

# Digital Marketing Channels and Websites

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## Deliverable details

### Work Package 5



Work Package number/name	WP5 Dissemination & European Impact
Deliverable name	D5.2 Set Up Digital Marketing Channels, Tools and Websites
Partners involved	<b>Matrix Internet and Schuman Associates</b>
Submission deadline (As per Annual Work Plan)	<b>31-08-2023</b>

<b>Set Up Digital Marketing Channels, Tools, and Websites as per Annual Workplan</b>		<b>Status</b>
	<i>Purchase of domain name <a href="http://www.digital4business.eu">www.digital4business.eu</a></i>	<i>Complete</i>
	<i>Setting up of landing page detailing the project executive summary and outlining the Consortium Partners</i>	<i>Complete — details in included in Task 5.1</i>
	<i>Setting up of email newsletter solution</i>	<i>Complete — details included in this deliverable</i>
	<i>Nomination of DPO for WP5</i>	<i>Complete — details included in this deliverable</i>
	<i>Addition of analytic tracking to holding page with related cookie script, cookie script policy and privacy policy statement</i>	<i>Complete — details included in this deliverable</i>
	<i>Connecting the email newsletter so SMEs can register their interest in the Needs Assessment</i>	<i>Complete — details included in this deliverable</i>
	<i>The website will be built out in stages, adding related content at key stages of the project</i>	<i>Complete — details included in this deliverable</i>
<b>Task 5.2</b>	<i>Support Partners to create a programme landing page within their own websites with the project domain name / subdomain. A UI Toolkit will be created and guidelines given on implementing on Partner websites, with QC to ensure the brand guidelines are adhered to</i>	<i>Complete — details included in this deliverable</i>
	<i>Setup of all related digital marketing channels and tools</i>	<i>Complete — details included in this deliverable</i>
	<i>Preparation of a content calendar which maps out the planned frequency of communication on each platform on a monthly and yearly basis</i>	<i>Complete — details included in Task 5.1 and available in the shared document repository</i>
	<i>Establish a network of partner channels and multipliers for widespread dissemination of project comms via local channels, both online and offline, in the local languages</i>	<i>Complete — details included in this deliverable and across all Partner websites and social media</i>
	<i>Content guidelines for all Consortium Partners</i>	<i>Complete and details included in Task 5.1 Output 27 and Output 28 available in the shared document repository and Template User Guide included in this task submission folder.</i>

## T5.2 Set Up Digital Marketing Channels, Tools and Websites



### Deliverable overview

#### Output 29: Digital marketing channels and websites

- Set up digital marketing channels and tools for effective online promotion, including social media:
  - LinkedIn
  - Twitter
  - Instagram
  - Facebook
  - Email newsletter
- Set up a dedicated project website
- Support partners to create a programme landing page within their own websites with the project domain name / subdomain.
- Establish a network of partner channels and multipliers for widespread dissemination of project communications, presenting the project on the participants' websites or social media accounts via local channels both online and offline, in the local languages,
  - LinkedIn page and Group
  - Content calendar

### LinkedIn

The LinkedIn Page Digital4Business (<https://www.linkedin.com/company/digitalforbusiness/>) has been active since mid-March 2023, with regular posting of project updates, partner news and interesting information relevant to Digital4Business. The posting style blends informative articles with visually appealing graphics. The content aims to strike a balance between thought leadership and actionable insights, catering to a wide range of professionals interested in the digital skills sphere. Interactive posts, including thought-provoking questions and engaging polls, intend to foster a sense of community and encourage meaningful discussions among followers.



## LinkedIn Group

We established the Digital4Business community on LinkedIn, (<https://www.linkedin.com/groups/12790531/>) to allow networking, sharing of insights related to the Digital4Business project and to foster a collaborative community. The group is not active at the moment, but the hope is that as people participate in the masters programme it will become a valuable forum

## Twitter

We have reserved the @D4BEU account, to allow for promotional activity and dissemination as required. A suite of design assets sized for Twitter are available to all partners to allow for sharing on partner accounts.

## Instagram and Facebook

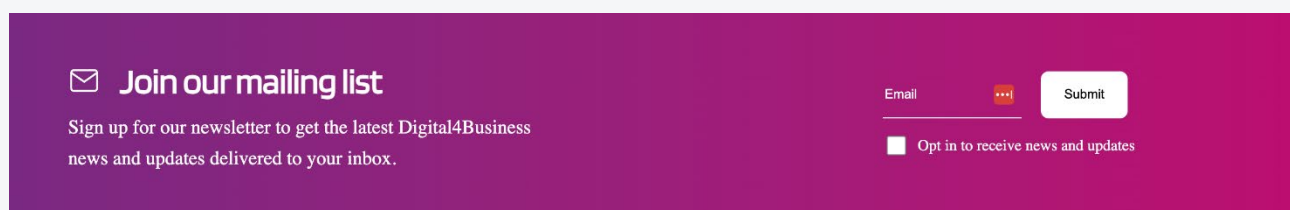
A suite of design assets sized for Instagram and Facebook are available to all partners to allow for sharing on partner accounts.

## Email newsletter

[Brevo](#) was selected as the Digital4Business email newsletter solution based on its service offerings and EUDPR compliancy.

The official Digital4Business newsletter is set up on Brevo. It will be issued every second month, starting from year 2 and in an ad-hoc manner, when needed. It will be used to send updates about the project's progress and results, and key related topics.

Website visitors can subscribe to the newsletter via an embedded form on the footer of all pages of the project website [www.digital4business.eu](http://www.digital4business.eu).



✉ **Join our mailing list**

Sign up for our newsletter to get the latest Digital4Business news and updates delivered to your inbox.

Email

Opt in to receive news and updates

WP5 leader Matrix manages the Digital4Business newsletter editorial line to ensure consistency. Partners are encouraged to submit interesting and related content directly to Aoife O'Driscoll ([aoife@matrixinternet.ie](mailto:aoife@matrixinternet.ie)) to be promoted in the newsletter.

- Partners' own content related to the topics of the project
- Third-party content that partners find suitable and interesting for our target audiences (e.g. evergreen content, hot topics content)

All partners can already subscribe to the Digital4Business newsletter. To promote the newsletter, partners are encouraged to share it with their network.

GDPR norms will be respected while handling all mailing lists.



## Content calendar

As outlined in our Communication Strategy, the table below provides an overview of the main communication tools that will be used for the dissemination and outreach activities of the Digital4Business project, as well as their respective characteristics of communication.

Tool	Channel	Characteristic
<b>Digital4Business website</b>	Portal for LMS	Official, informative, welcoming
	Blog articles	Semi-formal, informative, narrative, engaging
	LinkedIn	Professional, informative, visual, engaging, interactive
<b>Social media</b>	Twitter **	Semi-formal, informative, interactive
	Facebook**	Informal, informative, visual, engaging
	Instagram**	
<b>Mailing</b>	Project email newsletter	Official, informative, narrative, promotional

We are continually creating evergreen and thematic content for the project communication channels, scheduled and planned in a content calendar.

A shared content calendar is available to all partners to plan, organise, and schedule the creation and distribution of content across various platforms and channels. It serves as a strategic tool for the communications team and all Digital4Business partners to maintain a consistent and cohesive content strategy.

A content calendar is an essential tool for outlining the content that needs to be created, when it should be created, and where it should be published. This helps ensure that the right messages reach the target audience at the right time. It also helps to prevent content gaps, and is a useful tool for managing resources efficiently, and maintaining a steady flow of engaging and relevant content.



Documents > General > WP5 - Communication & dissemination > Social Media and Blog Content					
Name	Modified	Modified By	File Type	+ Add column	
Blogs	June 26	aoife			
Press Releases	May 18	Fionnuala Mahon			
Partner Spotlight.xlsx	July 5	aoife			
Social media and blog posts content cale...	A few seconds ago	Fionnuala Mahon			

	A	B	C	D	E	F	G
5			<b>Title</b>	<b>Content Type</b>	<b>Author</b>		<b>Date posted/scheduled</b>
6			About the masters	Project news	Matrix		24-Mar-23
7			D4B launch event	Project news	Matrix		24-Mar-23
8			Better together	Project news	Matrix		24-Mar-23
9			Kick-off Meeting	Project news	Matrix		24-Mar-23
10			Branding Launch	Project news	Matrix		4-May-23
11			European Year of Skills	General content	Matrix		8-May-23
12			Who we are	Project news	Matrix		17-May-23
13			The History of Consortiums in Education in Europe	General content	Matrix		2-Jun-23
14			Postgraduate Courses in Blockchain	Partner news	Matrix		8-Jun-23
15			The Future of Digital Transformation: Key Trends and Predictions	General content	Matrix		7-Mar-23

## Digital Skills and Jobs Platform



## Digital Skills and Jobs Platform

The [Digital Skills and Jobs Platform](#) is the home of digital skills information from across Europe and the heart of the Digital Skills and Jobs community. The platform contributes to the DIGITAL Europe programme – an ambitious EU programme that strives to make Europe more competitive in the global digital economy through digital capacity-building and widespread use of digital technologies. Enforcing the digital skills pillar of the programme, the platform aspires to boost the digital competencies of the European workforce and society.

Our communications team has registered with the Digital Skills and Jobs Platform and will use it as a forum to promote the Digital4Business programme.

## LEADS Consortium – Advanced Digital Skills



## LEADS Consortium – Advanced Digital Skills

The Digital4Business consortium was invited to create a LEADS Consortium logo with the provided logo maker. We included our brand colours with the LEADS consortium branding, and this logo is showcased on [www.advancedskills.eu/specialised-projects/](http://www.advancedskills.eu/specialised-projects/) linking back to our project website. The logos are below:



# Deliverable – website



## Project website

A dedicated project website was setup to disseminate content and engage with the target audience. It is a user-friendly website with comprehensive information for each user type.

The website has two main purposes:

- Informative: it informs stakeholders about the project through a narrative-based user experience — making all public project results available;
- Collaborative: it will link to the Digital4Business Digital Learning Platform which hosts the learning management system and teaching resources for students.

The website will be developed in two phases:

- Brochure version: a static website with basic pages, a contact form and blog posts. (Launched 18/05/2023);
- Full version: reflecting course content and linking to the Learning Management Systems (due date: 31/10/2023 and iterations). During the second phase of development, the website will integrate the Learning Management System and tools developed under WP3.



## Website domain

We nominated and purchased the following domain name for the Digital4Business project website: [www.Digital4Business.eu](http://www.Digital4Business.eu).

## Technologies used

The selected website platform for the project website is the WordPress content management system (CMS).

WP5 leader Matrix Internet has created or worked on over 900 WordPress sites, and Matrix has also integrated custom plugins for WordPress. WordPress is the world's most widely used and capable CMS. It allows role-based access and administration, and is fully extensible to facilitate advanced feature development and custom integrations, to operate in line with the processes of the organisation. WordPress provides a rich and easy-to-follow experience when creating and editing content. Our main criteria for a choice of a content management system for this specific project is:

- Security
- Reliability
- Ease of operation
- Scalable for the future
- Cost

WordPress is used on over 450 million websites, and its ubiquity ensures it will be a popular CMS for many years.

Future scoping: WordPress has a vast range of external plugins designed to meet the functional needs of most businesses, thus reducing development time and costs. Plugins are also built in a manner that enables Matrix Internet to build custom modules tailored to precise requirements. This ensures seamless integration of potential functionalities if needed later.

In addition to this, Matrix's in-house development team has built custom SaaS (software as a service) products used by a number of our clients. We regularly integrate WordPress with third-party systems such as EPOS, ERP, CRM so integrating the Learning Management System and tools developed under WP3 will be straightforward.

## Website administration

WP5 leaders Matrix Internet are administrators of the website.

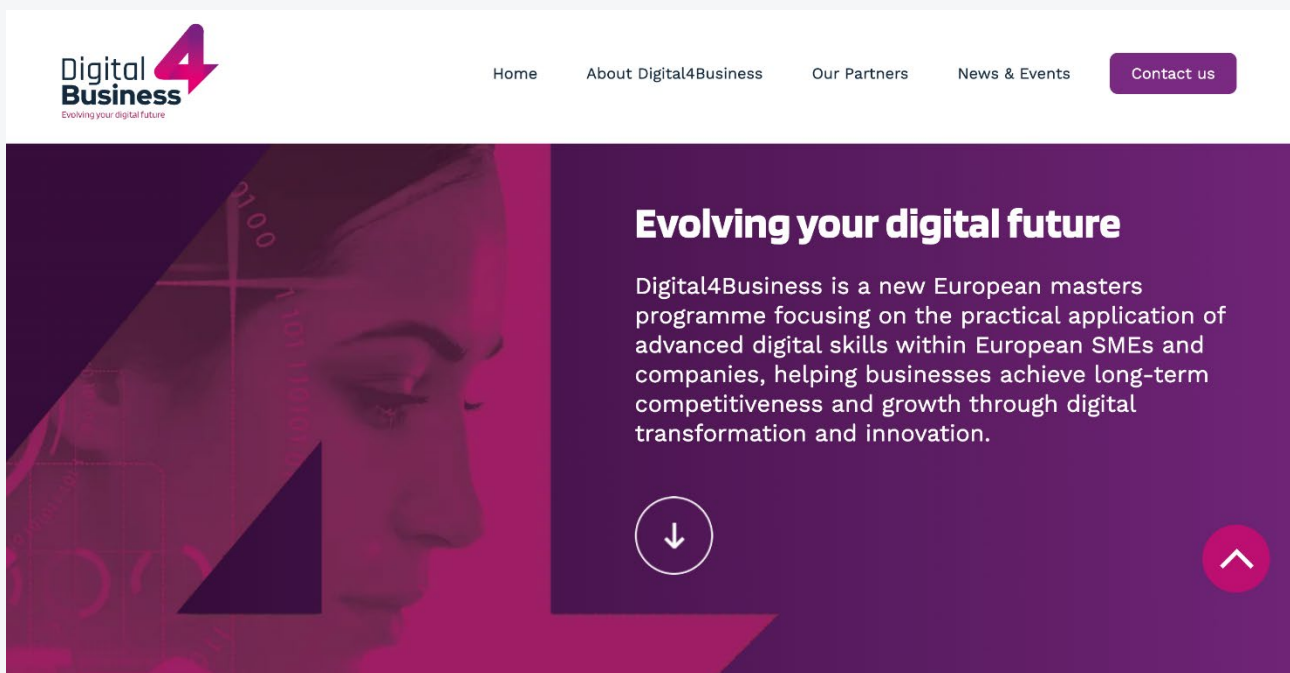
Additional user accounts with relevant access will be setup in the future so that Consortium Partners can contribute to the website content and moderate or process user registration if necessary.

