



CERTIFIED DIGITAL CONSULTANT (CDC)

Certification Manual

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THIS PERSONAL CERTIFICATION, DEVELOPED IN ACCORDANCE WITH ISO 17024, IS COMPLIANT WITH INTERNATIONALLY APPLICABLE STANDARDS AND ENJOYS RECOGNITION WORLDWIDE.

1. Kosovo Chamber of Commerce's (KCC) Approach towards Digital Transformation

KCC and GIZ CETEP have entered in a strategic partnership that aims digital transformation and competitiveness of private sector. This partnership is supported by the German Government, through GIZ Kosovo within the project for Creating Employment through Export Promotion. The main components of this partnership include the following:

- a) Digitalization of services and processes of Kosovo Chamber of Commerce
- b) Digitalization of Private sector

The baseline study on digitalization, being one of the most important activities for the second component, has been finalized already and has shown various findings such as the lack of skills regarding digital transformation, as well as lack of finance and awareness. There is an immediate need to raise awareness about the importance of digital transformation among SME's and create digitalization centers that would help SMEs' towards their digital transformation. Digital transformation as an end goal of this project would help Kosovar businesses to build capacity, increase their geographic and digital presence, penetrate new markets and become customer centric. Furthermore the know-how with respect to digital transformation is much needed and for small and medium-sized enterprises, it is particularly important to exploit the opportunities offered by digitization in order to assert oneself in the value chain.

Following the findings of the study on Digitalization and current status of digitalization in Kosovo, Kosovo Chamber of Commerce (KCC) in cooperation with GIZ CETEP is opening the call for training and certification of twenty (20) Digital Consultants. The training and certification will be conducted by WIFI AUSTRIA in compliance with ISO 17024 standards.

After their certification the CDCs (Certified Digital Consultants) will work with SMEs in Kosovo from different industries and sectors (e.g. agriculture, services, manufacturing) on conducting analysis and drafting individual Digital strategies (according to the KCC project regarding digital transformation). The objective is to have at least 60 written Digital Strategies for SMEs.

All CDCs are invited to work with Kosovo SMEs under the framework of this programme. Detailed information will be given to selected CDCs upon completion of the training and certification.

2. Program of training and certification

Background: Following the findings of the study on Digitalization and current status of digitalization in Kosovo, Kosovo Chamber of Commerce (KCC) in cooperation with GIZ CETEP is opening the call for training and certification of twenty (20) Digital Consultants. The training and certification will be conducted by WIFI Austria(a part of the Austrian Economic Chamber WKO) in compliance with ISO 17024 standards.

Program of training and certification:

- Basic training
- Focus trainings (one module should be selected by the applicant)
 - A. E-Commerce/E-Marketing & Social Media,
 - B. Business Models & Processes”
 - C. IT-Security
- Certification for 20 experts

Basic Training

Training content:

- Digital Trend Map
- Digital Megatrends and their impact on society
- Digital potential analysis, introduction to process and application of the tools
- Maturity assessment, opportunity and threat trends
- Report requirement, electronic documentation of the potential analysis
- Input Certification Certified Digital Consultant
- Information on advanced courses: Digital transformation, eCommerce, eMarketing & Social Media, Data & IT Security
- Introduction to the Initiative KMU DIGITAL, presentation of e-tools of the WKÖ
- Role of the expert in the process

Focus Training

A. Digital Transformation: How Can I Accompany My Customers in the Digitization Process?

Content:

- Disruption, digitization, Industry 4.0, transformation and digital business models
- Digital Business Models in Business 4.0
- Transformation & Digital Leadership - cultural aspects in digital transformation
- Value chain and Management – Digital transformation across divisions and companies
- Industry 4.0 and mobile data management
- Digital Marketing - Meet the customer digitally
- IT security for expert

B. E-Commerce, E-Marketing & Social Media - How Can I Accompany My Customers to analyse customers behaviour & needs and to digitalize customer contact points?

