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**DTRAIN** e-newsletter

ISSUE 4

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*In recent months, DTRaIN partners have been preparing the educational contents of the course according to the experience gained and the strategy shown in previous newsletters. In addition, the online learning platform has been created and put into operation, which will host all the multimedia contents of the course and will be the meeting point between the future students and the trainers. In this newsletter we present this platform, as well as some of the modules that make up the learning program.*



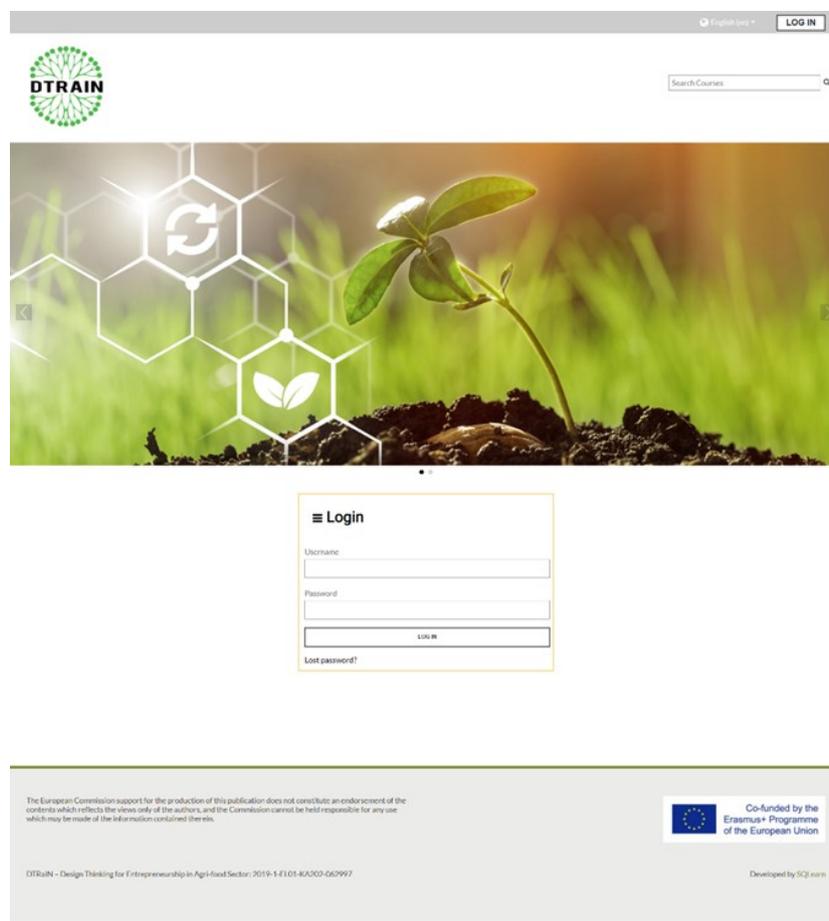
# DTRaIN eLearning Platform

During this period, SQLearn, a member of the project's consortium, developed a fully featured e-learning platform to host the digital training material of the DTRaIN project.

The training material to be developed in the framework of the project, will be transformed in a form appropriate for uploading on the platform, enabling DTRaIN learners to complete the module/topics via ubiquitous, individual distance learning.

The platform will eventually host the courses developed in PDF format while it will also include quizzes/self-assessments as well as multimedia files (i.e. Video, Webinars broadcasting, etc.).

The training material of the DTRaIN project will also include "Serious Games" based on Design Thinking Challenges that will reflect real market cases from DTRaIN partner regions. These "Serious Games" that will be developed later on during the implementation of project will also be uploaded on the e-learning platform, so as to engage users in solving problems using Design Thinking, via high interactivity levels and high levels of engagement in real-market situations and challenges.



## The Design Thinking mindset for Disruptive innovation

*“The farms and factories in the agri-food sector, must implement disruptive innovation and smart technology applications in a human centered approach, move very fast embracing the fourth industrial revolution opportunities”*



### Design Thinking is the core of disruptive innovation.

The Design is changing the manner in which a company or a leading organization makes value. The **focus of innovation** has moved from engineering-driven to design-driven, from product-driven to client-driven, and from marketing-focused to user-experience-focused. When design thinking principles are applied to innovation and strategy, the success rate for innovation significantly improves.

