

Digital Innovation Gateway or Kosovo (DIG-4K)

Digital Europe Programme

This project has received funding from the European Commission's Digital Europe Programme

Project number: 101191620

Start date: 2025-01-01 Duration: 48 Months

<https://itp-prizren.com/dig-4k/>



Deliverable D3.2 – Digital Skills Curriculum for MSME's, education and public sector

Document Title	Digital Skills Curriculum for MSME's, education and public sector
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Number of pages	23
Document type	Deliverable
Work Package	WP3
Document number	D3.2
Issued by	CACTTUS Education
Date of completion	30 June 2026
Dissemination level	Public

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Contents

1. Summary.....	4
2. DIG4K WP3 Digital Skills Academy – Detailed Curricula.....	7
a. Basic Digital Skills (Computer and Internet)	7
b. Digital Productivity (Word, Excel and File Management, Cloud Storage)	8
c. E-Commerce and Website Management (WordPress).....	9
d. Digital Marketing	11
e. Social Media Management	13
f. Data Analytics.....	14
g. Cybersecurity	16
h. AI Tools and Automation	17
i. Project Management	19
j. CRM / ERP Platforms	20
3. Conclusion.....	22

1. Summary

Under the **Digital Europe Programme (DEP)**, a **European Digital Innovation Hub (EDIH)** serves as a strategic "one-stop shop" designed to bolster the digital competitiveness of a region. These hubs act as vital bridges between technology providers and end-users, integrating advanced technical expertise with experimentation facilities, training, and investment support.

The **Digital Innovation Gateway for Kosovo (DIG-4K)** is Kosovo's first EDIH established within this pan-European network. Co-financed by the **European Union** and the **Government of Kosovo**, this 48-month initiative is coordinated by the **Innovation and Training Park (ITP) Prizren**. DIG-4K aims to accelerate digital transformation across Kosovo by providing a comprehensive ecosystem for entrepreneurship and innovation, targeting micro, small, and medium-sized enterprises (MSMEs), startups, educational institutions, and public sector organizations (PSOs).

The project is implemented by a specialized consortium of seven partners. **Cactus Education** serves as the lead beneficiary for **Work Package 3 (WP3) – Digital Skills Academy**. As a pioneer in Kosovo's ICT sector and an accredited provider of professional high school education, Cactus Education brings industry-recognized expertise in vendor-based certifications (e.g., Cisco, Microsoft, CompTIA) to the project. In its leadership role, Cactus Education is responsible for the design of the digital skills development ecosystem, including the establishment of certification pathways and the training of local instructional designers.

Deliverable D3.2 – Digital Skills Curriculum for MSMEs, Education, and Public Sector represents a critical milestone in the project's capacity-building efforts. Developed under the guidance of the Digital Skills Academy, this curriculum serves as the **operational blueprint** for the project's training interventions.

Building directly upon the empirical evidence gathered in **Deliverable D3.1 (Assessment of Training Needs)**, this curriculum provides a structured, modular framework tailored to the specific digital maturity levels of Kosovar organizations. Key features of the deliverable include:

- **Targeted Competencies:** Comprehensive modules covering high-demand areas such as **Cybersecurity, Artificial Intelligence (AI), Data Analytics, Digital Marketing, and Automation**.
- **Application-Oriented Design:** A focus on practical, real-world scenarios to ensure immediate applicability to MSME and public sector challenges.
- **Modular Flexibility:** A flexible, modular structure that supports **upskilling and reskilling** through a hybrid delivery model, combining online self-paced learning with hands-on workshops.
- **Certification Alignment:** Integration with a robust certification system to validate and recognize the digital skills acquired by participants, enhancing their competitiveness in the global digital economy.

This curriculum functions as a comprehensive guide to empower Kosovo's workforce with the advanced digital competencies required to thrive in a rapidly evolving technological landscape.

To address these needs, the curriculum is organized into two progressive learning pathways:

Basic to Intermediate Track

- Basic Digital Skills (Computer and Internet)
- Digital Productivity (Word, Excel, File Management)
- E-Commerce and Website Management (WordPress)
- Digital Marketing
- Social Media Management

Intermediate to Advanced Track

- Data Analytics
- Cybersecurity
- AI Tools and Automation
- Project Management (CompTIA Project+ aligned)
- CRM / ERP Platforms

Each course has been designed using a competency-based approach and includes clearly defined learning objectives, expected learning outcomes, detailed module structures, practical exercises, laboratory activities, assessment methods, and certification requirements. The curricula emphasize hands-on learning and real-world application, ensuring that participants can immediately transfer acquired knowledge and skills to their workplace environments.