## Website Pages

### Homepage

The [homepage](#) introduces the Masters programme and the main navigation links to:

1. [Home](#)
2. [About Digital4Business](#)
3. [Our Partners](#)
4. [New & Events](#)
5. [Contact us](#)

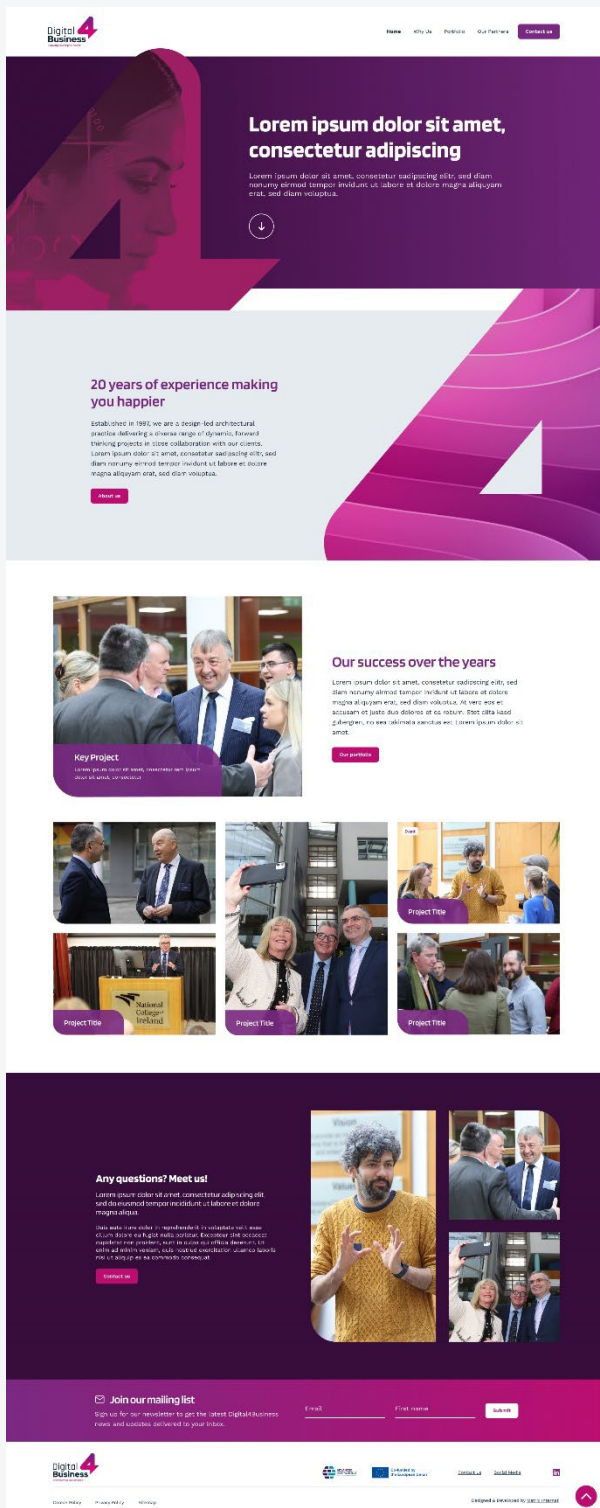


The homepage content is a quick introduction, with a shortcut to a summary about the masters, which links to a more detailed page, About Digital4Business. It highlights the number of partners involved, and their respective countries.

The homepage displays the latest news and events, and displays photographs of real people related to the project. There is a call to action to contact the Consortium if users have any questions.



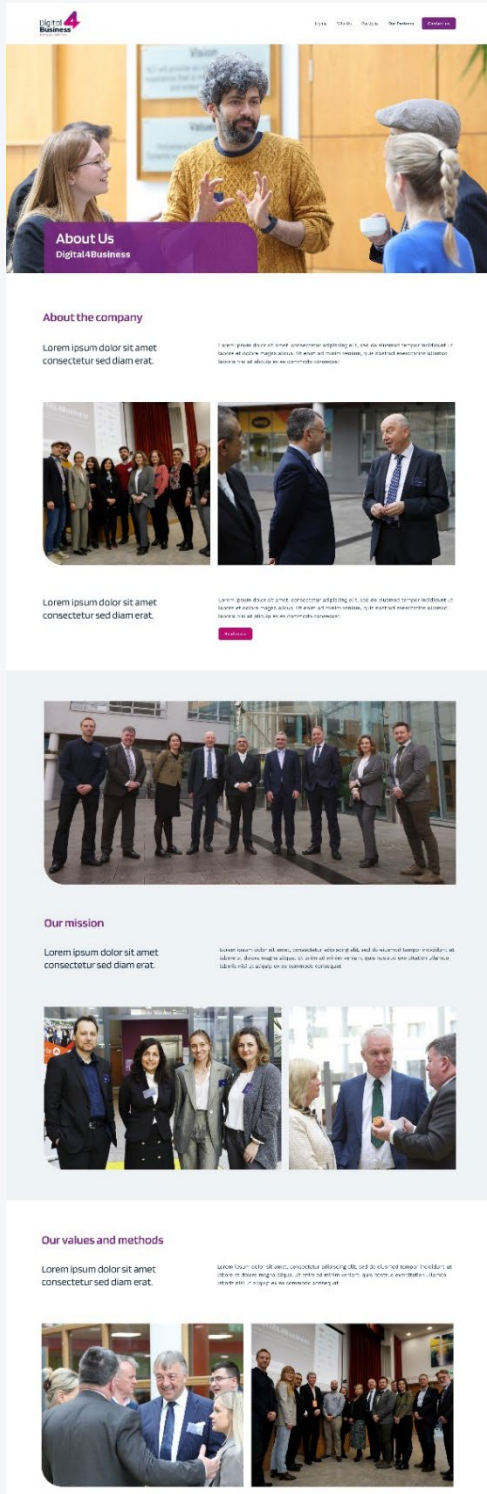
Design mock-up of homepage:





## About Digital4Business

This page offers a detailed overview of Digital4Business and highlights **Our Mission** and **Our values and methods**. It includes photos of partners who attended the project kick-off meeting, so content is relatable and real. These images will be updated as the project progresses.



[www.digital4business.eu/about-digital4business](http://www.digital4business.eu/about-digital4business)

## Our Partners

This page lists all Consortium partner logos in alphabetical order. The logos link to a dedicated page for each partner on the project website.

[www.digital4business.eu/our-partners/](http://www.digital4business.eu/our-partners/)

**Our partners**

15 Partners from 7 EU countries

The DIGITAL4Business consortium includes the following 15 Partners from 7 EU countries consisting of Higher Education Institutes, Research Centres, Training Providers and Industry partners. The project commenced in December 2022 and we aim to launch the first part time and full time MSc(Masters of Science) programmes in January 2024.

THE ADECCO GROUP, AKKODIS, eni, Digital Technology Skills, LHH, LIU LINDBÄCK UNIVERSITY, matrix, National College of Ireland, NOVA IMS, UNIVERSITE PARIS 8, SCHUMAN ASSOCIATES, Skillnet, terawe, UDS University of Digital Science, University of Applied Sciences in Vienna

**See our news**

Digital **4** Business  
Evolving your digital future

Co-funded by the European Union

Contact us Social Media

Cookie Policy Privacy Policy Sitemap

Designed & Developed by Matrix Internet

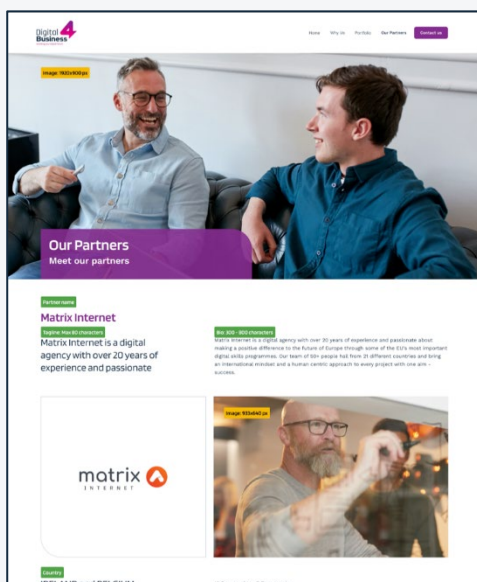
## Dedicated Partner page on project website

Matrix Internet has streamlined the workload for other partners by creating templates, guides, prompts, instructions, graphics and suggestions. For the dedicated individual Partner page for the project website, Matrix created an initial sample page for Matrix and shared the format, with detailed guidelines:

Each Partner page contains:

Partner tagline: max 80 characters

- Partner bio: 300-800 characters
- Partner country:
- Partner contribution to Consortium content: 300-1,500 characters
- Partner mission tagline: max 80 characters
- Partner mission content: 300-1,500 characters
- Contact details
  - Partner address and Google Maps embed code
  - Nominated Partner contact number
  - Nominated Partner email for project contact
  - Partner website URL
- Each Partner was given guidelines on image dimensions and guidelines for images on their dedicated page. Each Partner selected imagery that was on brand for their organisation, university, agency or company, and also aligned with the project website.



Sample Partner page

**Our Partners**  
Meet our partners

**Matrix Internet**  
A Team for Europe

Matrix Internet is a digital agency with over 20 years of experience and passionate about making a positive difference in the lives of people through some of the most important digital marketing and technology solutions. Our team has been building successful digital marketing and technology solutions for over 20 years.

**IRELAND and BELGIUM**

**Our contribution**  
to the DigitalBusiness Consortium

Matrix Internet is a leading member of the DigitalBusiness Consortium, contributing to the development of digital marketing and technology solutions for the European market. We are committed to sharing our expertise and resources with other members of the consortium to drive innovation and growth in the digital marketing industry.

**Our mission**  
Let's do something great together

**Where can you find us**

**Dublin Office**  
15, Capin Road, Dublin 15, Ireland  
Tel: +353 21 54 15 15  
Email: info@matrix.ie

**Dublin Office**  
15, Capin Road, Dublin 15, Ireland  
Tel: +353 21 54 15 15  
Email: info@matrix.ie

**Our Partners**  
Meet our partners

**Matrix Internet**  
A digital agency with over 20 years of experience and passionate about making a positive difference in the lives of people through some of the most important digital marketing and technology solutions. Our team has been building successful digital marketing and technology solutions for over 20 years.

**IRELAND and BELGIUM**

18 Partners from 7 EU countries

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**Our mission**  
Let's do something great together



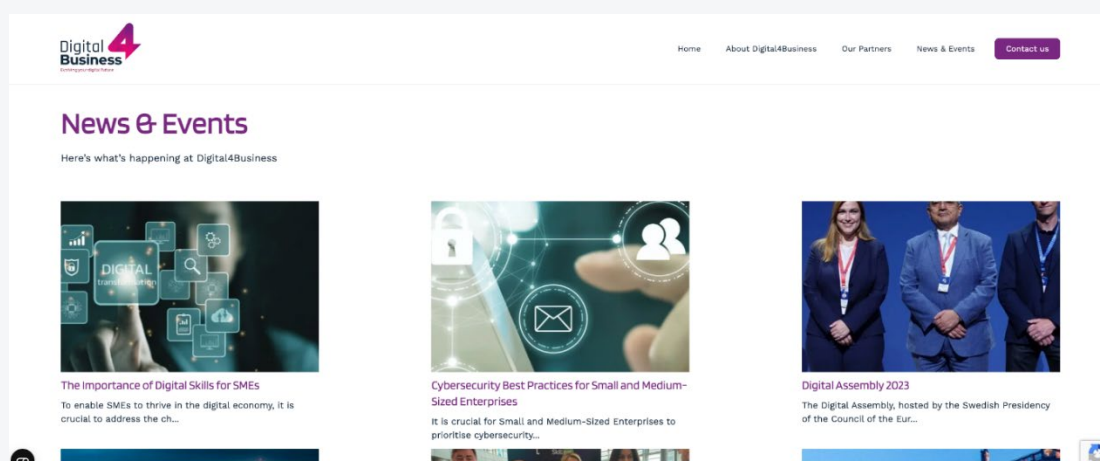
## Partner pages on project website

1. Adecco - [www.digital4business.eu/partner/adecco-formazione-myli/](http://www.digital4business.eu/partner/adecco-formazione-myli/)
2. Akkodis - [www.digital4business.eu/partner/akkodis/](http://www.digital4business.eu/partner/akkodis/)
3. CINI University Network - [www.digital4business.eu/partner/cini-university-network/](http://www.digital4business.eu/partner/cini-university-network/)
4. DTSL - [www.digital4business.eu/partner/dtsl/](http://www.digital4business.eu/partner/dtsl/)
5. LHH - [www.digital4business.eu/partner/lhh/](http://www.digital4business.eu/partner/lhh/)
6. Linköping University - [www.digital4business.eu/partner/linkoping-university/](http://www.digital4business.eu/partner/linkoping-university/)
7. Matrix Internet - [www.digital4business.eu/partner/matrix-internet/](http://www.digital4business.eu/partner/matrix-internet/)
8. NCI - [www.digital4business.eu/partner/nci/](http://www.digital4business.eu/partner/nci/)
9. NOVA IMS - [www.digital4business.eu/partner/nova-ims/](http://www.digital4business.eu/partner/nova-ims/)
10. Paris 8 University - [www.digital4business.eu/partner/paris-8-university/](http://www.digital4business.eu/partner/paris-8-university/)
11. Schuman Associates - [www.digital4business.eu/partner/schuman-associates/](http://www.digital4business.eu/partner/schuman-associates/)
12. Skillnet Ireland - [www.digital4business.eu/partner/skillnet-ireland/](http://www.digital4business.eu/partner/skillnet-ireland/)
13. Terawe - [www.digital4business.eu/partner/terawe/](http://www.digital4business.eu/partner/terawe/)
14. UDS Berlin - [www.digital4business.eu/partner/uds/](http://www.digital4business.eu/partner/uds/)
15. University of Bologna - [www.digital4business.eu/partner/university-of-bologna/](http://www.digital4business.eu/partner/university-of-bologna/)


## News & Events

News & Events is a blog section with the latest updates on the project and related topics — positioning Digital4Business as the leader and expert in its field. It will include:

- Informative articles on the project’s milestones, activities and output progress/release
- News on related European projects and initiatives
- Announcement of all Digital4Business events
- Evergreen content and hot topics content on digital skills and digital transformation




<https://digital4business.eu/news-events/>




[Home](#)
[Why Us](#)
[Portfolio](#)
[Our Partners](#)
[Contact us](#)

## Media

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[Contact Us](#)
[Social Media](#)

[Cookie Policy](#)
[Privacy Policy](#)
[Sitemap](#)
Designed & Developed by Matrix Internet

<https://digital4business.eu/news-events/>

## Contact us

Website visitors can contact the Digital4Business Consortium through a contact form, which is accessible on all pages, with a prominent CTA button in the top right corner. This reassures users that Digital4Business is available to respond to any queries.

