The Summary of the Digistorm Project

The aim of Digistorm – Digitalization in Competence Development project was to develop the digitalization of continuing education in Tampere University of Applied Sciences, Tampere University of Technology and University of Tampere. The development work was carried out in collaboration with companies in the Pirkanmaa region, as well as the municipality's entrepreneurs and employees. Digistorm built a digital service concept for the continuing education of the future, based on the needs and wishes of the customers. This means an easily attainable, necessary, attractive, easy to use educational service, which enable studying that is flexible of time and location. This modern model, which is based on the needs of the working life, was built for the continuing education services of Tampere3.

The entrepreneurs and employees involved in Digistorm formed the Digi Fellow partnership network. 26 Digi Fellow companies participated. The entrepreneurs and employees were eager to learn about digitalization and willing to develop the continuing education at universities. They truly wanted to collaborate with universities. The companies especially wished for various expert services and international collaboration. They also expected the collaboration to benefit their own business. The local opportunity for networking was also regarded crucially important. The project developed the digital service concept of continuing education in various events, which were marketed to the Digi Fellow companies.

An integral part of the continuing education in the future is a single, joint on-line service for all three universities. The project conceptualized an on-line service, which tried to include the customers' wishes for the ease of use of the online services as well as creating content suitable for the companies' needs. The on-line service model refers to a website, which gathers all the information about continuing education and contains contents profiled for the users. The digital service concept includes not only a modern on-line service model but also modern learning and partnership models. A Blended Learning model was created to meet the customers' needs for learning: learning must be flexible of time and location. The companies' wishes regarding contracts and pricing were taken into account when building the partnership model.

The models were created in developer meetings, webinars, seminars and various workshops, which all focused on dialogue. The developer meetings were aimed only at the Digi Fellow companies and they focused on service modelling. We wanted to hear what and how companies want to study alongside their work. The answers helped us to think about modern ways of learning while working, as

well as our own services. The webinars and seminars were open to everybody and over 200 people from other companies and universities took part in them. The webinars focused on utilizing digitalization in developing a work community, how digitalization could be done successfully, social media as a tool and learning environments of the future. A guide for organizing webinars, the Webinar ABC, was created as a result. The seminars focused on the effects digitalization has on leadership and enriching collaboration. The companies were able to apply and use the contents and methods of the events when developing and digitalization their own operations. The events took advantage of the universities' international networks and international expertise. Digi Fellows members also acted as experts in the events.

Digistorm has improved the competences of both its target group as well as its implementers. Based on the feedback from the participants, the best results were the local collaboration network and more extensive contacts to the universities and experts in digitalization. Digi Fellow partnership network and the events offered plenty of tips for digitalization and marketing.
The results of Digistorm can be found from the website digimyrsky.wordpress.tamk.fi. The results include the materials of all events, webinar videos and service model summaries. The final results were the online service model, customer and partnership model and learning model. The models are documented with images and articles and published on the website. The Webinar ABC guide and the concept of Interactive Online Service are also on the website.

The project organized 15 events: 4 developer meetings, 2 seminars, 4 webinars and 5 different workshops. There were 351 training days, 103 of which were done online. Some of the events were open to everybody, so there were participants outside the target group companies. Digi Fellow company employees took part in 101 training days. 194 people took part in the trainings, including the webinar participants.

From the beginning of 2019, the University of Tampere, Tampere University of Technology and Tampere University of Applied Science will form a new multidisciplinary community in higher education with competitive edges in technology, health and society.

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