intride

Soft, **Digital** and **Green Skills**
for **Smart Designers**:
Designers as Innovative TRIggers
for SMEs in the manufacturing sector

www.intride.eu

How to link the surveys and workshops' results to the development of the project training programme

Final Analysis Report

WP3. Field analysis of state of the art — September 2020

Co-funded by the
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What has emerged?

- **Digital skills** → they are mainly related to communication and marketing: such as digital marketing, e-commerce and social media management. Due to the Covid and post-Covid scenario, the key role of these skills is perceived of increasing importance, particularly regarding networking and IT.

- **Soft skills** → it emerged that these are crucial skills to develop for employees, specifically regarding communication, innovation, creativity, teamwork and time management.

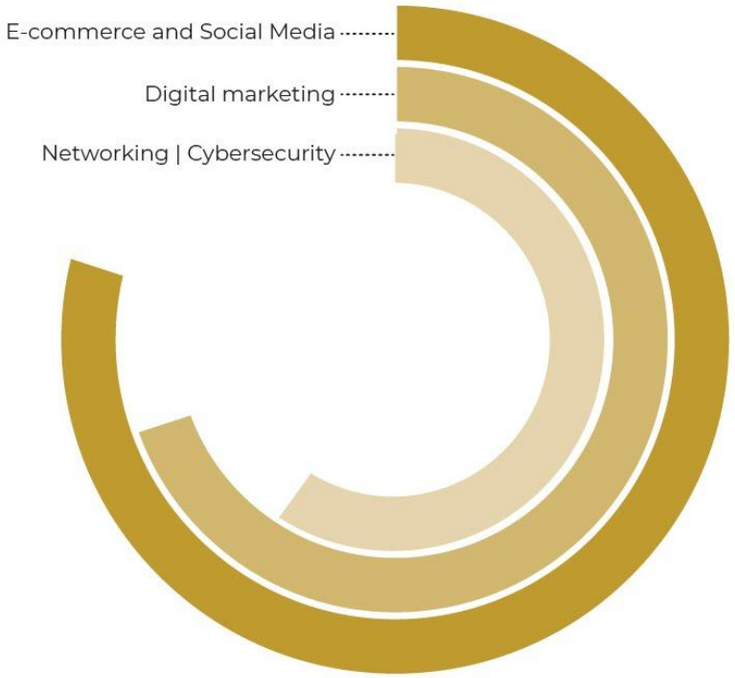
- **Green Skills** → actually green competencies are only partially requested to be integrated in the furniture sector, but their role and importance will grow following the market attention. In fact, the future trends perceived by the companies are linked to circular economy, sustainable development of product and services and short supply chains (resource and waste management).

What has emerged?

- **Design skills** → The majority of the SMEs interviewed notes the skills of design as fundamental for their sector, particularly in terms of aesthetic sensibility, creative thinking and visualization.

- **Technical skills** → The companies interviewed expressed the willing to be trained on several aspects related to the technical skills: such as product and project management, quality assurance and management and critical thinking.

Digital skills



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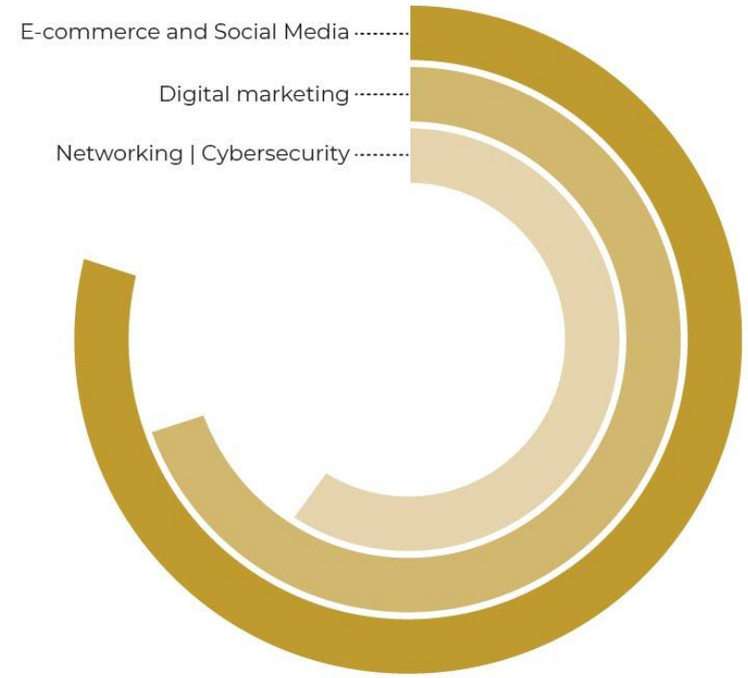