The difference between what is called incremental and disrupting innovation, is the culture that you develop within your organisation and the people working within the organisation when they basically want to take up the challenge. An incremental innovation examples focuses on cost or feature improvements in existing products or services. A **disruptive innovation example** is one that creates a **dramatic change** that transforms existing markets or industries, or even creates new ones, by introducing groundbreaking new products.

A design thinking approach turns traditional innovation on its head. It starts by evaluating what customers want as opposed to developing a new product and then trying to sell it. And it works.

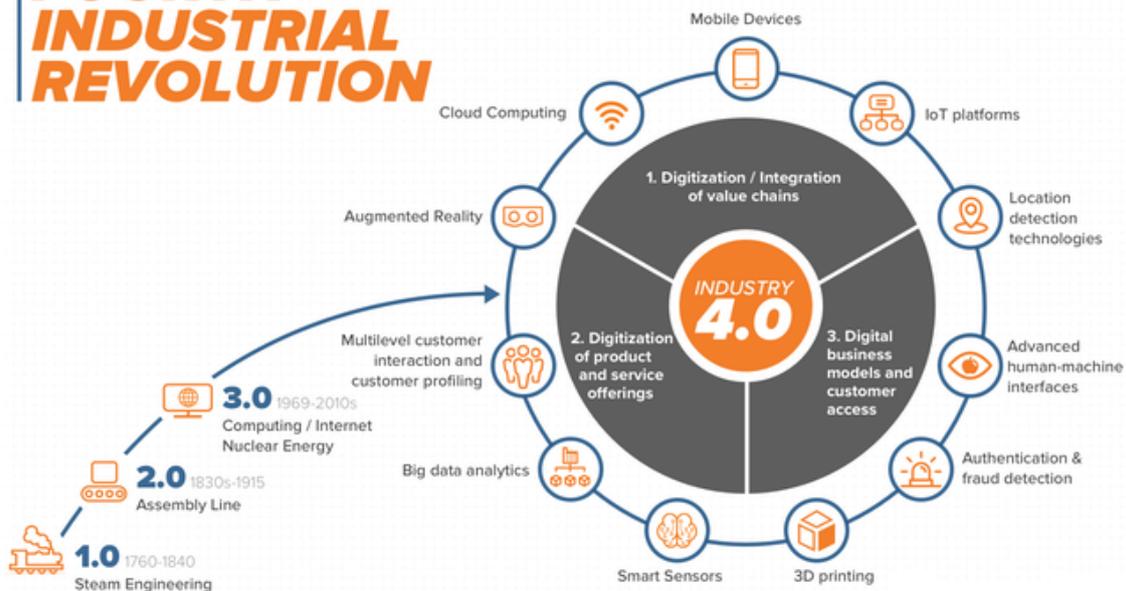
### Design thinking mind set principles

In the past months, ECTE and LDI Berlin partners in DTRaIN project have worked for developing among others the pre-steps module of the Design thinking course. Breaking out the **conventional mind-set** is the outmost for having effective results. By marrying deep customer insights with an understanding of shifting technology and market forces, they can reimagine how they interact with customers, effectively putting themselves in their customers shoes and the customer journey at the center of the design process. They don't focus on what product or service they want to develop, but on solutions they can create to solve customer problems or ease pain points. As a mindset, Design Thinking is characterized by several key principles:

- Innovation is made by humans for Humans.
- Use of a combination of divergent and convergent thinking.
- Fail often and early” facilitates human learning. -
- Design Thinking is based on experimentation with many new ideas.
- Build prototypes that can be experienced.
- Test early with customers that is closely related with prior principles.
- Design never ends, meaning that work must proceed iteratively in cycles, and finally,
- Design Thinking needs a special place. To conduct Design Thinking projects successfully, special spaces are required: designed according to the teams' needs and equipped with the right materials.



