

die Berater® Priority Area for Erasmus+: Innovative Responses to Digital Transformation

Digital tools are changing rapidly the ways we learn, work, and live. To make the most of this transformation, we do not only need to know how we can use these tools. We also need to understand how they work and what they can be good for. In short, we as individuals, professionals and organisations need to constantly **develop our digital competence**. And as educational institutions we need to provide tailor-made and innovative online learning formats to make learning more flexible, joyful and effective.

In the digital aspects of *die Berater's* EU projects the two departments [bridges to europe](#) and [Media Competence](#) work hand in hand. The latter provides online courses on, develops **platforms** for learning, communication and knowledge brokering, provides tailor-made **e-learning** and **mobile learning** solutions, and produces state of the art **e-learning content** for a wide range of public and private customers. In your project we can support you to [make your project shine](#) by producing high quality.

- **Project websites**
- **Promotional videos**
- **Multimedia learning content**
- **Learning games**
- **E-learning courses**
- **Online seminars**
- **Mobile learning apps**

Our activities around digital transformation contribute to the following Sustainability Development Goals (SDGs):



Some examples of our projects on digital transformation:

Digital competence for all

As a provider of labour market training and integration courses we work a lot with people with disadvantaged backgrounds and low level of education. But not only these groups are in danger of being left behind in the digitalisation process. Older people require different approaches at digital tool, as well as women and men. Young people need to acquire media literacy and critical thinking skills to act safely in the internet. In many of our EU-funded projects we develop(ed) tailor made educational strategies:

NoAF and MEGA increase young people's competence to **detect fake news**. Tell your Story and MyStoryMap developed early school-leavers' skills in **digital storytelling and digital**. The recently started projects EU4Health and EU4You enhance **online marketing skills** of young unemployed persons and **digital competence for political participation**. PPS and Silver Code introduced seniors to using **ICT and coding as a part of active ageing**. RUeNTER developed strategies to improve **ICT infrastructure and use in rural areas**. ICT-Go-Girls explored how **girls** can be better motivated for **ICT careers**.



Digital entrepreneurship

Making full use of digital tools in managing enterprises as well as playing an active role in the digital economy are key requirements of a successful entrepreneur. Entrepreneurial mindsets are a pre-requisite and need to be developed early. Some of our EU projects deal with this strong connection between digital competence and entrepreneurship: BGame developed a **strategic online game on SME management**. Missing entrepreneurs, a new project, promotes **digital entrepreneurship** competence as a strategy for underrepresented groups. ENTRE-YOU and GADE develop young peoples **entrepreneurial mindset**, while MIT-MUT sought to engage girls in careers as **female entrepreneurs in the ICT sector**.



Online, mobile and gamified learning

In numerous project we developed and tested **different forms of digital learning** with **diverse target groups**, ranging from SM managers to unemployed and disadvantaged adults, seniors and young people, women and girls, migrants and refugees as well as long-term hospital patients. We will be happy to share this experience and the lessons learnt with you!



In addition to this specific expertise you can count in your project on our **know-how** in:

- Programme planning
- Learning materials
- Implementation
- Competence assessment

Education and training

EU project management

- Project development
- Proposal writing
- Quality & evaluation
- Sustainability planning

- Dissemination
- Message formulation
- Campaigning
- Event organisation

Communication

Research

Media

- E-learning solutions
- E-content production
- Website design
- Online events

die Berater® and bridges to europe in a nutshell

die Berater®'s core competence is **education and training**. We offer holistic **consulting**, we coach employees and managers, and we are specialized in **soft skills, language and IT seminars**. Our portfolio is targeted at individuals, companies of all sizes and industries, as well as the public sector, e.g. the employment service, ministries, the European Commission, stakeholders of the education system.

We work in around 45 branches across Austria. Since the foundation of the company in 1998 around 350.000 people have participated in the training offers of our approximately 200 training programmes per year. To become fit for the labour market or to update and expand their professional and personal competences in the spirit of lifelong learning.

As consultants we support private businesses and organisations in their **strategic development** while always focusing on the persons employed as the core asset of a company. In line with this principle, we internally live for a **company culture** which ranks fair play, mutual appreciation and tolerance top.

die Berater® forms an international company group with **MAKAM Research** and **CATRO Personalberatung**. The group provides comprehensive know-how in all aspects of human resource management one-stop. From recruiting to HR consultancy, education and training, coaching, staff satisfaction surveys or outplacement and temporary employment.

bridges to Europe is the platform of the EU project activities of **die Berater®**. In the past years, we have participated in different roles - coordinator, partner, sub-contractor - in 160 EU-funded projects with more than 800 partner organisations from 45 countries. Have a look at our projects at www.bridgestoeurope.com!

Through our participation these projects we can make use of a large **dissemination network** of Austrian and European training, education and research institutions, public authorities, NGOs, cultural institutions and private companies. On top of project-specific dissemination channels we apply a standardized dissemination system which reaches no less than 6.000 recipients, making heavy use of our websites, Social Media channels, newsletters and participation in events.

On the basis of this wide experience with many EU funding programmes we offer **consulting** on key aspects of successful EU projects to our customers:

- Funding Support
- Project Support
- Media Support

For a detailed description of our consultancy services please visit www.bridgestoeurope.com.