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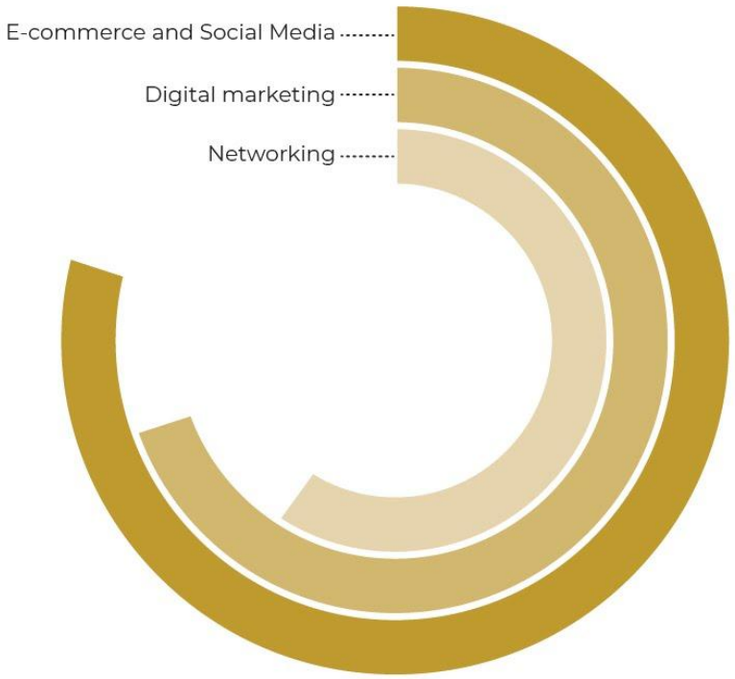

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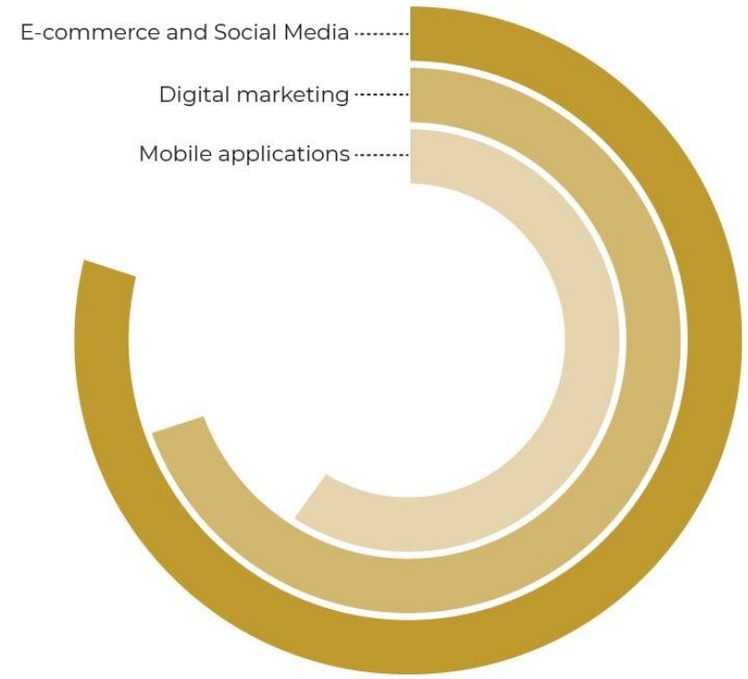