# FOURTH INDUSTRIAL REVOLUTION



## The fourth Industrial Revolution (4IR) and Disruptive Innovation

Main focus of discussions in the forum of “SUSTAINABLE IMPACT SUMMIT” (WEFORUM.ORG), is the occurrence of the fourth Industrial Revolution. As referred, “..we stand on the brink of a technological revolution that will fundamentally alter the way we live, work, and relate to one another. In its scale, scope, and complexity, the transformation will be unlike anything humankind has experienced before”. The First Industrial Revolution was based in the use of water and steam power as an energy source. The Second was based in the use of electricity. The Third used electronics and information technology to automate production. Now, we are already experiencing the Fourth Industrial Revolution based on the digital revolution, that has been occurring since the middle of the last century.

In the same forum have been identified three reasons why the today’s transformations represent not merely a prolongation of the Third Industrial Revolution but rather the arrival of a Fourth and distinct one: **velocity, scope, and systems impact**. “The speed of current breakthroughs has no historical precedent. When compared with previous industrial revolutions, the Fourth is evolving at an exponential rather than a linear pace. Moreover, it is **disrupting** almost every industry in every country. And the breadth and depth of these changes herald the transformation of entire systems of production, management, and governance”.

One of the main effects of the Fourth Industrial Revolution(4IR), is the increased human productivity. The focus of innovation has moved from product-driven to client-driven, and from marketing-focused to user-experience-focused. Consumers, expect businesses to anticipate their needs and provide personalized support. Workers spend more time on creative, collaborative, and complex problem-solving tasks that machine automation isn’t well suited to handle. Talent development, lifelong learning, and career reinvention are going to be critical to the future workforce.

Disruptive innovation has been adopted to transform business and competitiveness. A **disruptive innovation example** is one that creates a **dramatic change** that transforms existing markets or industries, or even creates new ones, by introducing groundbreaking new products

