

TITLE SME engagement for master programme design - DIGITWIN4CIUE	TYPE - BEST PRACTICE IN: Industry collaboration BENEFICIARIES Private training providers, Public HEI and VET providers
CONTEXT • Master's programme and centre of excellence to upskill civil engineers with digital competencies, with the participation of industry across Spain, France, Hungary and Turkey. • The programme has been co-developed by 4 higher education institutions and 4 tech SMEs/start-ups.	THE CHALLENGE • Atomisation and segmentation of the market obstructing access to SMEs. • Convincing SMEs that are already struggling to adapt to the Building Information Modelling (BIM) to look forward to the virtualisation of infrastructures. • SMEs are reluctant to sponsor students. • Limited time availability of SME employees to participate in preparing the courses of the master's programme.
THE ACTION • Academic programme designed with flexibility to attract different disciplines of the built environment industry, e.g. executive format with evening classes and recorded sessions. • Creation of a Centre of Excellence, as the main platform to interact with SMEs in various directions. • Continuous generation of technical content to impact the mindset of SMEs managers and highlight the need for adjusting to technological advances.	
TAKEAWAYS • Build a network of contacts to be able to generate impact: ◦ Create a technical contents team, generating weekly communications of interest to persuade SMEs managers on the need to anticipate the future of the construction sector, in order to be competitive with larger entities. • Regular publications on social media: LinkedIn, Instagram, Twitter, YouTube. • Sign collaboration agreements with SME associations (e.g. ANCI, Tecniberia)	 DIGITAL TWINS infrastructures & cities Antonio Arcos, Department Director, UPM Fernando Garcia Molina, Project Manager, UPM On behalf of DIGITWINS4CIUE

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