TRAINING IMPORTANCE

Softskills

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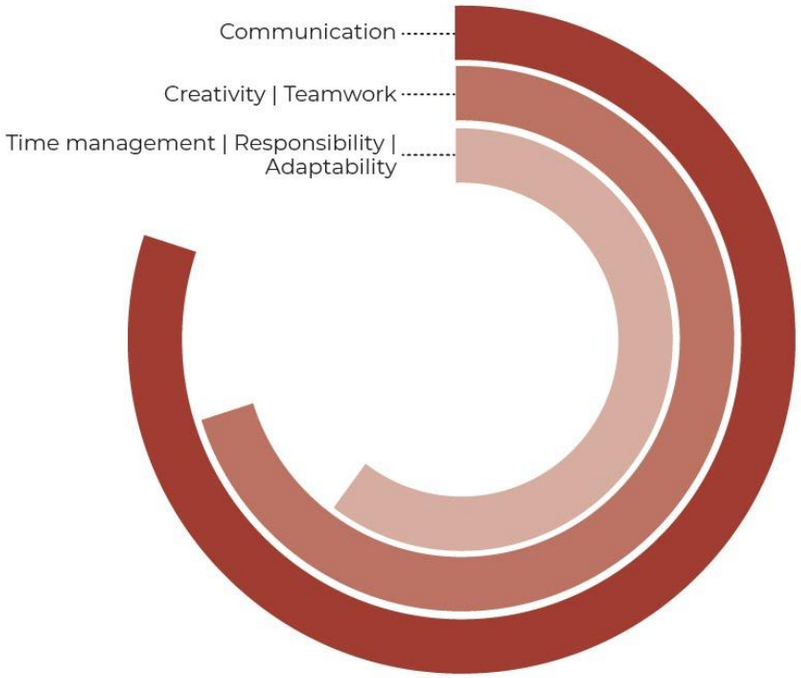

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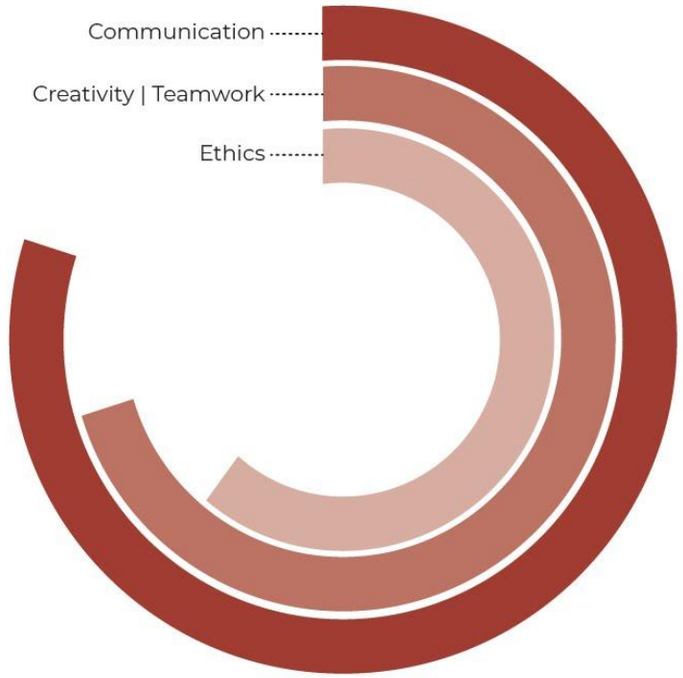

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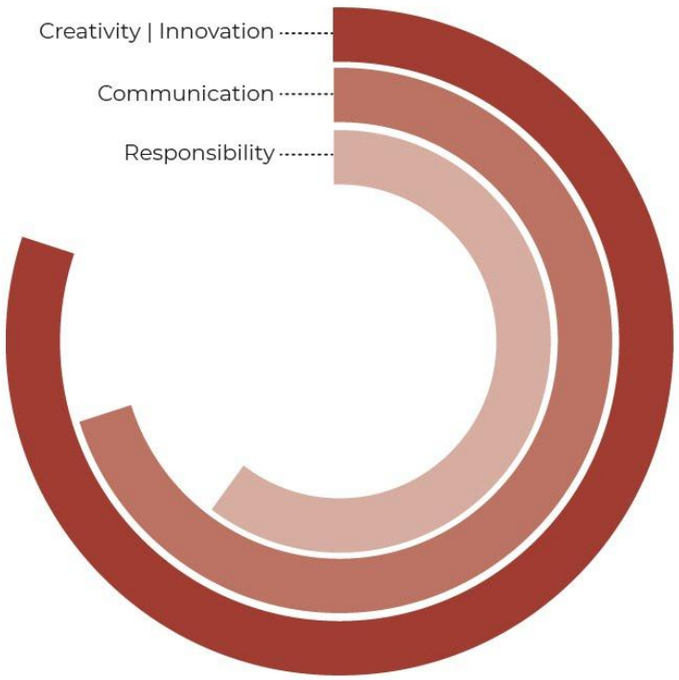