The form is GDPR compliant with an obligatory opt-in to our privacy policy so we can collect responses and respond accordingly

The relevant fields are set to obligatory, so we capture the details we need to reply.

Input field titles must be visible on all states.

Any obligatory field must have (\*) at the end of the input field title.

reCAPTCHA v3 verification is setup as a SPAM filter.

All submissions to the form are sent to [admin@digital4business.eu](mailto:admin@digital4business.eu) which is monitored and responded accordingly by WP5 leaders.

In Phase 2 we will add additional fields if required with the inclusion of user registration and plan who will moderate at this stage based on requirements.

The screenshot shows a 'Contact us' form with the following elements:

- Title:** Contact us
- Introductory text:** If you have any question, leave us a message and we'll contact you as soon as possible
- Fields:**
  - First name\* (text input)
  - Last name\* (text input with a red error icon)
  - Email\* (text input)
  - Phone number\* (text input)
  - Message\* (text area)
- Privacy Policy:**  I accept the [Privacy policy](#)
- Submit Button:** Send



## Footer

The footer appears on all website pages.

It contains the email newsletter signup with GDPR opt-in.

It also displays the LEADs Advanced Digital Skills logo and European Union logo that is displayed on all related materials of co-funded projects.



It contains links to our [Contact Us](#) page and [LinkedIn](#) social media page – the other pages will be linked to as they are rolled out.

It contains links to our Cookie Policy, Privacy Policy and Sitemap.

## Privacy policy

Displays the website's privacy policy, written by the nominated WP5 DPO: Richard Domegan [www.digital4business.eu/privacy-policy/](http://www.digital4business.eu/privacy-policy/)

## Cookie policy

This page details the website's cookie policy and displays which cookies are active (automatically updated by Cookiebot) and where users can view and update their cookie preferences: [www.digital4business.eu/cookie-policy/](http://www.digital4business.eu/cookie-policy/)

## Sitemap

This page lists the website pages and the relationships between them. Search engines can read this file and crawl the website more efficiently for indexing and ranking on their related search engine platforms: [www.digital4business.eu/sitemap](http://www.digital4business.eu/sitemap)

## Newsletter signup

The newsletter signup is embedded in the footer of all pages.

The image shows a newsletter signup form on a dark purple background. On the left, there is an envelope icon followed by the text 'Join our mailing list'. Below this, it says 'Sign up for our newsletter to get the latest Digital4Business news and updates delivered to your inbox.' On the right, there is an 'Email' input field with a dropdown arrow, a 'Submit' button, and a checkbox labeled 'Opt in to receive news and updates'.

## Cookie script

In line with GDPR requirements, a cookie script was installed on the website.

## Cookiebot

We nominated Cookiebot as our cookie script solution to assist with GDPR compliance.

The first time a user clicks on [www.digital4business.eu](http://www.digital4business.eu) they get a cookie popup to enable them to select their cookie preferences:

The Cookiebot icon is always readily available in the bottom left of all pages, so users can update their cookie preferences at any time:

When users click on the Cookiebot update icon they are presented with their current preferences and the following options:

Cookiebot automatically scans to monitor and report all types of cookies and similar tracking on the project website, and updates the cookie policy page accordingly. Our cookie policy is automatically updated and is available to read at [www.digital4business.eu/cookie-policy](http://www.digital4business.eu/cookie-policy)

### Why Cookiebot?

Cookiebot consent management platform (CMP) is a plug-and-play compliance solution built around an unrivalled scanning technology that detects and controls all cookies and trackers used on a website, and automatically manages end user consents. It is a market leader in the field of CMP.

Cookiebot CMP is a self-serve cloud service provided by the e-privacy company Usercentrics that enables automated compliance with global data privacy laws, in particular EU GDPR.

Cookiebot will enable Digital4Business to collect, manage and document user consents on the project website to achieve full compliance with global privacy regulations while facilitating high consent rates and building trust with our website users.

### Website analytics

Monitoring website usage is an important consideration for the overall project mission and goals. We needed to set up tracking goals with real-time data monitoring and location tracking of the various users who visit the project website, but first we needed to select the best solution.

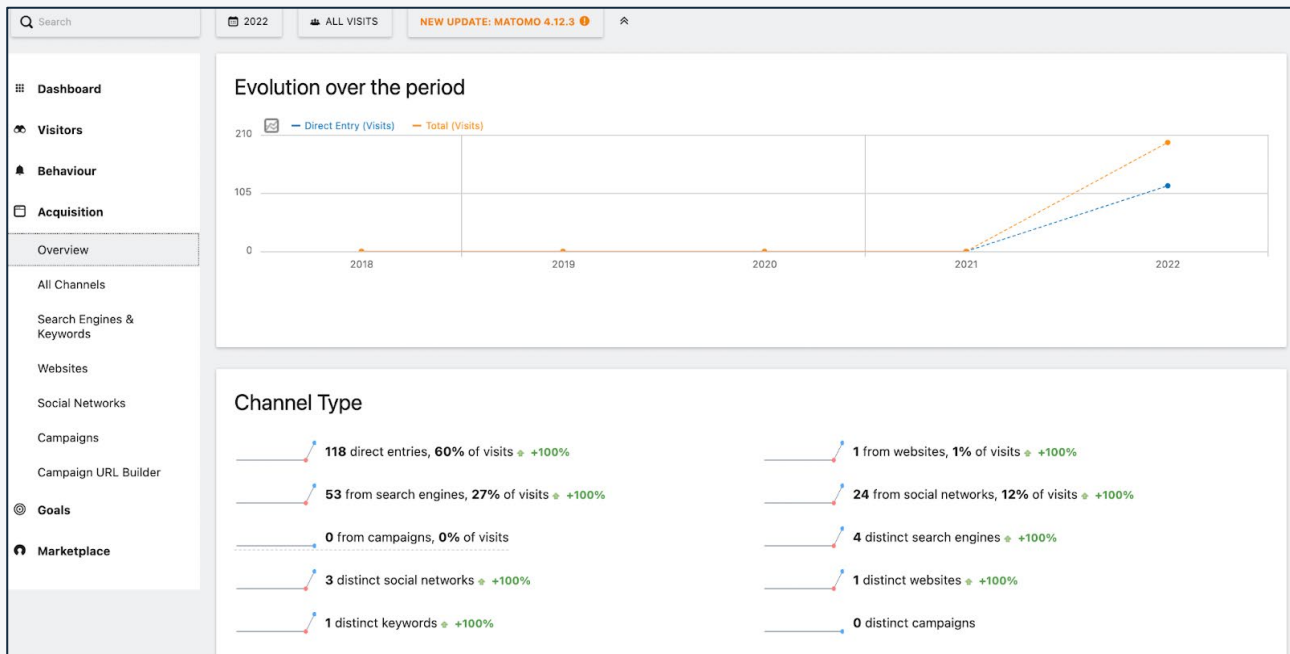
Matomo was selected for the project as it provides a customisable dashboard to personalise views, and can be used without consent and is still GDPR-compliant.

### Why we chose Matomo

- User-privacy protection — 100% GDPR-compliant
- 100% ownership of the data
- It displays the different search engines and keywords that are used to arrive on a page
- Matomo can help marketers determine pages with a high volume of traffic, and which pages are flopping with the target audience
- Heatmaps are available with the premium subscription
- Matomo offers users the ability to import their historical Universal Analytics data
- It is open source, so functionalities can be highly customised
- There is no sampling

### How Matomo tracks

- Matomo offers cookieless tracking by using visitor config\_id – a randomly-seeded, privacy-enabled, time-limited hash of a limited set of the visitor's settings and attributes. The config\_id or config hash is a string calculated for a visitor based on their operating system, browser, browser plugins, IP address and browser language.
- We can track pageviews, an event, a downloaded file, a click on an external link or for how long a user stayed on the site.



For example, we can track:

- How many users downloaded a document
- How many users watched a video
- How many users clicked on a link from an external website

Matomo provides video analytics to its user and also provides heatmaps (premium subscription) that show how users interact with different pages via colour-coded splotches.

Matomo has its own Google Tag Manager called Matomo Tag Manager

### Matamo setup

We installed the WP-Matomo Integration (WP-Piwik) which supports WordPress networks and manages multiple sites and their tracking codes as well as Matomo (Cloud).

A Matomo account has been set up and paired to the website to collect relevant and anonymised data from visitors. The data collected will be then centralised and analysed by the WP5 leader.

### Matamo weekly report

Weekly reports are sent to the WP5 leader, so we are constantly kept informed of website activity. We have included the most recent report for reference here:



Please find below your weekly report for [digital4business.eu](https://digital4business.eu).

Your weekly analytics report

Date range: week July 31 – August 6, 2023

Sent from <https://digital4business.matomo.cloud/>.

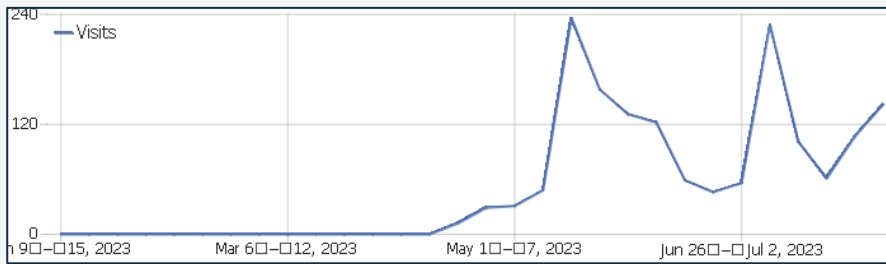
## Report list

- [All Websites dashboard](#)
- [Visits Summary](#)
- [Country](#)
- [Actions - Main metrics](#)
- [Page URLs](#)
- [Outlinks](#)
- [Downloads](#)
- [All Channels](#)
- [Goals](#)
- [Forms Overview](#)
- [Media Summary](#)

## All websites dashboard





Website	Visits	Actions	Pageviews	Revenue	Conversions	Ecommerce orders	Product Revenue
<a href="#">digital4business.eu</a>	142	803	800	€0	2	0	€0

## Visits summary







Name	Value
Unique visitors	78
Visits	142
Actions	803
Maximum actions in one visit	161
Actions per visit	5.7
Avg. visit duration (in seconds)	00:07:48
Bounce rate	44%

## Country

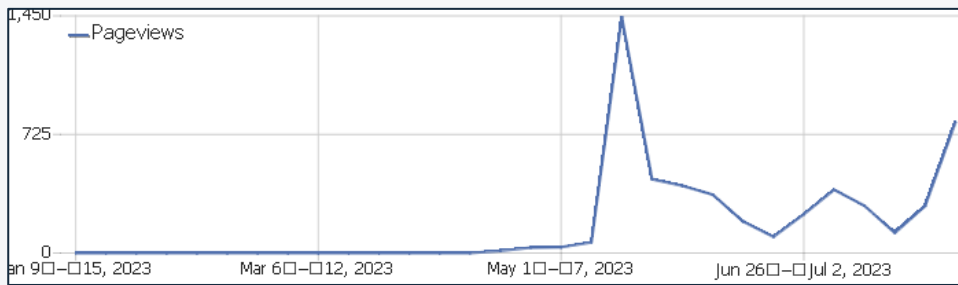
Country	Visits	Actions	Actions per visit	Avg. time on website	Bounce rate	Revenue
 Ireland	80	491	6.1	00:08:17	36%	€0
 Greece	16	192	12	00:16:14	44%	€0
 United States	8	12	1.5	00:02:19	63%	€0
 Finland	7	8	1.1	00:00:00	86%	€0

 Italy	7	13	1.9	00:00:09	71%	€0
 Sweden	5	14	2.8	00:02:47	20%	€0
 Netherlands	4	15	3.8	00:01:11	75%	€0
 Czechia	2	4	2	00:10:24	0%	€0
 Estonia	2	25	12.5	00:50:15	0%	€0
 India	2	2	1	00:00:00	100%	€0
 Poland	2	4	2	00:00:10	50%	€0
 Romania	2	3	1.5	00:00:07	50%	€0
 France	1	1	1	00:00:00	100%	€0



 Germany	1	10	10	00:22:16	0%	€0
 Nigeria	1	3	3	00:00:41	0%	€0
 Palestinian Territories	1	5	5	00:01:45	0%	€0
 Tunisia	1	1	1	00:00:00	100%	€0

## Actions - main metrics



Name	Value
Pageviews	800
Unique Pageviews	339
Downloads	0
Unique downloads	0
Outlinks	3
Unique outlinks	3
Searches	0
Unique keywords	0

## Page URLs

Page URL	Pageviews	Unique Pageviews	Avg. time on page	Bounce Rate	Exit rate
<a href="#">/</a>	301	122	00:02:01	44%	70%
<a href="#">/our-partners/</a>	85	40	00:00:35	33%	28%
<a href="#">/about-digital4business/</a>	79	37	00:01:53	80%	51%
<a href="#">/news-events/</a>	39	22	00:00:51	0%	14%
<a href="#">/contact-us/</a>	20	12	00:00:06	100%	42%
<a href="#">/cybersecurity-best-practices-for-smes/</a>	14	9	00:01:30	75%	44%
<a href="#">/partner/matrix-internet/</a>	11	7	00:01:09	0%	0%
<a href="#">/partner/nci/</a>	9	6	00:00:07	0%	33%
<a href="#">/test-page/</a>	64	6	00:01:22	0%	33%
<a href="#">/digital-assembly-2023/</a>	11	5	00:01:46	0%	40%
<a href="#">/partner/akkodis/</a>	8	5	00:00:12	0%	20%
<a href="#">/partner/linkoping-university/</a>	9	5	00:00:14	0%	40%
<a href="#">/branding-launch/</a>	8	4	00:00:17	0%	0%
<a href="#">/new-postgraduate-courses-in-blockchain-for-business-leaders-launched-during-blockchain-ireland-week/</a>	8	4	00:02:49	0%	0%
<a href="#">/partner/adecco-formazione-myliia/</a>	11	4	00:00:37	0%	0%

<a href="#">/partner/university-of-bologna/</a>	6	4	00:00:09	0%	25%
<a href="#">/digital_transformation/</a>	7	3	00:02:10	0%	33%
<a href="#">/partner/dtsl/</a>	5	3	00:00:07	0%	0%
<a href="#">/partner/nova-ims/</a>	5	3	00:00:07	0%	33%
<a href="#">/partner/schuman-associates/</a>	5	3	00:00:15	0%	33%
<a href="#">/privacy-policy/</a>	5	3	00:00:04	0%	33%
<a href="#">/blog-title-ministers-video/</a>	8	2	00:00:05	0%	0%
<a href="#">/cookie-policy/</a>	7	2	00:03:32	0%	0%
Others	75	28	00:00:22	0%	0%

## Outlinks

Clicked Outlink	Unique Clicks	Clicks
<a href="http://www.linkedin.com/company/digitalforbusiness/">www.linkedin.com/company/digitalforbusiness/</a>	2	2
<a href="http://www.schumanassociates.com/about-us">www.schumanassociates.com/about-us</a>	1	1

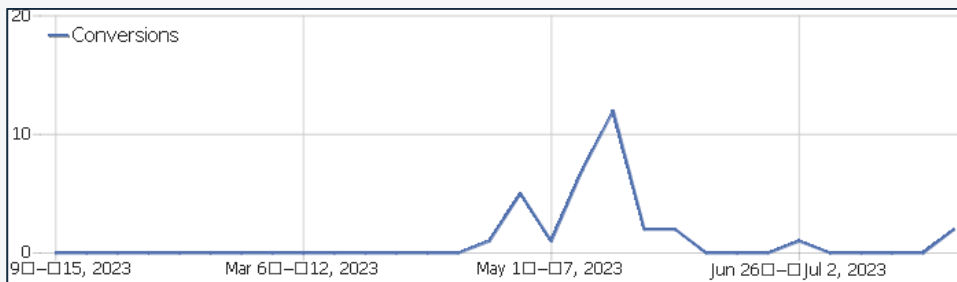
## Downloads

There is no data for this report.