Content:

- Trends in eBusiness
- Sales & Digital Transformation: From the funnel model to the customer journey
- Commerce: from own shop to platform
- Big Data: From data to information
- Online Marketing: From SEO to Social Media

C. IT-Sec. & Data Protection - How Can I Accompany My Customers to implement IT-Security, Cybersecurity & Data Protection?

Content:

- Basic IT Strategic Considerations & Risk Management
- Personnel Measures & Basic IT Operations Management
- Legal requirements: Fundamentals of data protection
- Rights and obligations under the GDPR
- Privacy and IT compliance
- Data protection special topics
- Network Security - Endpoint Management
- Data backup & emergency management
- Structural and infrastructural measures

3. Preparatory Training Session Dates

As explained above the Preparatory Training sessions consist of four modules (one Basic and three Focus)

1. Basic Module: Development of Expert Analysis
2. Focus Modules
 - Focus Module A: Digital Transformation (Business Models & Processes)
 - Focus Module B: eCommerce/eMarketing & Social Media
 - Focus Module C: Data & IT-Security

Each candidate has to choose ONE Focus Module (A or B or C) in the Application Form.

Depending on the number of applications for each Focus Module candidates might be requested to attend a different Module.

The Basic Module training sessions are held on **13th/14th of January 2020**

The Specific Module A, B and C sessions are held simultaneously on **15th/16th of January 2020**.

All selected candidates have to attend (mandatory requirement) the Basic Module (two days) and one Specific Module (two days). Only candidates that attended all Preparatory Training sessions can be certified.

The courses will be held in English and will not be translated; training materials are in English.

4. Certification of Digital Consultants - Commission Hearing

One of the projects presented in the professional experience must be prepared and presented in detail in the Certification Commission Hearing. Details will be given accordingly to the selected CDCs.

5. Eligibility requirements. How to apply ?

Target group/Who can apply: Experts in the area of digitization (as an IT service provider or as a business consultant in an independent or non-self-employed position)

A) Description of Competences

The certified persons:

- possess extensive knowledge about digital trends as well as about chances and risks associated with digital transformation,
- are able to recognize digital potentials of their clients,
- can determine the degree of maturity in a company's digital transformation process,
- can develop and monitor digital transformation strategies,
- recognize chances and can monitor the technical implementation and development of products, services and business models,
- possess their "personal tool box" & soft skills,
- are able to put to use innovations and novelties in all areas of the value-added chain for their clients

B) Eligibility Criteria

1. Letter of Motivation
2. Curriculum Vitae
3. Proof of Professional Experience and Letters of Reference
4. Education and Training
5. Certificate of Good Conduct
6. Application Form
7. Fluency in English

All abovementioned documents should be delivered electronically as attached and/or scanned documents to dt@oek-kcc.org by 9th of January 2020 , 16:00 h. Complete application documents are reviewed by an expert panel composed of KCC, GIZ and external experts. You will receive a confirmation of receipt by mail.

Detailed information on the eligibility criteria.

Note: KCC and *WIFI* guarantee data protection and confidentiality in respect to all documents submitted in relation to the certification.

Letter of motivation

The letter of motivation with a length of max. two pages shall include statements about the following:

- About the applicant and his/her motivation to apply for the Consultant *Certification Programme 2020*.
- What are the candidate's qualifications, knowledge, experience and core competences that fit the certification profile?

Curriculum Vitae

The CV serves on one side to assess the education, training and previous professional experience of the candidate, and on the other side as a basis for the commission for the certification commission hearing.

As proof, a comprehensive CV must be submitted, which must include the following:

- Current personal status
- Education and training
- Work experience
- Contact details (phone and mail)

It is recommended to use the Europass CV template or format.

<https://europass.cedefop.europa.eu/documents/curriculum-vitae>

Proof of Professional Experience and Letters of Reference

The candidate must be active as an IT service provider and/or management consultant (either self-employed or as an employee of an appropriate company or educational institution) and prove that he/she has worked for a minimum of three years as an

- internal consultant,
- responsible internal project leader or
- external consultant

in the field of digital transformation. For those applying for the Focus Module C "Data & IT-Security" additionally specific knowledge and experience in that field is expected.

Proof must be submitted by listing at least three projects from the last three years from different areas of digital transformation.