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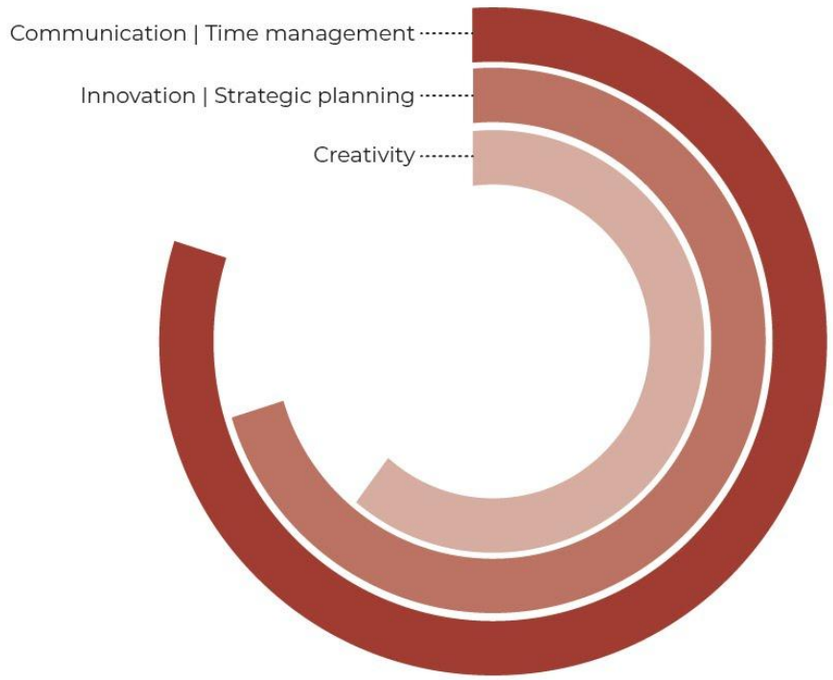

TRAINING IMPORTANCE

GreenSkills

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3° | Average Value

IMPORTANCE

STRENGTH

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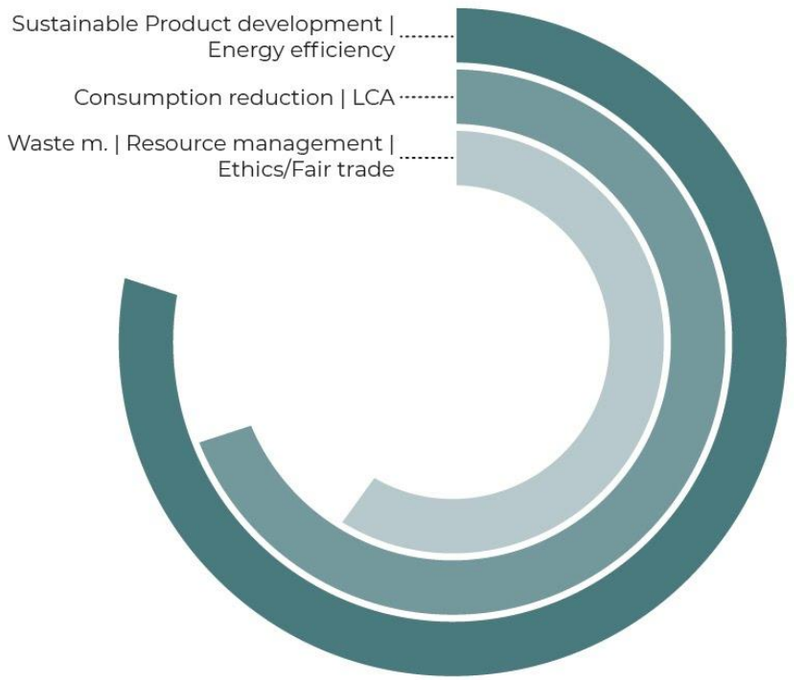