## All channels

Referrer	Visits	Actions	Actions per visit	Avg. time on website	Bounce rate	Conversion rate
Keyword not defined	17	85	5	00:04:26	41%	0%
<a href="http://edu.unibo.it">edu.unibo.it</a>	4	4	1	00:00:00	100%	0%
<a href="http://statics.team.scdn.office.net">statics.team.scdn.office.net</a>	4	33	8.3	00:10:53	0%	0%
<a href="http://adecogroup.it">adecogroup.it</a>	3	3	1	00:00:00	100%	0%
<a href="http://www.ncirl.ie">www.ncirl.ie</a>	3	13	4.3	00:13:17	0%	0%
<a href="http://adeccona.my.workfront.com">adeccona.my.workfront.com</a>	1	2	2	00:12:12	0%	0%
<a href="http://advancedskills.eu">advancedskills.eu</a>	1	1	1	00:00:00	100%	0%
<a href="http://com.google.android.gm">com.google.android.gm</a>	1	2	2	00:01:12	0%	0%
<a href="https://www.linkedin.com">LinkedIn</a>	1	5	5	00:03:40	0%	0%
<a href="http://www.skillnetireland.ie">www.skillnetireland.ie</a>	1	8	8	00:02:41	0%	0%

## Goals



Name	Value
Conversions	2
Visits with conversions	2
Revenue	€0
Conversion rate	1.41%

## Forms overview



Name	Value
Form views	455
Form viewers	83
Form starts	38
Form starters	12
Form submissions	27
Form submitters	10
Form re-submitters	4
Form conversions	0
Form starters rate	14.5%
Form submitter rate	83.3%
Form conversion rate	0%
Form re-submitter rate	40%
Form avg. hesitation time	00:00:13.55
Form avg. time spent	00:00:21.90
Form avg. time to first submit	00:00:09.96
Form avg. time to conversion	00:00:00

## Hosting

The website is hosted on a single dedicated VPS server provided by Digital Ocean, with guaranteed uptime of 99.5%.

As part of our support (detailed in the next section) we will monitor the resource usage on the server and highlight the requirement to upgrade some or all of the resources before it becomes an issue. We do this to maximise the website's uptime.

When we start collecting masters students' registrations we will reevaluate all hosting security in line with current industry recommendations and best practices. For phase 2 of the website, we set up the website on a flexible server environment that enables us to upscale or downscale the configuration based on real-time usage to ensure the smooth running of the website.

## SSL

A Let's Encrypt SSL certificate was installed on the server. Let's Encrypt is a free, automated, and open certificate authority provided by the nonprofit Internet Security Research Group (ISRG).

## Support

To ensure the project website is kept fully up-to-date and secure and to optimise long-term website performance the website was added to Matrix Internet dedicated support, where technical support and maintenance will be provided for the agreed duration of the project.

CMS and all plugin updates are performed within a month of new releases. Backups are regularly taken to act as website recovery in case of minor or major data loss.

A monthly report detailing current website performance status is sent to nominated people (WP5 working leaders and co-leaders).

### Dedicated support team

The WP5 leaders have access to a dedicated support team with rapid response times by emailing [support@matrixinternet.ie](mailto:support@matrixinternet.ie):

- Within 2 hours during office hours (Monday to Friday).
- Within 4 hours outside office hours on weekdays (Monday to Friday).
- Within 24 hours on weekends or holidays.

### Monthly support report

Technical support and maintenance are carried out monthly. To minimise downtime while ensuring the website is fully up-to-date and secure, a dedicated support developer completes the following steps once a month:

- A full copy of the live website files and database are taken
- This is then used to create a fully independent clone of the website and testing environment
- All appropriate updates are performed in appropriate areas and WordPress Core
- Full QA/QC is performed on this cloned website.

- Once verified and tested, these updates are pushed to the live site
- Web server updates are also processed where appropriate
- The live site is also tested to ensure no issues have presented
- A full monthly report is generated and shared with the WP5 working leaders and co-leaders outlining updates, versions, issues and anything of note

We have included a copy of the July 2023 month support report for illustrative purposes:







Author: Maksim ▾

Last update: Maksim ▾

Date: 28 Jul 2023

Add notes here:



## Summary - July 2023

As part of our Support SLA, your website has been successfully updated and secured this month.

Updates and patches to the Core Software pack have been identified, applied and debugged. The core Wordpress system has been updated and the practical and functionality of the website and all the plugins have been verified.

The website has been fully scanned for malware and the result is clean, the website is healthy.

The website is monitored by tracking the response time and performance from more than 50 locations globally. You will find below the performance report giving you details about the average response time, overall availability and number of downtimes.

The count of hours for this update is 6h



## Monthly Report

Information	
Website	<a href="https://digital4business.eu/">https://digital4business.eu/</a>
Previous Update Date	26/06/2023
Current Update Date	28/07/2023
Previous WP version	6.2.2
Current WP version	6.2.2

### Plugins to update

Name	Previous version	Current version	Notes
Advanced Custom Fields PRO	6.1.6	6.1.7	
Converter for Media	5.9.1	5.9.4	
Rank Math SEO	1.0.117.1	1.0.120	
Smush	3.13.1	3.14.1	
UpdraftPlus - Backup/Restore	2.23.6.26	2.23.7.26	
WP Mail SMTP	3.8.0	3.8.2	
WP Rocket	3.14	3.14.2.1	
WP STAGING PRO - Backup Duplicator & Migration	4.10.1	5.0.0	

### Monthly Support Q/A

Monthly Support Q/A	Results	Comments
Before Update		
Check if any 404 pages	No relevant issues	
Backup of the database uploaded to Amazon S3	28/07/2023	
Backup of all files uploaded to Amazon S3	23/07/2023	
Backup of the database uploaded to Google Drive	28/07/2023	
Backup of all files uploaded to Google Drive	23/07/2023	

After Update		
Have all pages been checked on the desktop?	Yes	
Have all pages been checked on mobile?	Yes	
Does the search function work properly?	No Search Function	
Have forms been tested thoroughly?	Yes	
What is the page speed grade?	A (100%)	
Sucuri check & malware scanner results		
Is there any malware found?	No	
Is the website blacklisted?	No	
Is there any injected spam detected?	No	
Are there any defacements detected?	No	
Is there an internal server error detected?	No	
Is the website up to date?	Yes	
<b>Forms Q/A</b>	<b>Results</b>	<b>Comments</b>
Form "Contact Us"	Works Fine	



## Website & Server Monthly Performance

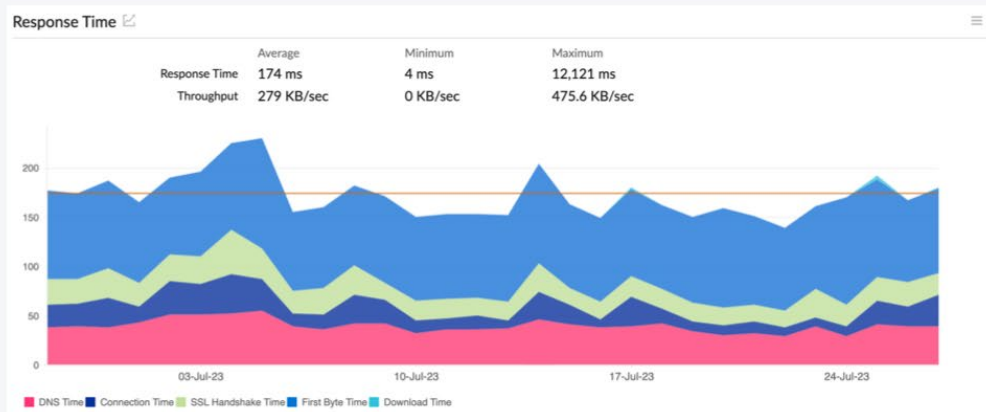
100 %  
Availability

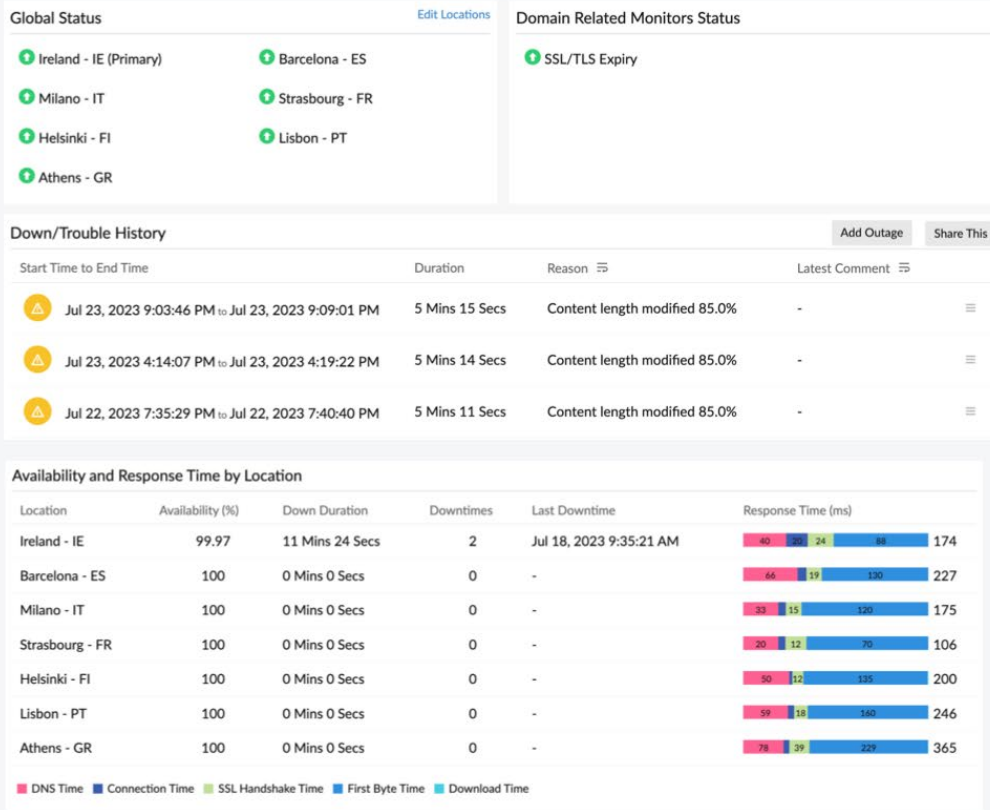
174 ms  
Response Time

0  
Downtimes

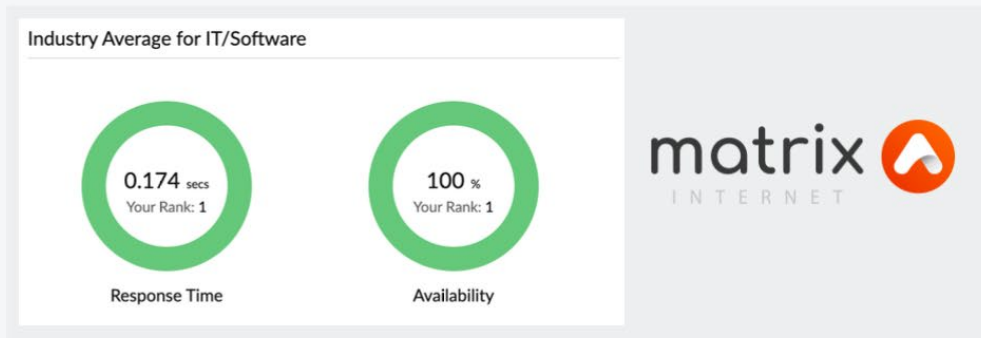
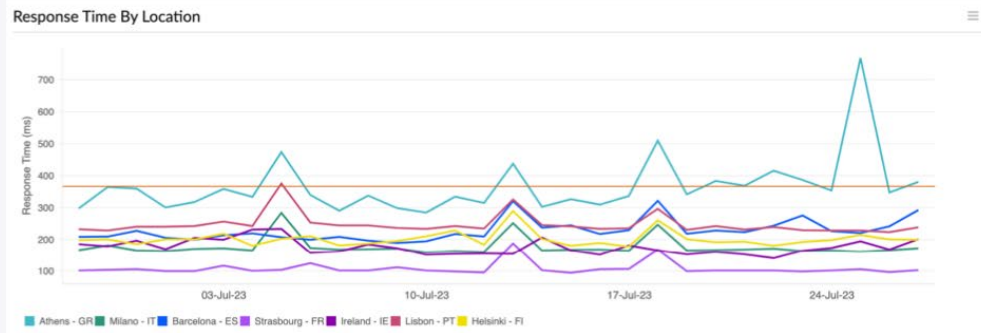
279 KB/sec  
Throughput