If the candidate has worked over the past three years only on one large-scale project individual project phases can be presented alternatively as projects. These three projects must be accompanied by references from clients or employers. If the candidates have worked over the past three years only on e.g. one large-scale project, alternatively, they can submit corresponding letters of reference for individual project phases. Preference will be given to candidates with broader references. The candidate is required to present one of the submitted projects in the latter certification commission hearing.

Education and Training

Proof must be submitted of education and continuous training with a focus on the areas of knowledge mentioned below. Substantial professional experience can substitute formal education.

In addition, please enclose an explanatory self-presentation with detailed information related to the attendance of workshops, specialist lectures, trainings, congresses, conferences or self-studies (e.g. books, websites, learning material), if this is not already presented in a conclusive and comprehensive manner in your CV. Concrete proof must include certificates of attendance, leaving certificates etc.

Proof must be submitted for the following topics:

- Digital megatrends, tools, trend maps
- Analysis of digital potentials of companies or organizations
- Digital transformation topics and their impact
- Technical aspects of digital transformation (Big Data, AR/VR, IT security etc.)
- Innovation techniques (open innovation etc.)
- Start-up and entrepreneurship methodologies
- Methodological know-how

KCC, GIZ and WIFI the right to recognize the education and training for the aforementioned areas.

Declaration of Good Conduct

A certificate cannot be granted, i.e. an already granted certificate must be suspended, in cases where the candidate has been finally convicted for economic offences or is involved in on-going bankruptcy or liquidation proceedings. The possible suspension of a certificate does not extend the validity period of the certificate.

Therefore, a Declaration of Good Conduct is to be provided issued by the candidate himself/herself with a legally binding signature of the applicant.

Please use the separate form included in the Application Form below.

Fluency in English

All candidates are expected to be fluent in English (active and passive). All Preparatory Trainings and the Certification Commission Hearing are held in English.

6. Costs

The training and certification cost for the selected participants is covered 90% by GIZ CETEP and 10% by the selected participants. The total amount of 250 (administrative fee for training and certification) euro shall be paid by participants with the start of the training.

7. Questions and Contact

If you have any questions, do not hesitate to contact us.

Contact e-mail: dt@oek-kcc.org

Appendix I. CDC APPLICATION FORM

Please fill in all data in legible capital letters. Addressed to:

dt@oek-kcc.org;

Herewith I herewith bindingly apply for the

- i. Training and Certification as Digital Consultant

and declare that

- ii. I have read and fully accept the requirements and conditions as laid down in the Manual
- iii. in case I apply as an employee of a company, I have the permission/right to work as a consultant / freelancer and I can and will offer the needed amount of time, but at least 3 days, until the end of the Project of KCC regarding Digital Transformation.
- iv. I would like to attend (select one)
 1. Focus Module A: Digital Transformation (Business Models & Processes): yes / no
 2. Focus Module B: E-Commerce/E-Marketing & Social Media: yes / no;
 3. Focus Module C: IT Security: yes/no;
- v. I have understood that only full participation in the Basic Module and one of the Focus Modules entitles me to undergo the Certification Commission Hearing;
- vi. I agree to pay EUR 250 to Kosovo Chamber of Commerce for the training and certification process.

Applicant Data

Applicant: Company: Street: City
Tel/Mobile e-mail: Date of birth:

Attached to the CDC Application Form I send the following documents for the Eligibility Criteria:

1. Letter of Motivation
2. Curriculum Vitae
3. Proof of Professional Experience and Letters of Reference
4. Education and Training
5. Certificate of Good Conduct
6. Fluency of English (declared level)

Place, Date:

Legally binding signature

Appendix II. CERTIFICATE OF GOOD CONDUCT

Herewith I confirm that I have not been convicted for economic offenses and I am not involved in some bankruptcy or liquidation proceedings.

If one of the two above mentioned cases should arise after the granting of the certificate I shall inform Kosovo Chamber of Commerce(KCC) immediately thereof, upon which KCC will suspend the certificate until such financial matters are settled.

Name: _____

Address: _____

Place, Date:

Signature