



- Title:** DigiMooD for CCI \_ Digital Modules of Didactic for Cultural and Creative Industry
- Call:** CREATIVE EUROPE - MODULES FOR MASTER DEGREES IN ART AND SCIENCE
- Grant UE:** 400.000 € (Overall Budget: € 500.000; Co-financing: € 100.000)
- Partner:** Politecnico di Milano (Italy)  
Fondazione Politecnico di Milano as Affiliated Entity (Italy)  
Institut Francais de la Mode (France)  
European E Skills Association AIBL (Belgium)  
Mammut Film Srl (Italy)  
Fashion Technology Accelerator Srl (Italy)  
Associazione Industriale Lombarda dei territori di Milano, Lodi, Monza e Brianza (Italy)  
ÉCOLE - Enti CONfindustriali Lombardi per l'Education as Affiliated Entity (Italy)
- Duration:** 28 months from March 2018

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**A short summary:**

The increasing complexity of markets and social contexts pushed many western countries to reengineer their traditional sectors, often passively reacting to turbulences with off-shoring strategies, impoverishing their reservoirs of material culture. After a profound crisis that deeply affected Europe, dramatically showing the weaknesses of previous paradigms, the present challenge for a mature sector such as fashion is re-connecting social communities with their roots and with creative cultures. The project aims at **developing and testing the offer of a set of innovative and interdisciplinary educational modules in “Digital Entrepreneurship for the Creative Industries”**, with a specific application to the **Fashion Industry**, its companies’ branding and narrative strategies and the digital service models.

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**Activities**

DigiMooD for CCI project is structured in 5 Work Packages (WP):

- WP1 **“Describing the skills gap: Definition of a transferable digital skill-set for CCIs”**: its objective is to frame the needs of CCIs in terms of digital skills, thus understanding thoroughly the existing gap when it comes to digital literacy and effective integration of ICT tools and competences, as well as entrepreneurial traits in this field;
- WP2 **“Co-creation of a cross-cutting curricula for Digital CCIs”**, detailing a curricula for upskilling of CCIs and engaging all relevant stakeholders in the co-creation of the appropriate and relevant learning objectives and teaching activities;
- WP3 **“Harmonization with existing Masters and Design/development of the digital tools”**: The main objective of this WP is to design and develop all the digital tools identified before to support the effective delivery of the modules, leveraging on the existing resources in the institutions involved;
- WP4 **“Implementation of the modules”** with the aim to implement and deliver the module described and defined in the previous activities;
- WP5 **“Disseminating and exploiting results and most effective practices inside and outside consortium”**, with the objective to follow and define mainly the dissemination and exploitation of results, thus aiming both at reaching as many relevant audience groups as possible, but also involving directly other potential users of results achieved after the duration of the project itself.



Through the above activities, the project will respond to the following programme objectives:

- Equipping students in arts in creativity, business and technology with the knowledge and core transferable competences they need to think and work across cultural and creative sectors and disciplines;
- Improving the quality and relevance of teaching and learning in arts and culture disciplines by linking creativity, business and technology;
- Developing an entrepreneurial culture among the students and the teaching staff;
- Stimulating innovative learning environments within and across disciplines through the integration of creative, digital and entrepreneurial education.

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### Expected outcomes

The main result of the project will be to develop a large digital talent pool, ensuring that the programme offered will contribute to better equipping individuals and the labour force in Europe with adequate digital skills.

This will be supported by achieving:

- **Modernisation and up-to-dating of teaching content and pedagogies**, designing multi-disciplinary and international curricula that have not yet been experimented, with an eye to new digital opportunities for the Fashion industry. Moreover, it will encourage the provision and use of open educational resources (OER) and lifelong learning offers, especially through the development of Massive Open Online Courses (MOOCs) on the main digital pillars identified;
- **Up-grading teachers' skills**, confronting teachers and trainers with the challenges posed by digital skills, helping them understand better the impact of digital technologies on their specific subject and encouraging them to use innovative/digital pedagogies;
- **Strengthening cooperation between education and industry**, supporting mutual understanding of needs, equip students with the right tools to work in the labour market of tomorrow, share information about the digital skills and needs for the future, enable the collaborative development of a new labour market, and integrate permanently a strong practical (field) component in education;
- **Improving the understanding and definition of digital skills needs**; the project will test the EU skills panorama, supporting – through its experimentation – the assessment and anticipation of skill needs, thus contributing to making education and training systems more responsive to labour market needs;
- **Making the ICT profession more attractive as a career choice**, encouraging and supporting students in getting closer to the digital world and the connected career choices, as subjects will be taught in the formal education system.