- NA -  
SLA Achieved







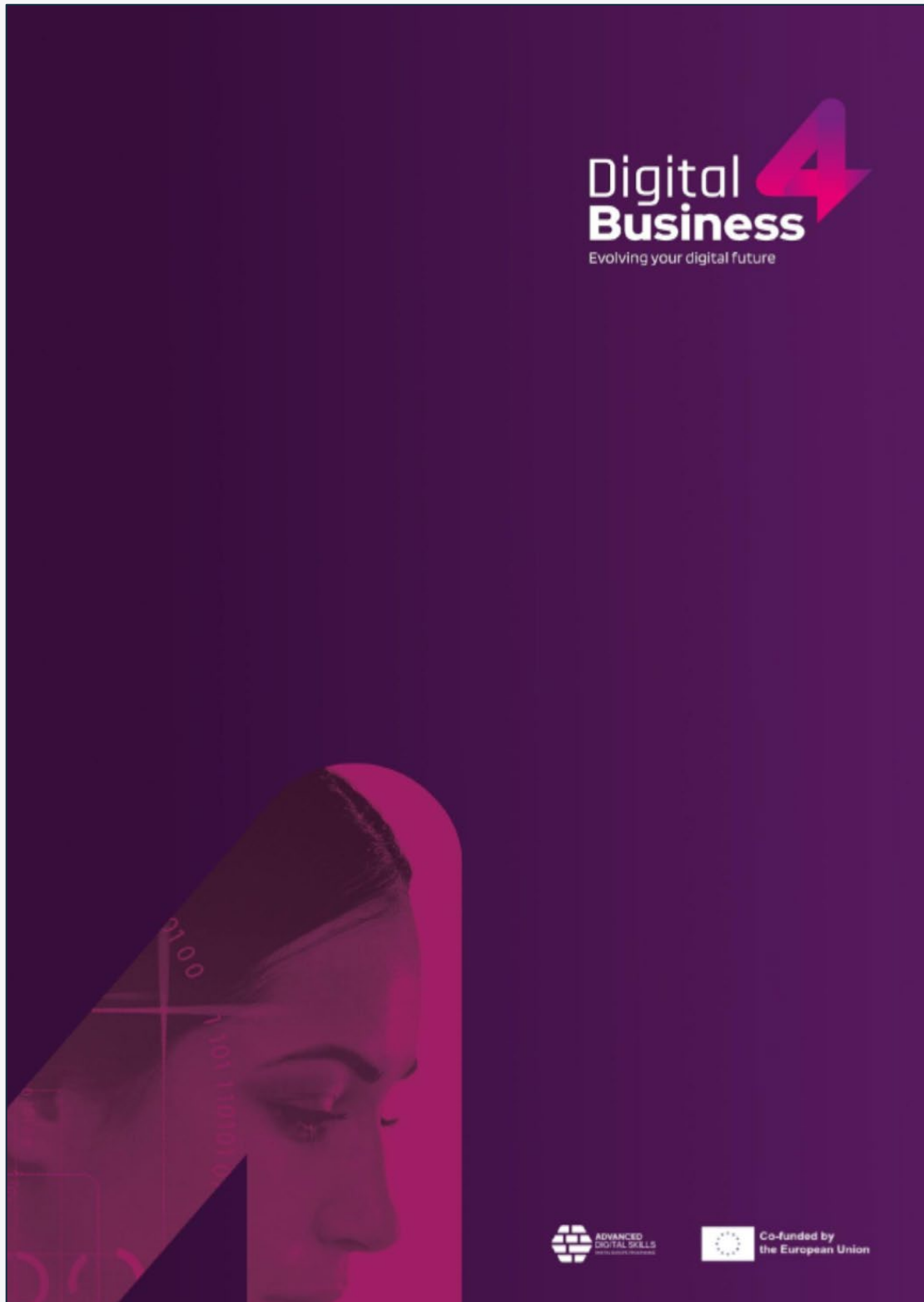




## Conclusion

This month results are good:

- WP core and plugins updates went fine and the website is up-to-date,
- The malware scanner didn't detect any virus,
- The website is healthy and secure.



## **Website future scoping**

We have created designs for features that might need to be built into the website in the future.

### **Modules**

We have a page designed for adding the course modules, with a both a listing page and details page.

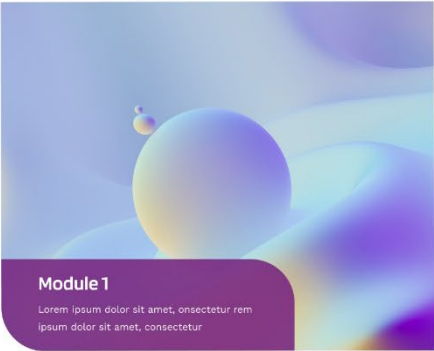
## Modules listing page

### Masters course modules

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Filter All Type of house Sector Location Area

VIEW  
⋮ ☰



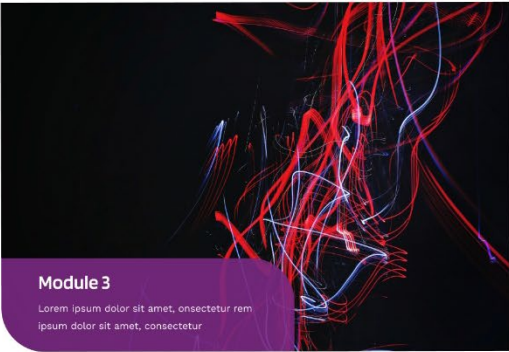
**Module 1**

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**Module 2**

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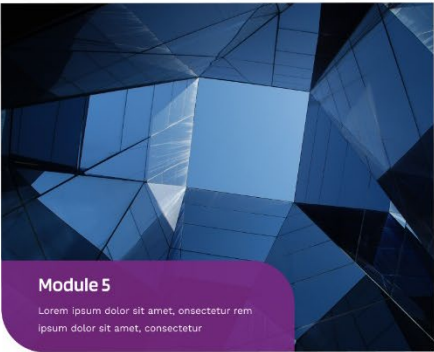
**Module 3**

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**Module 4**

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**Module 5**



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**Module 6**

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[Contact Us](#)
[Social Media](#)


[Cookie Policy](#)
[Privacy Policy](#)
[Sitemap](#)

Designed & Developed by [Matrix Internet](#)



## Module details page



[Home](#)
[Why Us](#)
[Portfolio](#)
[Our Partners](#)
[Contact us](#)

## Portfolio

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Filter All Type of house Sector Location Area VIEW   
  

**House 1** →

Lorem ipsum dolor sit amet

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**House 2**

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**House 3**

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**House 4**


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**House 5**


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[Contact us](#)
[Social Media](#)


[Cookie Policy](#)
[Privacy Policy](#)
[Sitemap](#)

Designed & Developed by [Matrix Internet](#)

## General content page



Home | Why Us | Portfolio | Our Partners | [Contact us](#)

### Text only page

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- Lorem ipsum dolor sit amet

### FAQs

Information point 1	+
Information point 2	-
<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.</p> <p>At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.</p>	
Information point 3	+
Information point 4	+
Information point 5	+
Information point 6	+

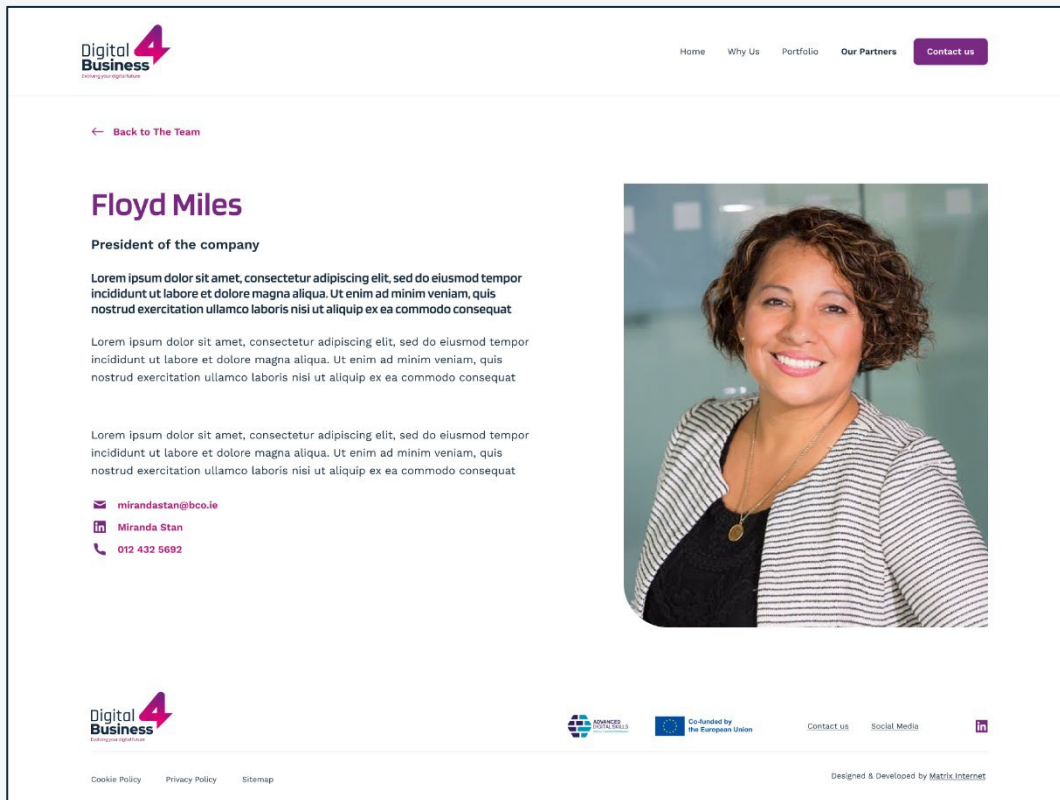
[Contact Us](#) | [Social Media](#) | 

[Cookie Policy](#) | [Privacy Policy](#) | [Sitemap](#) | Designed & Developed by Matrix Internet



## Team member page

If we ever want to add profiles of people we have this design ready to build into the website:



## Partner landing page

All support partners had to create a programme landing page within their own websites with the project domain name/subdomain.



## Partner landing page

Each Consortium Partner was tasked with creating a dedicated project page on their respective website. For this deliverable Matrix Internet created its own Partner landing page first, to use a working illustrative example, and then created a detailed brief for all Partners to follow.

### Brief to guide all Partners

1. Each Partner please create a page on their website showcasing Digital4Business
  - 1.1. Each partner can use an existing page template such as a news items, case study or project.
  - 1.2. Please include a banner on the page and localise the content provided
  - 1.3. Matrix has prepared a range of assets for each partner to use
  - 1.4. The page should link to the project website [www.digital4business.eu](http://www.digital4business.eu)
  - 1.5. Please use the following page title: 'digital4business'
    - 1.5.1. Sample page - <https://www.matrixinternet.ie/digital4business/>
2. This landing page needs to be displayed on a prominent part of the website for the duration of the programme.
  - 2.1. For example, in recent news items, case studies or projects that are pinned to the top of a prominent area of your website, for example: <https://www.matrixinternet.ie/our-work/>
3. Please update the Partner landing page status table with the URL

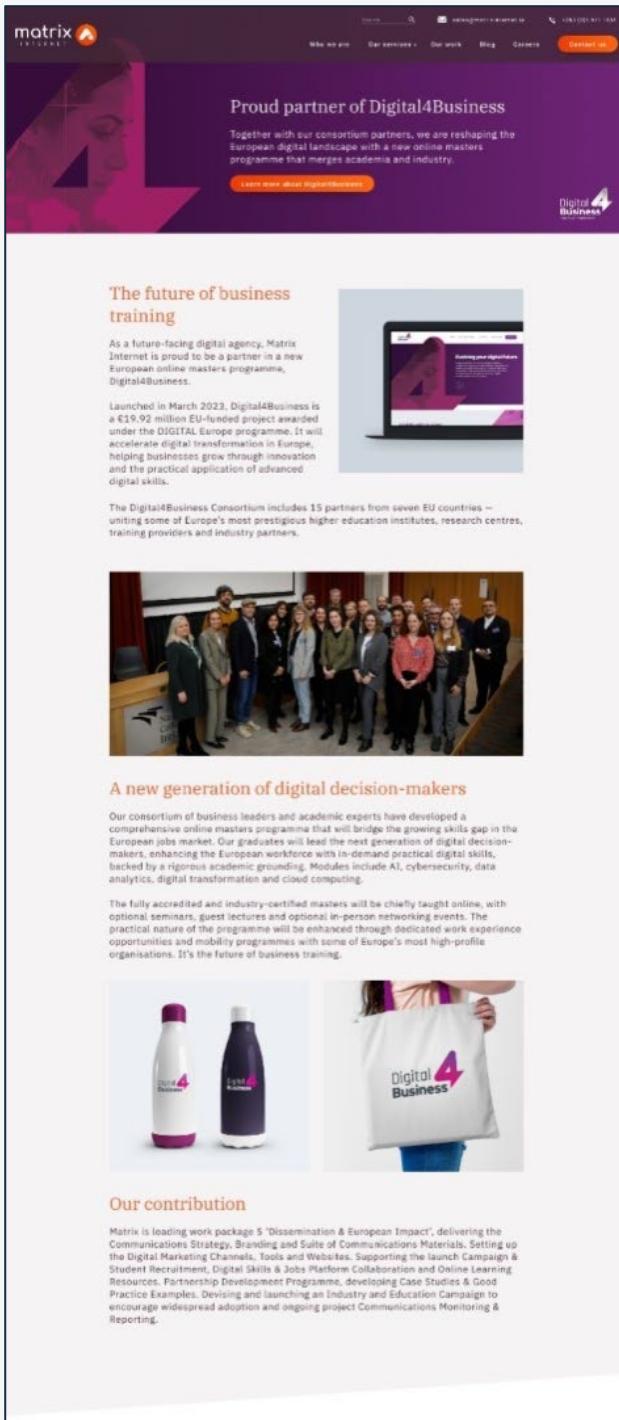
Please note: the images included are licensed images so should only be used for this purpose

