

TITLE SME engagement for master programme design - AI and Health	TYPE - BEST PRACTICE IN: Industry collaboration BENEFICIARIES Private training providers, Public HEI and VET providers
CONTEXT Integration of AI-technologies in healthcare and provision of guidance for using tools in non-ICT fields (e.g. Biology and Medicine) through a master's degree programme delivered across France, Spain, Italy and Sweden.	THE CHALLENGE Maintaining the critical talent in delivering programmes, as well as having sufficient time to ensure the active and consistent engagement of SMEs throughout the implementation design stages. These tend to be only addressed and tackled later on, which is too late for setting the necessary steps and operational tasks.
THE ACTION - Hands-on training that involves SMEs in the course creation, and industry experts make up the training staff. - Learning built in association with micro-credentials and digital certification to increase industry and professionals' participation and circulation of digitally identifiable certificates.	
TAKEAWAYS - Raise awareness through events to enable interaction from both academia (HEIs, VETs and research organisations) and industry (start-ups and SMEs). - Prepare engagement models in advanced to introduce the companies to the study courses in time.	Baran Bayindir, CEO, Smart Lab Partner On behalf of AI and Health

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