baSE

Blueprint for advanced skills & trainings in the social economy

Training Catalogue

Design a digital strategy, based on a digital diagnosis, contributing to the SEO's mission and practices

Area
Digital

Level
Advanced

EQF
5 / 6

EU frameworks
DigiComp 2.2
Area 5: Problem Solving

Duration
12 hours

TITLE: Design a digital strategy, based on a digital diagnosis, contributing to the SEO's mission and practices	
Duration / Notional workload	12 hours.
Who is this course for	The course is for managers of Social Economy organisations. According to the baSE Occupational Profiles classification, the course is for the OP1: Social Economy Manager. The course aims to enable participants to develop a strategy for digital transition, bearing in mind the social mission of the SEO.
Skill Gap Area	The Skill GAP refers to the SocioComp Area "Digital Transition", competence "Leading digital innovation and strategy".
Related standards	The European competencies' frameworks related standards are: DigiComp 2.2. Area 5 Problem Solving, competence 5.2: Identifying needs and technological responses
EQF Level	EQF 5 and 6 ADVANCED
Learning Outcomes	Participants, on completion of the learning process, can - Identify the areas in which digital tools can bring a positive change within the SEO - Question the relevance of the digital tool considering the social mission and the practices of the SEO - Discover existing digital tools - Prioritize tools that can contribute to the social mission of the SEO - Build a strategy for implementing the chosen digital tools.
Contents	**LU01 Digital transition in the organisation** - Relevance of digitalising some processes of the SEO - Overview of the areas of the SEOs that can be digitalised - The choice of developing a new digital solution or adopting an existing one **LU02 Tools to implement the digital transition in the organisation** - Existing digital tools: an overview - Communication with the digital provider: the bill of specification - The importance of change management in the implementation of a digital tool - Diagnosis and comprehension of the needs of the organisation and its stakeholders **LU03 Strategy for digital transition in the organisation**

	- Transversal considerations of project management: change management, stakeholders' implication, timing, etc. - Mapping the stakeholders that will be impacted by the adoption of a digital tool - Importance of data protection (introduction to the course "Understand protocols and practices that safeguard the confidentiality, integrity, and security of sensitive data") - Guidelines for determining an organisational strategy.
Learning methodologies	The most effective teaching methods with adult learners are active methodologies, combined with a hands-on approach, encouraging critical thinking and real-world application. We suggest for LU01: Case studies on successful digital transitions, real-world examples, group discussions, and quizzes to test the understanding LU02: Interactive role-playing exercises, collaborative group activities, group discussions LU03: Interactive presentations, case studies, real-world examples, group discussions. Blended training can be offered, using the MOOC platform to integrate more traditional face-to-face training.
Learning materials	Lectures and Guidelines Complementary learning materials are: - ad hoc handouts; - learning materials and publications on the topic in English or the participants' languages - Teaching Learning Materials (TLMs) on Digital Transition Strategies. These learning materials can be tailored to suit the participants' needs, ensuring they are engaging, interactive, and effective. The course trainers will provide the bibliography and website references.
Entrance requirements	Preliminary participation in the two courses: - "Understand protocols and practices that safeguard the confidentiality, integrity, and security of sensitive data" - "Support change management to achieve the triple transition – Green, Digital, Inclusive – within the SEO" (at least LU01 for practitioners, and LU02 for the others) is strongly recommended. In addition, the participants should be managers, supporters or enablers in Social Economy Organisations.

Assessment & Certification Schemes	The assessment process will evaluate the learning outcomes outlined in the prototype and will follow established procedures. Grading criteria, levels, and assessment location will be communicated to learners before the baSE pilot phase, with authentication required. The Certification Schemes will follow the standards defined by EuroCert. Upon request, it will be possible to have (for MOOCs only) the recognition of micro-credentials.

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