## Partner landing page quick links

	Partner	Link
1	Adecco Formazione (Mylia)	<a href="https://adecgroup.it/10055-2/">https://adecgroup.it/10055-2/</a>
2	Akkodis	<a href="https://www.akkodis.com/en/insights/articles/digital4business">https://www.akkodis.com/en/insights/articles/digital4business</a>
3	CINI University Network	<a href="https://www.conorzio-cini.it/index.php/it/lab-cfc/59-italiano/laboratori/lab-cfc/notizie-in-evidenza/1999-digital4business">https://www.conorzio-cini.it/index.php/it/lab-cfc/59-italiano/laboratori/lab-cfc/notizie-in-evidenza/1999-digital4business</a>
4	DTSL	<a href="https://digitaltechnologyskills.ie/projects/digital4business-2023-2026/">https://digitaltechnologyskills.ie/projects/digital4business-2023-2026/</a>
5	LHH	<a href="https://www.lhh.com/de/en/blog/digital4business/">https://www.lhh.com/de/en/blog/digital4business/</a>
6	Linköping University	<a href="https://liu.se/en/research/digital4business">https://liu.se/en/research/digital4business</a>
7	Matrix Internet	<a href="https://www.matrixinternet.ie/digital4business/">https://www.matrixinternet.ie/digital4business/</a>
8	NCI	<a href="https://www.ncirl.ie/digital4business">https://www.ncirl.ie/digital4business</a>
9	NOVA IMS	<a href="https://magic.novaims.unl.pt/en/research/ongoing-research-projects/digital4business/">https://magic.novaims.unl.pt/en/research/ongoing-research-projects/digital4business/</a>
10	Paris 8 University	<a href="https://www.univ-paris8.fr/Projets-europeens-finances">https://www.univ-paris8.fr/Projets-europeens-finances</a>
11	Schuman Associates	<a href="https://www.schumanassociates.com/newsroom/digital4business">https://www.schumanassociates.com/newsroom/digital4business</a>
12	Skillnet Ireland	<a href="https://www.skillnetireland.ie/">Digital4Business   EU partnerships and projects (skillnetireland.ie)</a>
13	Terawe	<a href="https://terawe.com/education/d4b">https://terawe.com/education/d4b</a>
14	UDS Berlin	<a href="https://uds.university/digital4business/">https://uds.university/digital4business/</a>
15	University of Bologna	<a href="https://edu.unibo.it/en/research/research-projects/programming-period-2021-2027/european-projects/https-edu-unibo-it-it-ricerca-progetti-di-ricerca-periodo-di-programmazione-2021-2027-progetti-europei-digital-europe_en/digital4business-european-masters-programme-focused-on-the-practical-application-of-advanced-digital-skills-within-european-smes-and-companies">https://edu.unibo.it/en/research/research-projects/programming-period-2021-2027/european-projects/https-edu-unibo-it-it-ricerca-progetti-di-ricerca-periodo-di-programmazione-2021-2027-progetti-europei-digital-europe_en/digital4business-european-masters-programme-focused-on-the-practical-application-of-advanced-digital-skills-within-european-smes-and-companies</a>

Sample Partner page  
Desktop + mobile

Jpeg + PDF [here](#)



## Banner

*Please include a banner image on the page.*

If your website facilitates text overlaid on the banner image, please include the text as this is best for SEO and accessibility. Alternatively, we have included an image with the text embedded if this is required.

## Banner images

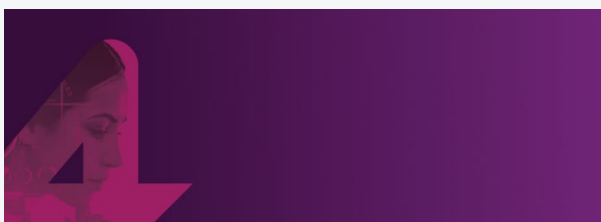
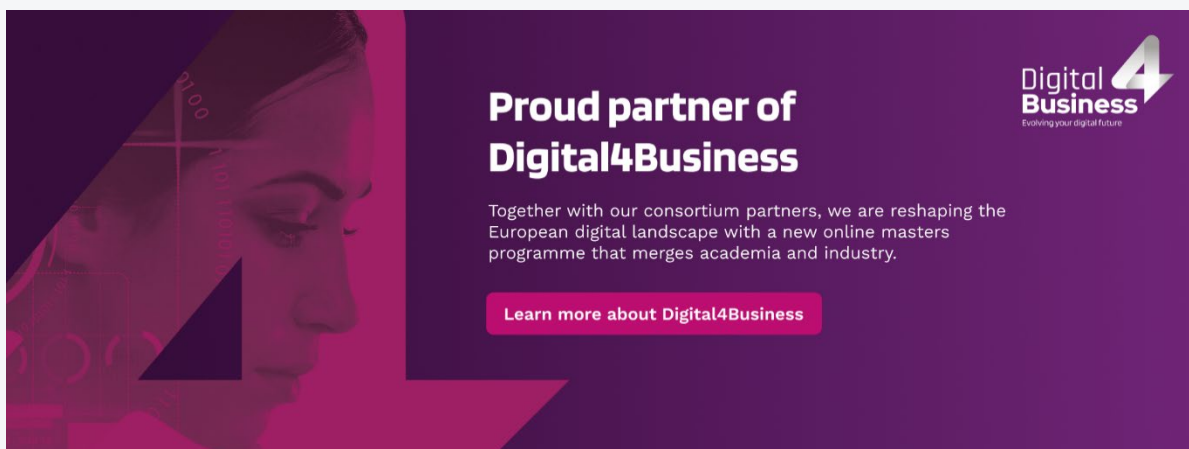
A link was shared to a folder on a shared document repository accessible to all Consortium Partners.

## Banner text

**Heading** - ‘Proud Partner of Digital4Business’

**Subtitle** - ‘Together with our Consortium Partners, we are reshaping the European digital landscape with a new online masters programme that merges academia and industry.’

**Call to action link** - Learn all about Digital4Business (link to <https://digital4business.eu/>)



## Page content to be included

*The following content was provided as a starting point for all partners to localise and update as required.*

**Heading:** The future of business training

As a future-facing [Update as required e.g.: digital agency / university / company / organisation, [ENTER PARTNER NAME]] is proud to be a partner in a new European online masters programme, Digital4Business.

Launched in March 2023, Digital4Business is a €19.92 million EU-funded project awarded under the DIGITAL Europe programme. It will accelerate digital transformation in Europe, helping businesses grow through innovation and the practical application of advanced digital skills.

The Digital4Business Consortium includes 15 partners from seven EU countries — uniting some of Europe’s most prestigious higher education institutes, research centres, training providers and industry partners.

**Heading:** A new generation of digital decision-makers

Our consortium of business leaders and academic experts are developing a comprehensive online masters programme that will bridge the growing skills gap in the European jobs market. Our graduates will lead the next generation of digital decision-makers, enhancing the European workforce with in-demand practical digital skills, backed by a rigorous academic grounding. Modules include AI, data science, cybersecurity, digital transformation and cloud computing.

The fully accredited and industry-certified masters will be chiefly taught online, with optional seminars, guest lectures and in-person networking events. The practical nature of the programme will be enhanced through dedicated work experience opportunities and mobility programmes with some of Europe’s most high-profile organisations. It’s the future of business training.

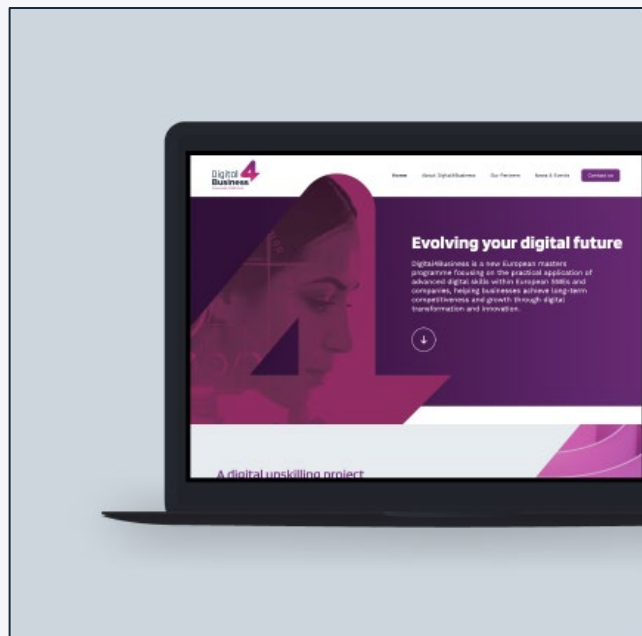
**Heading:** Our contribution

*Each partner details their contribution to the project.*

## Image assets

We included a variety of image assets to break up the content, some of which are included below for reference, and a link to a shared repository of images of all the partners from the launch event.

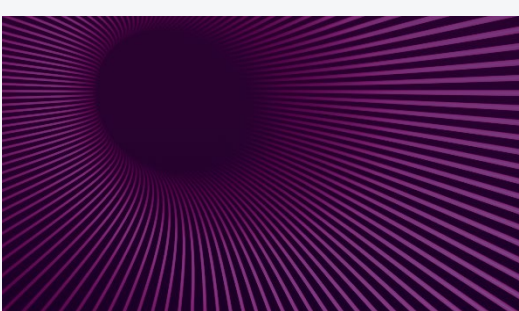
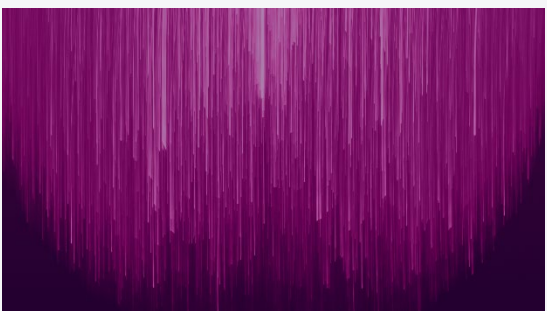
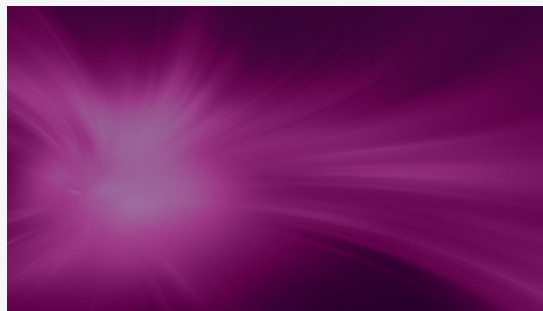






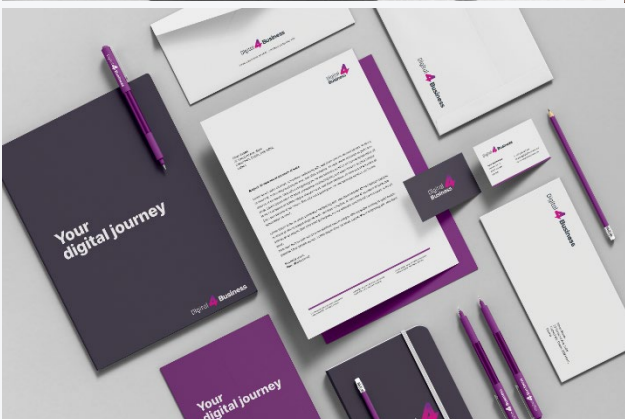
## Optional hero images

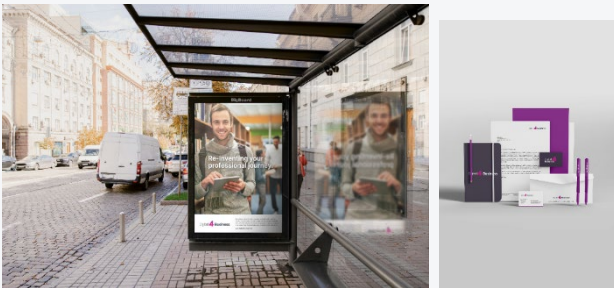
A link was shared to a folder on the shared document repository accessible to all Consortium Partners.



### Optional content images

A link was shared to a folder on the shared document repository accessible to all Consortium Partners.






Optional Images for listing pages such as case study or news listing page

A link was shared to a folder on the shared document repository accessible to all Consortium Partners.



## Adecco Formazione (Mylia)

[www.adeccogroup.it/10055-2/](http://www.adeccogroup.it/10055-2/)



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Investors
Sostenibilità
Career
Media
Q

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### The Adecco Group partner del progetto Digital4Business

Per promuovere innovazione, ricerca e sviluppo il nostro Gruppo da sempre supporta attività e iniziative che possano migliorare il mondo della formazione e del lavoro.

Un esempio di questo impegno è il progetto Digital4Business, cofinanziato da Digital Europe, programma della Commissione europea che mette a disposizione finanziamenti per accelerare la ripresa economica e la trasformazione digitale della società europea [The Digital Europe Programme | Shaping Europe's digital future \(europea.eu\)](https://europea.eu).

L'obiettivo è quello di implementare un programma di master europei altamente innovativi legati all'applicazione pratica di competenze digitali avanzate e conoscenze sull'IA, la cybersecurity e il cloud, in particolare per formare figure professionali per PMI e aziende europee.

Del consorzio Digital4Business fanno parte 15 realtà provenienti da 7 Paesi dell'UE, tra cui istituti di istruzione superiore, centri di ricerca, enti di formazione e partner industriali, tutte unite dalla volontà di ottimizzare le digital skill della prossima generazione.

Al fine di aiutare le imprese, e non solo, ad aumentare la propria competitività e crescita a lungo termine, il master formerà dirigenti aziendali, professionisti e laureati per coprire i ruoli lavorativi più richiesti, fondamentali per il successo delle imprese europee.

Questo percorso formativo è stato ideato in collaborazione con le principali università europee, tenendo conto delle esigenze del settore, per cercare di colmare il divario tra istruzione superiore e mercato del lavoro.

Il progetto, che ha preso il via lo scorso dicembre, si concretizzerà con il lancio dei primi programmi di master part-time e full-time nel corso del 2024.

Per scoprire le opportunità visita il [sito web](#).

### Guarda cosa sta succedendo



**Lavoro dei sogni:** volano psicologi e nutrizionisti, crollano archeologi e cantanti

Una ricerca di Adecco, società del nostro Gruppo, mette in luce come sono cambiate le opinioni degli italiani in merito ai lavori più desiderati, rispetto a dieci anni fa



**The Adecco Group partner del progetto Digital4Business**

Il nostro Gruppo è partner del progetto Digital4Business, programma della Commissione europea che promuove la formazione sulle competenze digitali avanzate



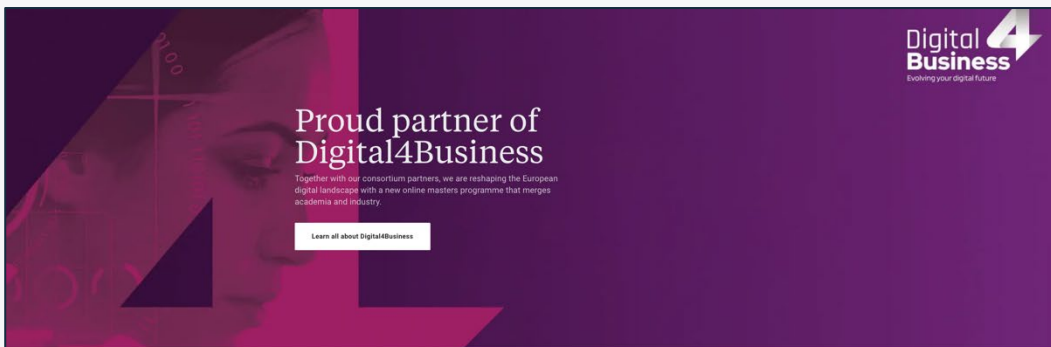
**Bilancio SA8000 e Certificazione ISO14001: l'impegno sociale e ambientale del nostro Gruppo**

Anche per quest'anno, Adecco Italia ha confermato il mantenimento della Certificazione SA8000



# Akkodis

[www.akkodis.com/en/insights/articles/digital4business](http://www.akkodis.com/en/insights/articles/digital4business)



## The future of business training

As a future-facing digital agency, Akkodis Italy is proud to be a partner in a new European online masters programme, Digital4Business.