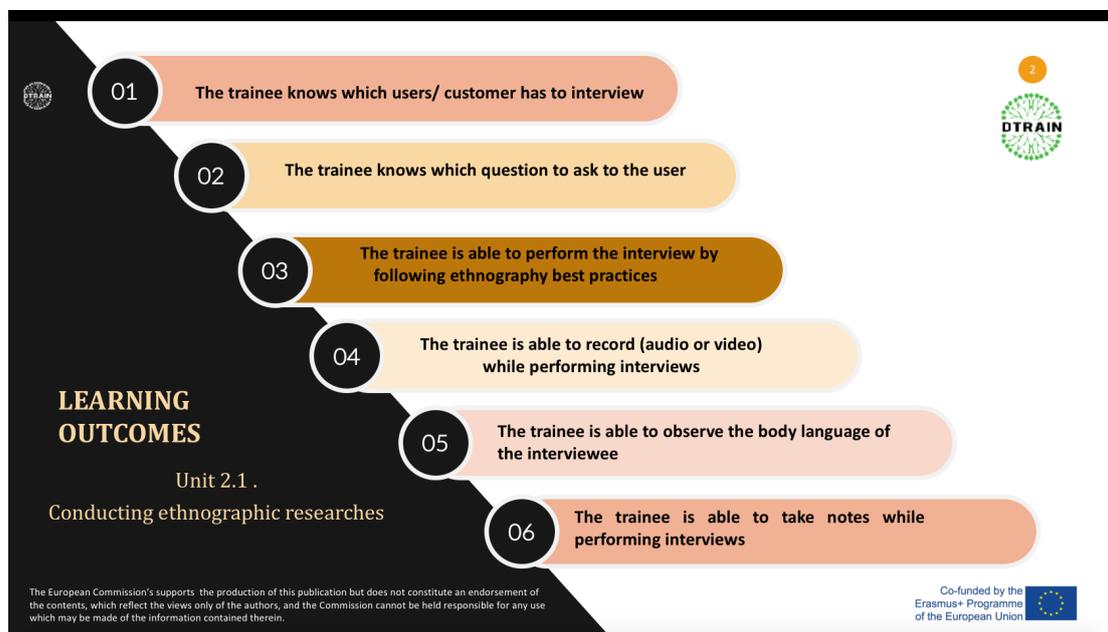
DTRAIN MODULE 1

PRE-STEPS IN DESIGN THINKING

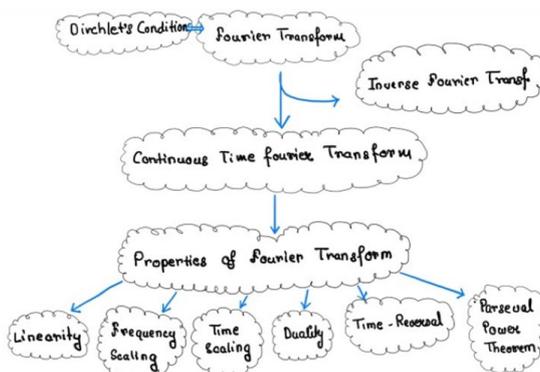


# Training Modules: Observation

The University of Valladolid has developed a series of guidelines that will allow you to design and conduct interviews in order to obtain the most truthful and concise information from the interviewee, taking into account both the profile of the interviewee and the body language of the parties.



All of these materials have been developed with the objective of enabling the student to identify which clients to interview and what to ask them; to know the good practices that should be carried out during ethnographic research; and to know the body language of the interviewees.



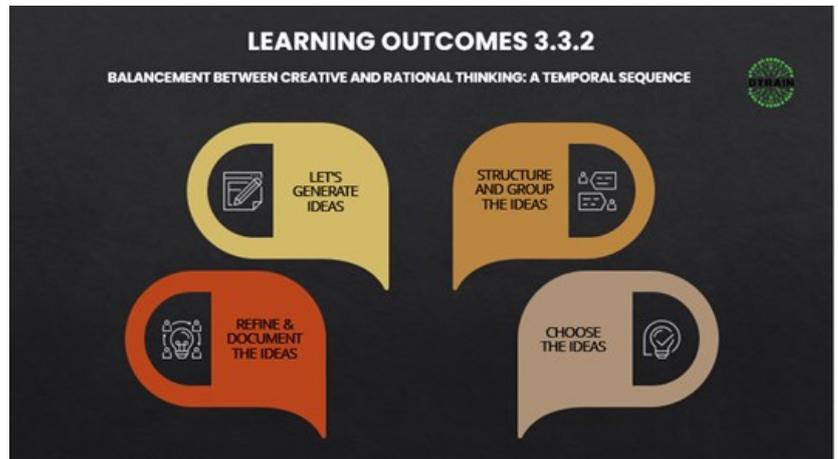
Likewise, the student will be shown which are the main techniques and tools used to carry out this task, detailing the most relevant aspects of each one of them, so that he/she can identify and retain all the information provided by the interviewee.



# Training Modules: Ideation

## How to understand Design Thinking in a simple way

Centro Machiavelli contributed to the development of the training materials for the Pilot Course for Professionals on Design Thinking, at the end of which the participants will obtain an ECVET certification (European Credit System for Vocational and Educational Training) recognized at European level. Centro Machiavelli activities began



with the editing of a text in Word format that will be useful for the course participants to understand the phase 3 of Design Thinking: Ideation. In this phase, professionals will learn to manage their staff to be able to find simple and innovative ideas to improve the capacity of their business and solve the problems previously identified. The text in Word format is accompanied by slides that will highlight the fundamental points of the Design Thinking methodology, allowing at the same time an easier and more intuitive understanding as well as an effective synthesis of the basic concepts. 6 videos have been added to these materials, corresponding to the number of units into which the “Ideation” module is divided. The videos will be a valid learning support, as they simulate an oral explanation of the topics covered in the course.



At the end of each unit, self-assessment questions will be also available, to allow the learners to evaluate their understanding of the topics studied with the help of the different materials provided by the course.

The texts, slides and videos are being finalized and will soon be uploaded to the specific e-learning platform created by the Greek partner SQLearn.

