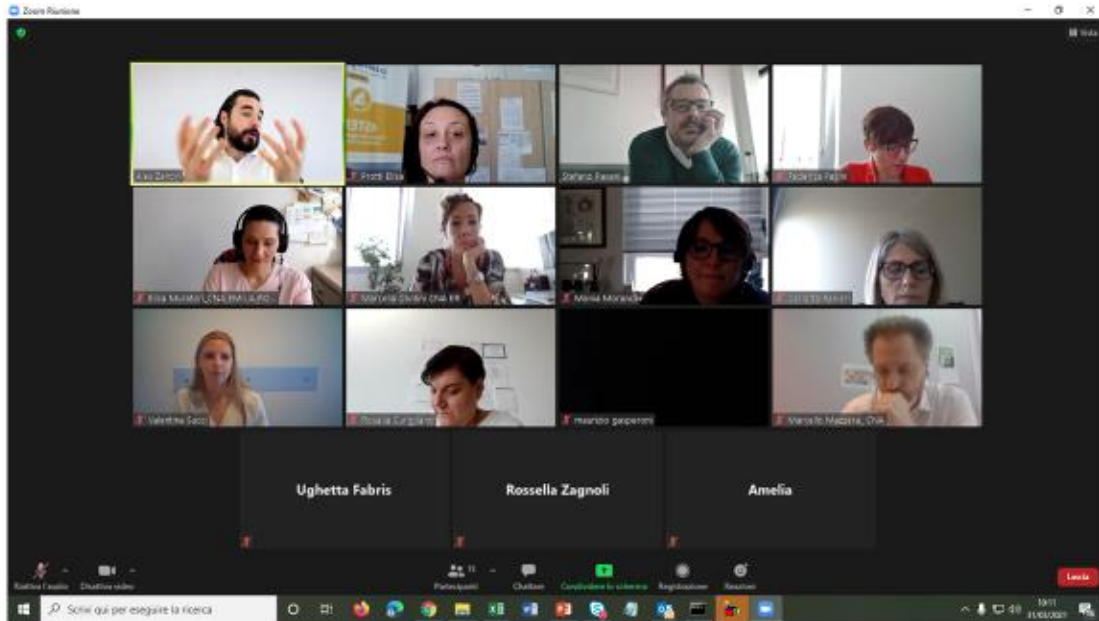
This is important in order to support the companies of Emilia Romagna in their innovation process, through the adoption of the enabling technologies of Industry 4.0 and the development of solutions with a high TRL.

5. Annexes: e.g. agenda of the event, pictures, media coverage web- links etc.

NAME OF THE EVENT	LINK
Webinar: Supporting the development of skills through innovation and digital tools: trends and future.	https://www.interreg-central.eu/Content.Node/4STEPS/Imagine-innovation-a-the-service-of.html



Pictures



Presentation

Interreg
CENTRAL EUROPE
4STEPS
European Union
European Regional
Development Fund

**IMMAGINARE L'INNOVAZIONE AL SERVIZIO
DELLO SVILUPPO DI COMPETENZE: TREND E
FUTURO**

31/3/2021
Alex Zanon

CNA HUB 4.0  Emilia Romagna