

Project Description

1. **Project title:** E-economy Leaders – Agents of Digital Transformation
2. **Programme:** The EEA and Norway Grants
3. **Financing institution:** Component IV – ‘EDUCATION’ PROGRAMME. Institutional cooperation for enhancement of quality and relevance of education at all levels and forms (excluding VET and vocational continuing education)
4. **Project value:** 124 588,00 EUR
5. **Project duration:** 01/04/2022 – 31/03/2024
6. **Role:** Leader
7. **Partners:**

Reykjavik University – Reykjavík University Center for Research on Innovation and Entrepreneurship

8. **Contact person:**

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9. **Description of the project:**

The project is a response to a large and growing market demand for professionals who can successfully carry out the digital transformation of organizations. The strongest catalyst for such a demand was the pandemic situation, which has caused companies to move their operations to the electronic market space. This could only be done by those organizations that were preprepared in this regard and launched activities leading to the digitization of business processes and the opening of online communication channels. Another factor is the development of ICT technologies (Data Science/Big Data, Industry 4.0), which provide new opportunities.

The aim of the project is to improve the quality of education and adjust the educational offer to the requirements of the labor market and current global trends through the development of:

1. personal business model canvas for the Digital Transformation Leader job position,
2. three programs: specialization, postgraduate studies and training,
3. a guide with tools supporting the implementation of the developed programs in the on-line formula.

10. **Project website/ links:** <https://eeagrants.org/>