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„Women in digital Economy“

Business Opportunities

Novel digital technologies (particularly social media, cloud technologies, Internet of Things, Big Data) are transforming the industry and the way companies operate across all vertical markets. Digital technologies create new business opportunities for entrepreneurs both on the supply-side (to launch new services and/or establish new businesses) and on the demand-side to optimize operations, reduce costs, improve services and/or launch new services along companies' horizontal business processes and vertical specific ones. Last but not least a crucial topic is preventing damage from cyber security threats.



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„Women in digital Economy“

The purpose of “Women in digital economy” is to enable Businesswomen, Entrepreneurs and Start-ups to create successful and competitive business models, to build up digital skills, an entrepreneurial culture in cities and rural areas, and to transfer IT knowledge into schools. Data protection and cybersecurity should be included to those strategies.

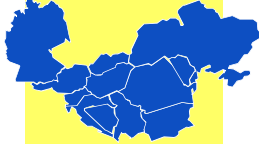
- Overcome skills shortage in the society
- Bring knowledge and wealth
- Bring young unemployed people into business
- Boosting the female talent pipeline
- Holistic approach started from schools over Start-ups and established SMEs

Europe's digital transformation shall ensure European citizens are included in the process.



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BPW Europe has just become member of the
(initiator BPW Danube Net)

EU Digital Skills and Job Coalition

The Digital Skills and Jobs Coalition brings together Member States, companies, social partners, non-profit organisations and education providers, who take action to tackle the lack of digital skills in Europe.

Digital skills for all – developing digital skills to enable all citizens to be active a lifelong in our digital society

Digital skills for the labour force – developing digital skills for the digital economy, e.g. upskilling and reskilling workers, jobseekers; actions on career advice and guidance

Digital skills for ICT professionals – developing high level digital skills for ICT professionals in all industry sectors

Digital skills in education – transforming teaching and learning of digital skills in learning perspective, including the training of teachers

Source: <https://ec.europa.eu/digital-single-market/en/digital-skills-jobs-coalition>



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Creation of an ecosystem between various stakeholders like companies, institutions, universities, schools, society, „You and I“ ...

Kids – first mover



- Learn programming/coding building
- Basics on informatics

How:

- Learning centers at schools, universities

Start-ups



Brining start-ups together with universities and entrepreneurs/ companies

How:

- Platforms
- Partnerships

Entrepreneurs & employees



Creating new business models

Mentoring, coaching, training on digital skills

How:

- Bringing experts together
- Platforms
- Best practice



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Enablement of SMEs - market

- understand technological key trends
- enter new markets
- create new business models
- become part of international digital value chains
- become a service provider of large companies
- to build up a successful ecosystem or be part of it

Enablement of SMEs – processes, performance

- data security of own company and customers' information
- process improvement
- overcome critical lifecycle phases
- attract and retain talents in the company
- build up and strengthen digital knowledge

Sectors

agro-food, art, automotive, handy-craft, logistics, machinery, textile, tourism, etc.