TRAINING IMPORTANCE

Design skills

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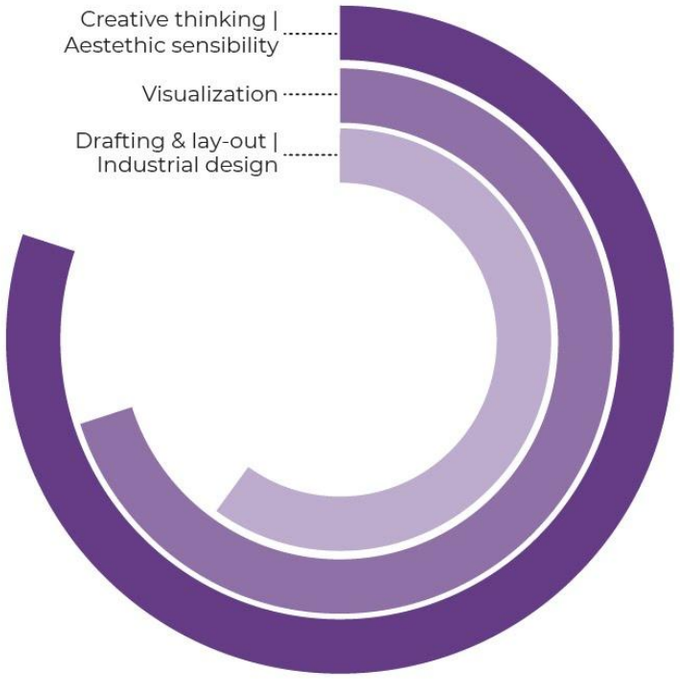

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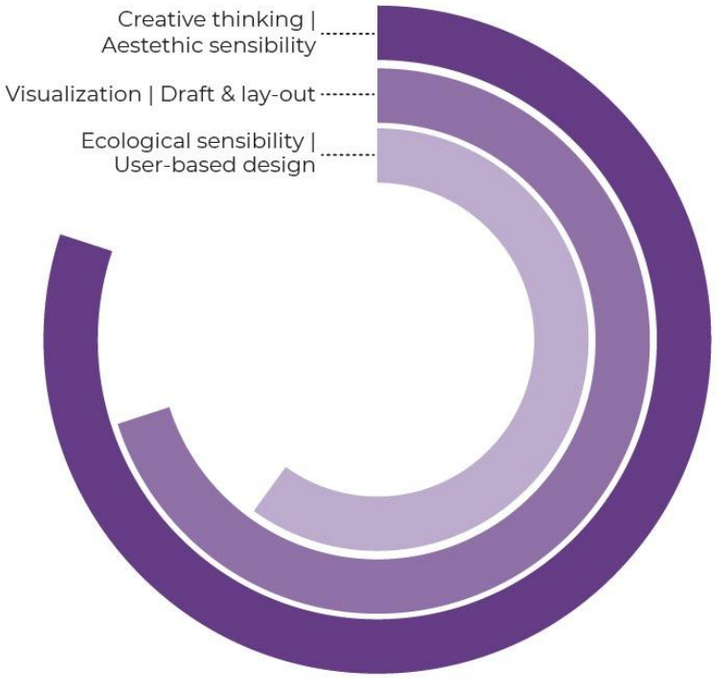

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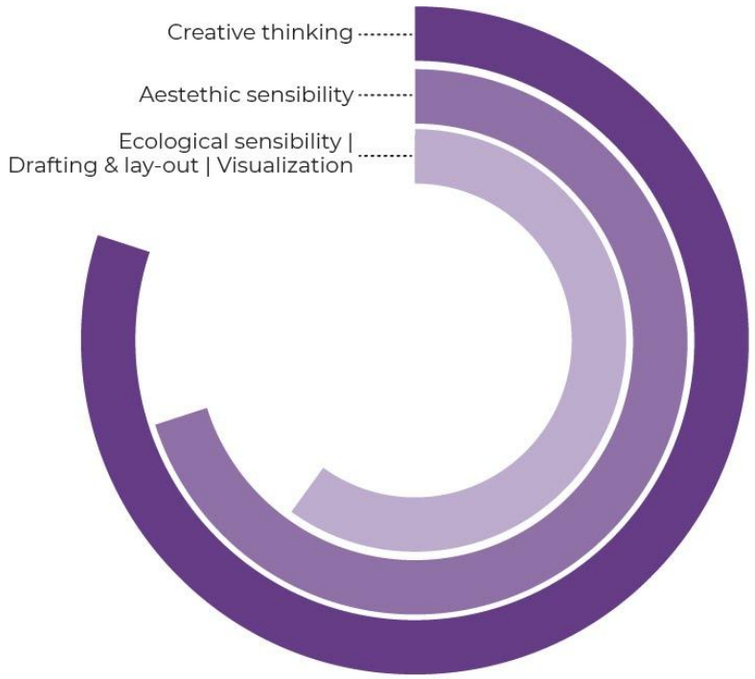