Launched in March 2023, Digital4Business is a €19.92 million EU-funded project awarded under the DIGITAL Europe programme. It will accelerate digital transformation in Europe, helping businesses grow through innovation and the practical application of advanced digital skills.



The Digital4Business Consortium includes 15 partners from seven EU countries – uniting some of Europe's most prestigious higher education institutes, research centres, training providers and industry partners.



## A new generation of digital decision-makers

Our consortium of business leaders and academic experts are developing a comprehensive online masters programme that will bridge the growing skills gap in the European jobs market. Our graduates will lead the next generation of digital decision-makers, enhancing the European workforce with in-demand practical digital skills, backed by a rigorous academic grounding. Modules include AI, data science, cybersecurity, digital transformation and cloud computing.

The fully accredited and industry-certified masters will be chiefly taught online, with optional seminars, guest lectures and in-person networking events. The practical nature of the programme will be enhanced through dedicated work experience opportunities and mobility programmes with some of Europe's most high-profile organisations. It's the future of business training.



## Our contribution

Akkodis Italy is co-leader together with DTLS of WP2 (Needs analysis & programme design). Akkodis contributes to the creation of the summary document which aims to understand what the European and international market is asking for in terms of innovative digital skills. The result of this document will be used in the next phase of definition of the training programs. Akkodis will also be responsible for implementing the student mobility strategy within the program and the student employability strategy during and after the training.

**AKKODIS**

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## CINI University Network

<https://www.conorzio-cini.it/index.php/it/lab-cfc/59-italiano/laboratori/lab-cfc/notizie-in-evidenza/1999-digital4business>

The screenshot displays the website for the CINI University Network, specifically the page for the Digital4Business project. The page features a navigation menu on the left with categories like HOME, MISSIONE, and AREA DI INTERESSE. The main content area includes a header for 'Laboratorio CFC' and a section for 'Digital4Business' with a 'Proud partner of Digital4Business' banner. Below this is a news article titled 'The future of business training' with a sub-headline 'A new generation of digital decision-makers'. The page also has sections for 'News (CFC)' and 'Bandi (CFC)'. At the bottom, there is a footer with navigation links for 'Chi siamo', 'Laboratori', 'Progetti', 'Altro', and 'Contatti', along with contact information and legal notices.

## DTSL


<https://digitaltechnologyskills.ie/projects/digital4business-2023-2026/>



[Home](#)   [About](#)   [Managed Projects](#)   [EU Projects](#)   [Human Capital Strategy](#)   [Contact](#)

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### Digital4Business (2022-2026)



**Together with our consortium partners, we are reshaping the European digital landscape with a new online masters programme that merges academia and industry.**

**About the Project**  
Digital Technology Skills Limited is proud to be a partner in a new European online masters programme, Digital4Business.

Launched in December 2022, Digital4Business is a €19.92 million EU-funded project awarded under the DIGITAL Europe programme. It will accelerate digital transformation in Europe, helping businesses grow through innovation and the practical application of advanced digital skills.

The Digital4Business Consortium includes 15 partners from seven EU countries – uniting some of Europe’s most prestigious higher education institutes, research centres, training providers and industry partners.

**A New Generation of Digital Decision Makers**  
Our consortium of business leaders and academic experts are developing a comprehensive online masters programme that will bridge the growing skills gap in the European jobs market. Our graduates will lead the next generation of digital decision-makers, enhancing the European workforce with in-demand practical digital skills, backed by a rigorous academic grounding. Modules include AI, data science, cybersecurity, digital transformation and cloud computing.

The fully accredited and industry-certified masters will be chiefly taught online, with optional seminars, guest lectures and in-person networking events. The practical nature of the programme will be enhanced through dedicated work experience opportunities and mobility programmes with some of Europe’s most high-profile organisations. It’s the future of business training.

[Click here to learn more about Digital4Business at www.digital4business.eu](http://www.digital4business.eu)


LHH

<https://www.lhh.com/de/en/blog/digital4business>

**LHH** [Careers](#) [Executive Solutions](#) [Employers](#) [Specializations](#) [Industry Centers](#) [Blog](#) [Global Offices](#) [Contact Us](#) [About Us](#) [EN DE FR](#)

## Proud partner of Digital4Business

Together with our consortium partners, we are reshaping the European digital landscape with a new online masters programme that renews academia and industry.



07/08/2023

[← Back to insights](#)

### The future of business training

LHH is proud to be a partner in a new European online masters programme, Digital4Business.

Launched in March 2022, Digital4Business is a €28.92 million EU-funded project awarded under the Horizon Europe programme. It will accelerate digital transformation in Europe, helping businesses grow through innovation and the practical application of advanced digital skills.


The Digital4Business Consortium includes 13 partners from seven EU countries – uniting some of Europe's most prestigious higher education institutes, research centres, training providers and industry partners.



### A new generation of digital decision-makers

Digital4Business' consortium of business leaders and academic experts are developing a comprehensive online masters programme that will bridge the growing skills gap in the European job market. Our graduates will lead the next generation of digital decision-makers, enhancing the European workforce with relevant and practical digital skills, backed by a rigorous academic grounding. Modules include AI, data science, cybersecurity, digital transformation and cloud computing.

The fully accredited and industry-credited courses will be chiefly taught online, with optional seminars, guest lectures and in-person networking events. The practical value of the programme will be enhanced through simulated work experience opportunities and mobility programmes with some of Europe's most high-profile organisations. It's the future of business training.



### LHH's contribution

In addition to contributing labor market skills intelligence, talent acquisition and career guidance expertise in general, we will organize and deliver series of networked workshops, networking events, guest lectures during the course of the master's program. LHH will also actively support the development and delivery of student mentoring and coaching activities and contribute to defining and implementing the project's Employability Program, which aims to support Digital4Business learners wishing to find a new position.

[Learn all about Digital4Business](#)



## Linköping University

[www.liu.se/en/research/digital4business](http://www.liu.se/en/research/digital4business)

**Digital4Business**

**Proud partner of Digital4Business**

Together with our consortium partners, we are reshaping the European digital landscape with a new online master programme that merges academia and industry.

Digital4Business is a four-year EU-funded project for digital upskilling to accelerate economic recovery and shape the digital transformation of Europe's society. Linköping University contributes to the project with its broad and deep expertise in AI and digitalization.

**The future of business training**

As a future-facing university, Linköping University is proud to be a partner in a new European online master programme, Digital4Business.

Launched in March 2020, Digital4Business is a €100 million EU-funded project awarded under the DIGITAL Europe programme. It will accelerate digital transformation in Europe, helping businesses grow through innovation and the practical application of advanced digital skills.

The Digital4Business Consortium includes 15 partners from seven EU countries – including some of Europe's most prestigious higher education institutions, research centres, training providers and industry partners.

Learn all about [Digital4Business](#).

**A new generation of digital decision-makers**

Our consortium of business leaders and academic experts are developing a comprehensive online master programme that will bridge the growing skills gap in the European job market. Our graduates will lead the next generation of digital decision-makers, enhancing the European workforce with in-demand practical digital skills, backed by a rigorous academic grounding. Modules include AI, data science, cyber security, digital transformation and cloud computing.

The fully accredited and industry-verified masters will be closely taught online, with optional on-campus guest lectures and in-person networking events. The practical nature of the programme will be enhanced through dedicated work experience opportunities and mobility programmes with some of Europe's most high-profile organisations. It's the future of business training.

**Our contribution**

Linköping University, as an AI research excellence centre, contributes to Digital4Business with its broad and deep expertise in AI and digitalisation. We will especially contribute to the quality assurance process of Digital4Business to make sure that the education developed and the overall project results meets the highest standards.

**Contact**

**Fredrik Helitz**  
Professor, Head of Division, Head of IRII

- Department of Computer and Information Science (IDA)
- Artificial Intelligence and Integrated Computer Systems (AIIIS)

fredrik.helitz@liu.se  
+46 223383400

## Matrix Internet

<https://www.matrixinternet.ie/digital4business/>

**matrix**  
INTERNET

Why we are | Our services | Our work | Blog | Careers | [Contact us](#)

**Proud partner of Digital4Business**

Together with our consortium partners, we are reshaping the European digital landscape with a new online masters programme that merges academia and industry.

[Learn more about Digital4Business](#)

**The future of business training**

As a future-facing digital agency, Matrix Internet is proud to be a partner in a new European online masters programme, Digital4Business.

Launched in March 2023, Digital4Business is a €29.92 million EU-funded project awarded under the DIGITAL Europe programme. It will accelerate digital transformation in Europe, helping businesses grow through innovation and the practical application of advanced digital skills.

The Digital4Business Consortium includes 15 partners from seven EU countries – uniting some of Europe's most prestigious higher education institutes, research centres, training providers and industry partners.

**A new generation of digital decision-makers**

Our consortium of business leaders and academic experts have developed a comprehensive online masters programme that will bridge the growing skills gap in the European jobs market. Our graduates will lead the next generation of digital decision-makers, enhancing the European workforce with in-demand practical digital skills, backed by a rigorous academic grounding. Modules include AI, cybersecurity, data analytics, digital transformation and cloud computing.

The fully accredited and industry-certified masters will be chiefly taught online, with optional seminars, guest lectures and optional in-person networking events. The practical nature of the programme will be enhanced through dedicated work experience opportunities and mobility programmes with some of Europe's most high-profile organisations. It's the future of business training.

**Our contribution**

Matrix is leading work package 5 'Dissemination & European Impact', delivering the Communications Strategy, Branding and Suite of Communications Materials, Setting up the Digital Marketing Channels, Tools and Websites, Supporting the launch Campaign & Student Recruitment, Digital Skills & e-ops Platform Collaboration and Online Learning Resources, Partnership Development Programme, developing Case Studies & Good Practice Examples, Devising and launching an Industry and Education Campaign to encourage widespread adoption and ongoing project Communications Monitoring & Reporting.

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+353 (0)1 673 1884  
marketing@matrixinternet.ie

Let's do something great together!

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Careers

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Strategy  
Design  
Development  
Support

TERMS AND CONDITIONS  
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Cookie Policy

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# NCI

<https://www.ncirl.ie/digital4business>

**Digital4Business**

Learn More About Digital4Business | NCI Contribution to Digital4Business

**Proud partner of Digital4Business**

Together with our consortium partners, we are embracing the European digital transition with a new online training programme that merges academia and industry.

[Learn more about Digital4Business](#)

**About the Project**

As a future-facing digital agency National College of Ireland is proud to be a partner in a new European online masters programme, **Digital4Business**. Launched in March 2023, Digital4Business is a €19.92 million EU-funded project awarded under the DIGITAL Europe programme. It will accelerate a digital transition in Europe, helping businesses grow through innovation and the practical application of advanced digital skills.

The Digital4Business Consortium includes 15 partners from across EU countries – leading some of Europe's most prestigious higher education institutions, research centres, training providers and industry partners.

**A new generation of digital decision-makers**

Our consortium of business leaders and academic experts are developing a comprehensive online masters programme that will bridge the growing skills gap in the European job market. Our graduates will lead the next generation of digital decision-makers, enhancing the European market with in-demand and practical digital skills backed by a rigorous academic grounding. Modules include AI, data science, cybersecurity, digital transformation and cloud computing.

The fully accredited and industry-verified modules will be taught online, with optional seminars, guest lectures and in-person networking events. The practical nature of the programme will be enhanced through dedicated work experience opportunities and mobility programmes with some of Europe's most high-profile organisations. It's the future of business training.

**Our Contribution**

NCI participates in Digital4Business via The Cloud Competency Centre. By fostering these connections, we bridge the gap between academia and industry, facilitating knowledge exchange and driving mutual impact.

[Learn More](#)

**Participants in Digital4Business**

The Digital4Business consortium includes the following 15 Partners from 7 EU countries consisting of Higher Education Institutions, Research Centres, Training Providers and Industry partners.

UDG (Germany)	+
Linköping University (Sweden)	+
ENI (Italy)	+
Atacco Financiere (Italy) (Italy)	+
Skilled Ireland (Ireland)	+
National College of Ireland (Ireland)	+
DITA (Ireland)	+
Matrix Internet (Ireland and Belgium)	+
Attilio's (Italy)	+
LHH (Germany)	+
NOVA, IRI3 (Portugal)	+
Sibuman Associates (Belgium)	+
Tescon Technologies Limited (Ireland)	+
University of Bologna (Italy)	+
Paris 8 University (France)	+

**Proud partner of Digital4Business**

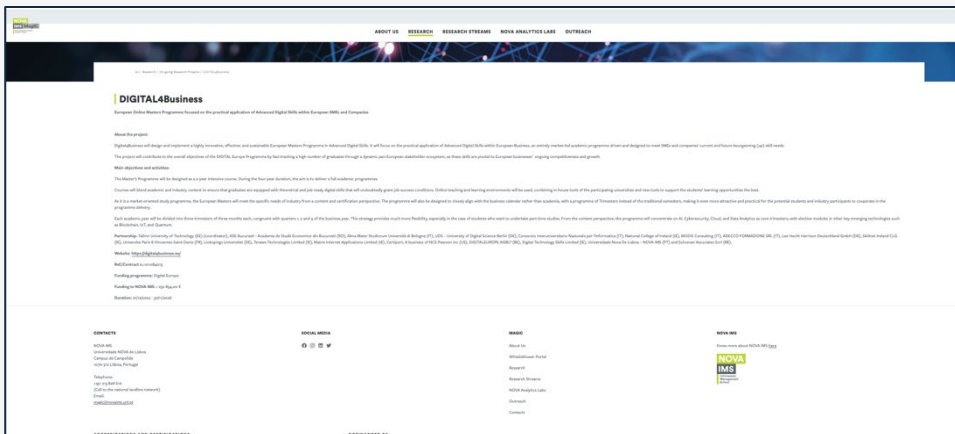
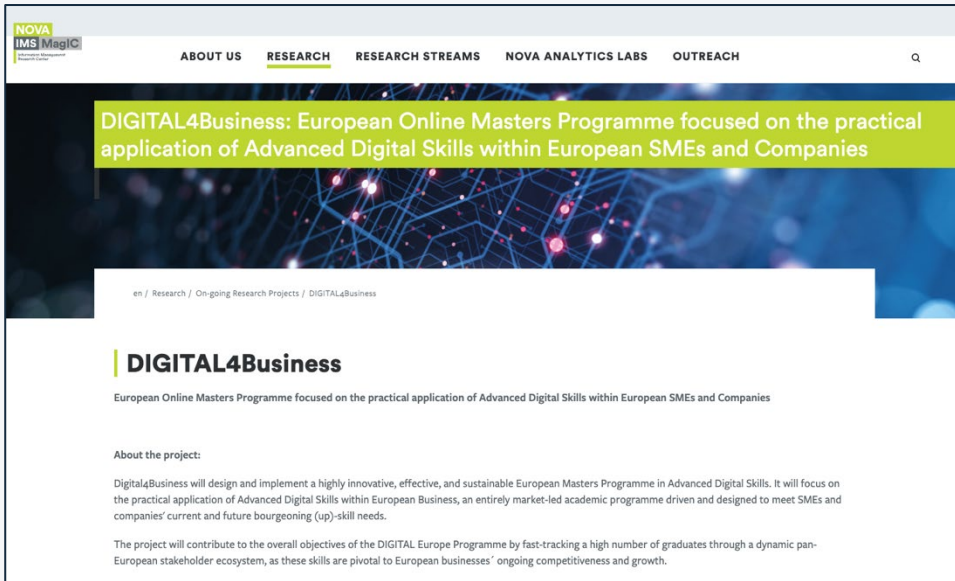
Together with our consortium partners, we are embracing the European digital transition with a new online masters programme that merges academia and industry.

