



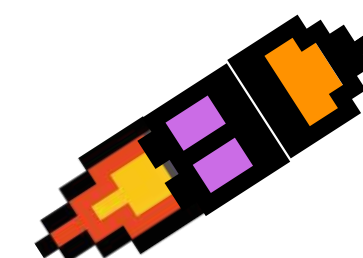
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DIGITAL SKILLS MAP

Output of the Activity 2: Creation of a Digital Skills Map of workers in SMEs, entrepreneurs, and professionals from key digital transformation industries.

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**Digi
Boost**

DESCRIPTION

The Digital Skills Map provides a **visual representation** of the current competences of the DIGIBOOST project's target group represented by 50 participants from Italy, Bulgaria and the Netherlands, the identified digital **gaps**, and the expected **learning outcomes** of the next training programme.

The model is structured around the **five competence areas of the DigComp framework** and illustrates a progressive development pathway from basic to intermediate levels. Each area highlights the transition from existing skills to **more structured, strategic, and autonomous use of digital tools and practices**.

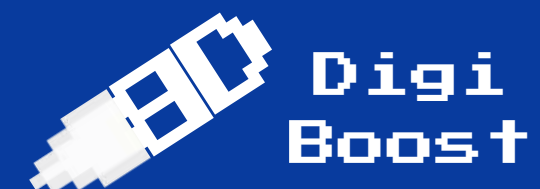
This visual approach supports both the design of the training programme and the understanding of how specific learning outcomes address the identified needs.

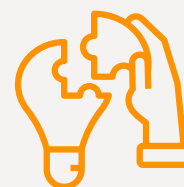
LEGEND

- **Inner level (From/Current):** existing competences of participants
- **Middle level (Gaps):** identified needs and missing skills
- **Outer level (To/Outcomes):** expected learning outcomes after training
- **Progression:** from Level 2–3 (basic/intermediate) to Level 4–5 (independent use).



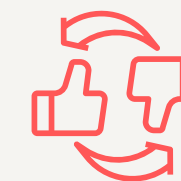
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COMMUNICATION & COLLABORATION

- ▼ **FROM:** Informal use of social media and website
- ▼ **GAP:** Lack of structured communication strategy
- ▼ **TO:** Ability to design and manage strategic communication



PROBLEM SOLVING

- ▼ **FROM:** Reactive use of digital tools
- ▼ **GAP:** Difficulty selecting and adapting tools
- ▼ **TO:** Autonomous and critical use of digital technologies



INFORMATION & DATA LITERACY

- ▼ **FROM:** Basic ability to access and read performance data
- ▼ **GAP:** Limited interpretation and use of analytics
- ▼ **TO:** Ability to analyse data and extract actionable insights



CONTENT CREATION

- ▼ **FROM:** Occasional and unstructured content creation
- ▼ **GAP:** Lack of planning, storytelling, and consistency
- ▼ **TO:** Ability to design structured and goal-oriented content



SAFETY

- ▼ **FROM:** Low awareness of digital risks and ethical issues.
- ▼ **GAP:** Limited understanding of data protection and identity
- ▼ **TO:** Ability to apply safe and responsible digital practices



INFORMATION & DATA LITERACY

CURRENT (Level 2–3): Participants can search for and access information, but mainly rely on basic interpretation.

GAPS:

- Limited ability to interpret analytics data
- Lack of understanding of KPIs and metrics
- Weak data-driven decision making

OUTCOME:

- Ability to interpret basic analytics (engagement, reach, traffic)
- Ability to define and use KPIs
- Ability to transform data into actionable insights.

CONTENT CREATION

CURRENT (Level 2–3): Content is created occasionally and without clear structure.

GAPS:

- Lack of storytelling skills
- No content planning
- Limited alignment with objectives

OUTCOME:

- Ability to design content strategies
- Ability to create engaging and structured content
- Ability to plan editorial calendars.

COMMUNICATION & COLLABORATION

CURRENT (Level 2–3): Participants use social media informally without structured planning.

GAPS:

- Lack of communication strategy
- Limited audience segmentation
- Inconsistent messaging.

OUTCOME:

- Ability to define target audiences and personas
- Ability to plan structured communication strategies
- Ability to manage multi-channel communication.

PROBLEM SOLVING

CURRENT (Level 2–3): Participants use tools reactively and lack autonomy.

GAPS:

- Difficulty selecting appropriate tools
- Low adaptability to new technologies
- Lack of problem-solving mindset

OUTCOME:

- Ability to select appropriate digital tools
- Ability to adapt to new technologies
- Ability to solve digital challenges autonomously.

SAFETY

CURRENT (Level 1–2): Low awareness of digital risks and data protection.

GAPS:

- Limited knowledge of GDPR and data protection
- Weak management of digital identity
- Low awareness of cybersecurity risks

OUTCOME:

- Ability to apply basic data protection principles
- Ability to manage digital identity responsibly
- Awareness of cybersecurity risks and prevention.