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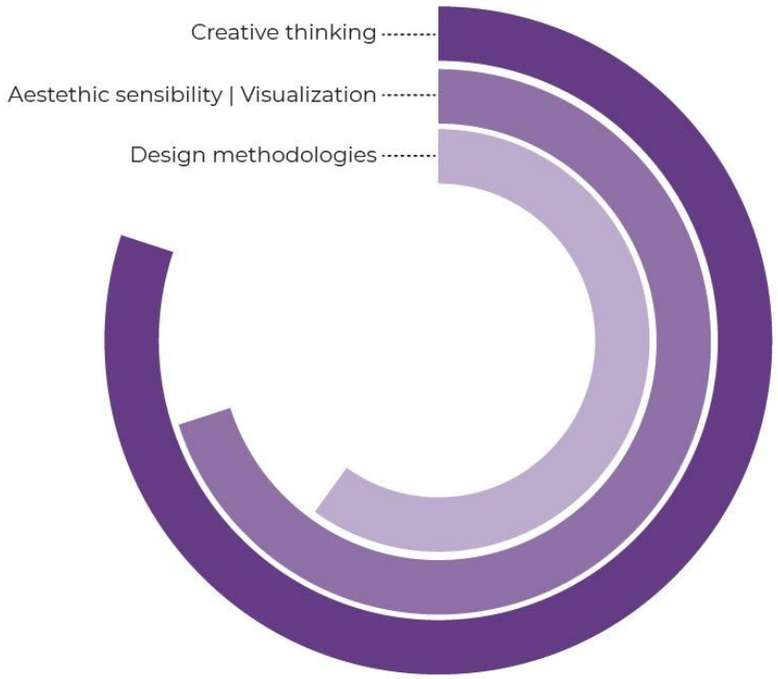

TRAINING IMPORTANCE

Technical skills

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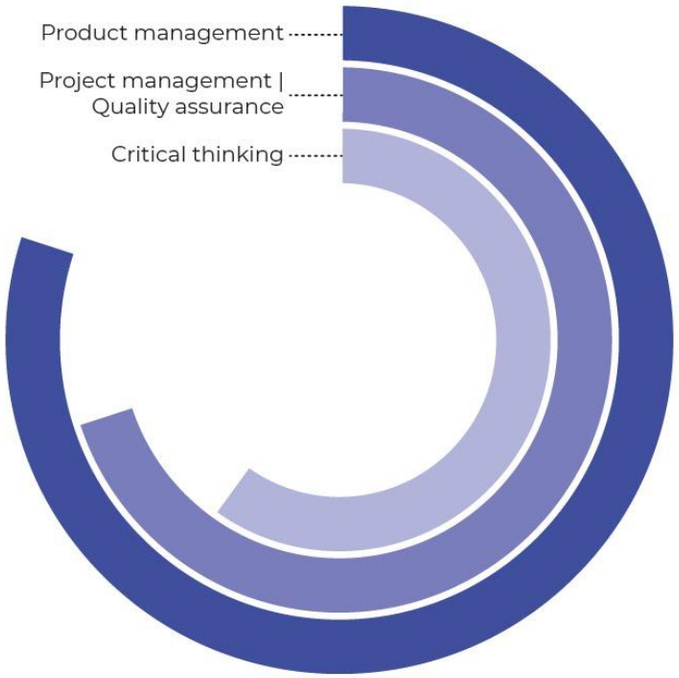