[Learn More About Digital4Business](#)

INFORMATION FOR: [New Students](#)  
 HELPFUL LINKS: [Home](#)  
 PARTNER & SPONSORS: [School of Business](#)  
 HELP & ADVICE: [How to Search for NCI](#)

# NOVA IMS

<https://magic.novaims.unl.pt/en/research/on-going-research-projects/digital4business/>



## Paris 8 University

<https://www.univ-paris8.fr/Projets-europeens-finances>

Accessibilité Bibliothèque Espace perso WikiPB

UNIVERSITÉ PARIS8

DÉCOUVRIR PARIS 8 CANDIDATURE & INSCRIPTION ÉTUDES & DIPLÔMES VIVRE SUR LE CAMPUS RECHERCHE & CRÉATION RELATIONS INTERNATIONALES INSERTION PROFESSIONNELLE

Recherche & création | Appels et projets de recherche | Projets européens

### Projets européens financés

AWAREFOREST: "Redefining socio-environmental struggles: contributions from indigenous women from the Ecuadorian Amazon"

AWAREFOREST se propose d'étudier la division sexuelle du travail en Amazonie équatorienne, en découvrant l'histoire des luttes des femmes indigènes pour l'avancement des activités d'extraction pétrolière. L'objectif est de comprendre si et de quelle manière les constructions de genre (caractéristiques, comportements et rôles de genre) contribuent à développer des perceptions et des réactions différentes entre les femmes et les hommes indigènes en ce qui concerne les impacts sociaux et environnementaux de l'extractivisme.

Sofia Cevallos est la post-doctorante qui porte le projet et est rattachée à l'UMR 7533 LADYSS

Le projet se déroule du 1er septembre 2021 au 31 août 2024.

Projet financé suite à l'appel H2020-MSCA-IF-2020.

Lien vers le projet : <https://cordis.europa.eu/project/id/101023047> et <https://www.awareforest-msca.com/>

**DIGITAL4Business**: Masters Programme focused on the practical application of Advanced Digital Skills within European Companies

Le projet se déroule du 1er décembre 2022 au 30 novembre 2026.

Au sein de l'Université Paris 8, Nédra Mellouli-Nauwynck, Maître de conférences en Informatique, rattaché au LIADS et à l'IUT de Montreuil en est la porteuse du projet

Projet financé suite à l'appel DIGITAL-2021-SKILLS-01-SPECIALISED.

Lien vers le projet : [www.digital4business.eu](http://www.digital4business.eu)

**EUCOMMEET**: "Developing Participatory Spaces using a Multi-stage, Multi-level, Multimodal, Multi-lingual, Dynamic Deliberative approach (M4D2)"

Le projet EUCOMMeet vise à explorer dans quelles conditions la délibération et la représentation peuvent constituer une réponse efficace aux défis auxquels sont confrontées les démocraties représentatives libérales. Pour ce faire, il s'agira d'expérimenter des moyens, des pratiques et des institutions délibératives dans le système de gouvernance et de représentation à plusieurs niveaux de l'Union européenne; et d'étudier dans quelles conditions la délibération et la participation peuvent contribuer à (1) réduire la polarisation, (2) renforcer l'identité européenne, (3) encourager l'inclusion et (4) la réflexion des citoyens, et (5) réduire le fossé représentatif entre les décideurs politiques et les citoyens.

Le projet se déroule du 1er mars 2021 au 28 février 2024.

Le projet est coordonné par l'Université de Sienne (Universita Degli Studi Di Siena), Italie.

Les partenaires du projet:

- Agencia Estatal Consejo Superior Deinvestigaciones Cientificas, Espagne
- Abo Akademi, Finlande
- Uniwersytet Warszawski, Pologne
- Dublin City University, Irlande

# Schuman Associates

<https://www.schumanassociates.com/newsroom/digital4business>

The screenshot shows the website's newsroom for Digital4Business. At the top, there is a navigation bar with the Schuman Associates logo and links for Home, About us, What we do, Who we're in, Our clients, Newsroom, and Contact. Below this is a sub-navigation bar with 'Home / Newsroom' and 'Digital4Business'. The main content area features a large banner titled 'Proud partner of Digital4Business' with a 'Learn more about Digital4Business' button. Below the banner are several news articles:

- The future of business training:** An article discussing Schuman Associates' role as a partner in a new European initiative to modernize business training.
- A new generation of digital decision-makers:** An article about a program to develop digital decision-makers, bridging the skills gap in Europe.
- Our contribution:** An article detailing Schuman Associates' role in the Digital4Business project, focusing on leadership and sustainability.

On the right side of the page, there is a sidebar with a search bar, a calendar for August 2022, a list of categories (EU and Project Management, EU Public Affairs and Communication, Events, Funding, EU and Project Management), and a 'Most Popular' section listing various news items with their dates and categories.

At the bottom of the page, there is a footer with the tagline 'Impact Policy · Unlock Funds · Win Business'. It includes an 'About us' section, a 'What we do' section listing services like Public Affairs Communications, EU and Public Sector Funding, and EU and Project Management offers. There is also a 'Follow us' section with social media icons for LinkedIn and Twitter, and a 'Keep in Touch' section with contact information for Schuman Associates.



## Skillnet Ireland

<https://www.skillnetireland.ie/about/delivering-eu-skills-priorities/digital4business/>

**Skillnet IRELAND**

Home / Digital4Business

### Digital4Business

**Proud partner of Digital4Business**

Together with our consortium partners, we are reshaping the European digital landscape with a new online masters programme that merges academia and industry.

**The future of business training**

As a future-facing digital agency, Skillnet Ireland is proud to be a partner in a new European online masters programme, Digital4Business.

Launched in March 2023, Digital4Business is a €19.82 million EU-funded project awarded under the DIGITAL Europe programme. It will accelerate digital transformation in Europe, helping businesses grow through innovation and the practical application of advanced digital skills.

The Digital4Business Consortium includes 15 partners from seven EU countries — uniting some of Europe's most prestigious higher education institutes, research centres, training providers and industry partners.

**A new generation of digital decision-makers**

Our consortium of business leaders and academic experts are developing a comprehensive online masters programme that will bridge the growing skills gap in the European jobs market. Our graduates will lead the next generation of digital decision-makers, enhancing the European workforce with in-demand practical digital skills, backed by a rigorous academic grounding. Modules include AI, data science, cybersecurity, digital transformation and cloud computing.

The fully accredited and industry-certified masters will be chiefly taught online, with optional seminars, guest lectures and in-person networking events. The practical nature of the programme will be enhanced through dedicated work experience opportunities and mobility programmes with some of Europe's most high-profile organisations. It's the future of business training.

**Our contribution**

Skillnet Ireland will engage with industry and contribute to the design of the Digital4Business programme curriculum, to respond to SME business needs and digital challenges. Skillnet Ireland will ensure the new short courses reach a wide number of SMEs, with a specific focus on Irish SMEs, while sharing learning and coordinating with all partners to maximise the impact of the project.

[Learn all about Digital4Business.](#)

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**Stay connected with kinetic**

Receive regular news and insights from the world of talent development straight to your inbox.

By clicking Subscribe, I agree to the use of my personal data in accordance with Skillnet Ireland [Privacy Policy](#).

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**Skillnet IRELAND**

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 Supporting Individuals  
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 First Year Network  
 Setting Up A Network  
 Grow All Networks

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 Our Funding  
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Skillnet Ireland is a member of the National Training Authority and the Department of Further and Higher Education, Skills and Innovation and is an Equal Opportunity Employer.

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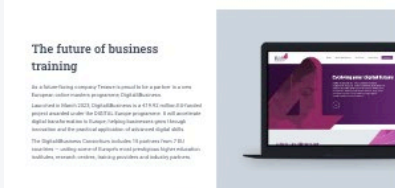
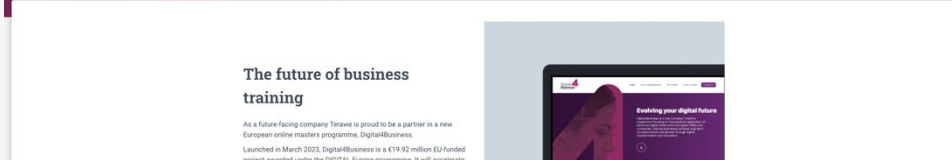
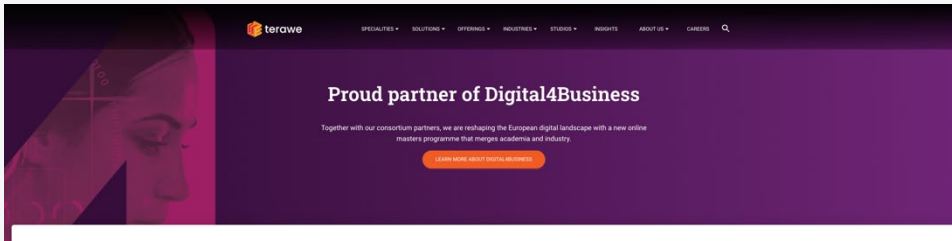
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# Terawe

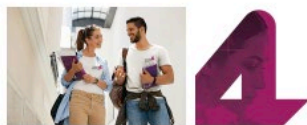
<https://terawe.com/education/d4b>



### A new generation of digital decision-makers

Our consortium of business leaders and academic experts have developed a comprehensive online masters programme that will help the growing skills gap in the European digital market. Our graduates will lead the next generation of digital decision-makers, addressing the European market skill and demand for digital skills, backed by a rigorous academic programme. Modules include AI, cybersecurity, data analytics, digital transformation and social computing.

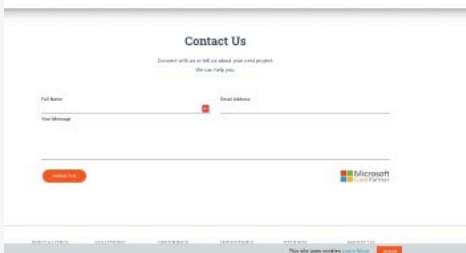
The fully accredited and industry-validated master's degree offers insight into the latest trends, global best practices and national & regional understanding. The practical nature of the programme will not be missed through the innovative work experience opportunities and mobility programme with some of Europe's most high-profile organisations. It's the future of business being.



### Our Contribution

Technology is enabling the economic transition. The next generation also needs to be prepared to meet the challenges of the digital economy and the growing gap in digital skills. At the same time, educational institutions are facing a range of challenges, from limited digital skills to the absence of management & staff resources, with a lack of digital skills in their own organisations. Terawe is already working closely with industry leaders, educational organisations, ministers of education, and leading universities across the globe.

Throughout the 15-year initiative, we have designed and implemented solutions to support educational institutions across the globe. From addressing the growing need for research, from developing digital design to management, we continue to work together and will continue to make the most of our combined 100 years of experience in the ICT industry, in order to develop Digital Skills & Qualities, AI and/or Our Shared Platform can also help to maintain research training opportunities for teachers and students alike.



## UDS Berlin

<https://uds.university/digital4business/>

**German University of Digital Science** Study Research Cooperation Open About Contact

### Digital4Business EU-Project

**What we do**

The Digital4Business European Masters Programme aims to design and implement a highly innovative, effective, and sustainable European Masters Programme in Advanced Digital Skills.

This contributes to the overall objectives of the Digital Europe Programme by fast-tracking a high number of graduates through a dynamic pan-European stakeholder ecosystem.

In the later, HCBs, Research Centres, Employment Services, and Industry work together to design, promote, deliver and improve an innovative Masters Programme. It will focus on the practical application of Advanced Digital Skills within European Business, an entirely market-led academic Programme driven and designed to meet the current and future up-skill needs of SMEs and Companies.

**Pioneers of tomorrow**

The Master's Course(s) will focus on the practical application of advanced Digital Skills within Business, including topics such as AI, cybersecurity, and the cloud. The latter skills are pivotal to European businesses' ongoing competitiveness and growth. Courses will blend academic and industry content to ensure that graduates are equipped with theoretical and employment-ready digital skills that will undoubtedly ensure career success for the candidates. Their degrees will be academically accredited by the hosting institutions and comprise industry certifications through the key IT leading sector partners.

**The Digital 4 Business Future**

Digital4Business fosters the industry-recognized certifications as a critical element of the learning pathway. Online teaching and learning environments will be used, combining in-house tools of the participating universities and a new Masters as a Service/ central online platform to enhance learning opportunities for part-time students and professionals already in employment. In addition, mentoring Programmes with industry partners, hackathons, industry-focused project-based learning, and coaching on soft skills and job profiles will be offered during the Programme. The Programme will be provided in two different formats to appeal to different cohorts of students: (1) A 2-year part-time Programme that will deliver 120 ECTS-CPs across 10 trimesters. (2) A 2-year full-time Programme that will deliver 120 ECTS-CPs across 6 core trimesters. We will aim to launch 2 part-time and 2 full-time masters Programmes within the 4-year project duration, with 1 part-time and 2 full-time Programmes fully completed by Year 4 and a total of 1,100 students enrolled.

[Learn more about Digital4Business here!](#)

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# Digital **4** Business

Evolving your digital future

