

In **INTRIDE** we are leading the creation of a strong link and continuous interaction among **HEIs (Higher Education Institutions), industry and intermediaries** by developing a **joint curriculum** of the **designer** with **soft, digital and green skills** conceived as **innovation trigger** in activating innovation processes and managing the collaboration eco-system.



Non-cognitive skills are often labelled as 'soft skills' and can blend into personal characteristics and attitudes. These types of skills are intangible and typically hard to observe, quantify and measure. We learn them through personal development training and using them in both work and personal life.



Green skills are the abilities needed to live in, develop and support a society which aims to reduce the negative impact of human activity on the environment.



Digital skills are defined as a range of abilities to use digital devices, communication applications, and networks to access and manage information.

www.linkedin.com/groups/13846954/



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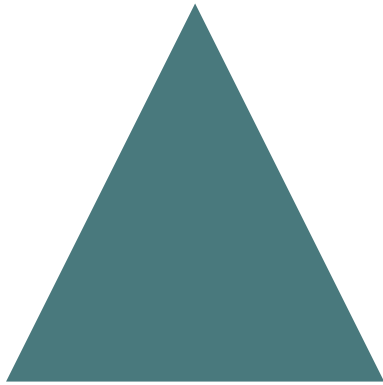
Soft, Digital and Green Skills
for **Smart Designers:**
Designers as Innovative TRiggers
for SMEs in
the manufacturing sector



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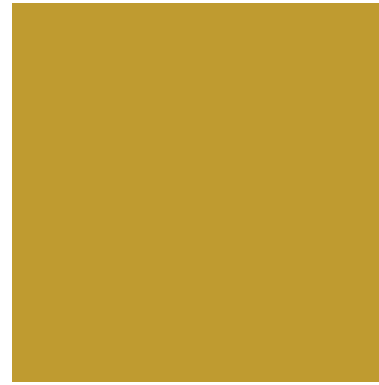
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Specific objectives

1. Developing a Joint Master Degree programme for designers focused on Soft, Digital & Green additional skills.
2. Stimulating HEIs' offer modernisation and adaptation to industry world needs.
3. Developing HE + industry community continuous interaction still through the creation of a community platform.

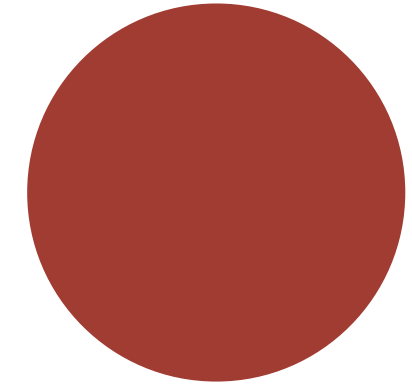


Target groups

- Students
- Employees
- Professionals

- Project partners
- HEIs / technological experts
- clusters / business representatives / staff enterprises

- Other sector stakeholders across the EU
- chambers of commerce
- Trade unions
- VET providers
- National agencies (dealing with VET provision and / or innovation)



Expected results

- The co-creation of a Joint Curriculum for a designer (starting from creativity skills) with added digital, green and especially soft skills aiming to create a balanced set of knowledge in order to meet labour market needs.

- The alliance which represents a triangle of the key partners (HEIs, technological partners and business representatives) is the proper frame to achieve the desired goals.