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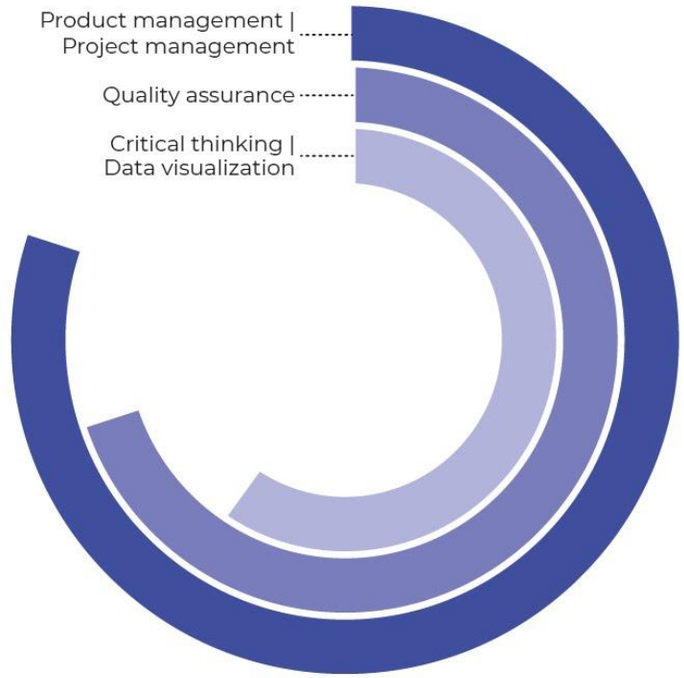

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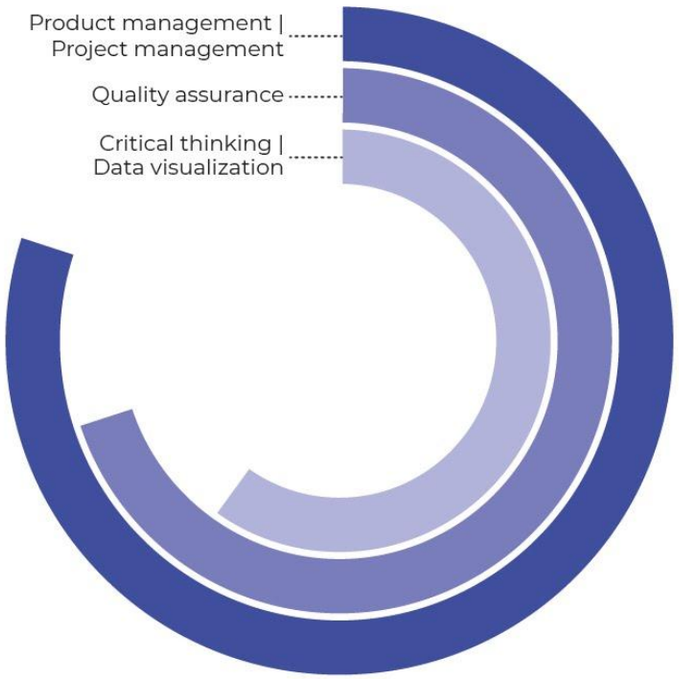

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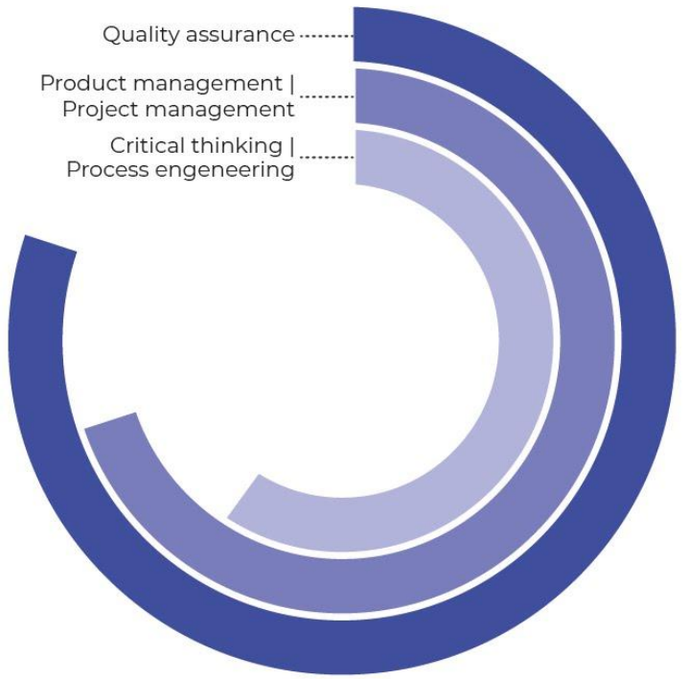

TRAINING IMPORTANCE

Skills' frequency

How to read it

4 ····· skill naming
3 ····· skill naming
2 ····· skill naming
1 ····· skill naming