The training programmes are designed for delivery through a **hybrid learning model**, combining face-to-face and online instruction, in line with participant preferences identified during the needs assessment. Modules are structured into manageable learning units that accommodate the operational realities of SME's and public organizations while maintaining high levels of engagement and learning effectiveness.

In addition to technical knowledge, the curriculum promotes digital innovation, problem-solving, productivity enhancement, and organizational transformation. Participants will gain experience using industry-relevant platforms and tools such as Microsoft 365, Power BI, WordPress, Google Analytics, Meta Business Suite, CRM/ERP systems, AI-powered productivity solutions, and cybersecurity technologies. These practical competencies are intended to strengthen organizational resilience, competitiveness, and digital maturity.

The curriculum also establishes a framework for trainer qualifications, learner assessment, certification pathways, and project-based learning. Successful participants will receive

certificates of completion and will be equipped with competencies aligned with current labour market requirements and emerging digital transformation trends.

Overall, Deliverable D3.2 provides a structured and scalable digital skills development framework that supports the objectives of the DIG4K Digital Skills Academy. By addressing the identified skills gaps and delivering industry-relevant training opportunities, the curriculum contributes to the development of a digitally skilled workforce, enhanced organizational performance, and increased adoption of digital technologies across Kosovo's private, educational, and public sectors.

2. DIG4K WP3 Digital Skills Academy – Detailed Curricula

Developed based on the DIG4K D3.1 Needs Assessment identifying strong demand for practical training in Data analytics, Digital marketing, Cybersecurity, AI, Automation and Business digitalization. The curricula follow a hybrid, hands-on and outcome-oriented learning approach aligned with WP3 objectives.

a. Basic Digital Skills (Computer and Internet)

Level: Basic to Intermediate

Duration: 30 Hours

Learning Objectives: Participants will develop practical digital competencies that can be directly applied in SMEs, educational institutions and public sector organizations.

Learning Outcomes: Upon completion, participants will be able to use relevant tools, solve practical business problems, improve productivity and support digital transformation initiatives.

Module 1: Computer Fundamentals

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 2: Operating Systems

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 3: Internet Navigation and Search

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 4: Email and Online Communication

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms

- Individual or group assignment

Module 5: Digital Collaboration Tools

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 6: Digital Safety Fundamentals

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Methodology: 50% practical work, 30% interactive instruction, 20% discussions and case studies.

Assessment: 20% participation, 30% practical assignments, 50% final project.

Certification: Certificate of Completion awarded to participants attending at least 80% of sessions and successfully completing the final project.

b. Digital Productivity (Word, Excel and File Management, Cloud Storage)

Level: Basic to Intermediate

Duration: 40 Hours

Learning Objectives: Participants will develop practical digital competencies that can be directly applied in SMEs, educational institutions and public sector organizations.

Learning Outcomes: Upon completion, participants will be able to use relevant tools, solve practical business problems, improve productivity and support digital transformation initiatives.

Module 1: Microsoft Word Essentials

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 2: Advanced Word Documents

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs

- Business case studies
- Tools and platforms
- Individual or group assignment

Module 3: Excel Fundamentals

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 4: Data Management and Reporting

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 5: File Management and Cloud Storage

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 6: Final Practical Project

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Methodology: 50% practical work, 30% interactive instruction, 20% discussions and case studies.

Assessment: 20% participation, 30% practical assignments, 50% final project.

Certification: Certificate of Completion awarded to participants attending at least 80% of sessions and successfully completing the final project.

c. E-Commerce and Website Management (WordPress)

Level: Basic to Intermediate

Duration: 40 Hours

Learning Objectives: Participants will develop practical digital competencies that can be directly applied in SMEs, educational institutions and public sector organizations.

Learning Outcomes: Upon completion, participants will be able to use relevant tools, solve practical business problems, improve productivity and support digital transformation initiatives.

Module 1: Introduction to E-Commerce

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 2: WordPress Installation and Setup

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 3: Website Design and Content Management

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 4: WooCommerce Store Management

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 5: SEO and Website Optimization

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 6: Final Website Project

Key Topics:

- Core concepts and principles

- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Methodology: 50% practical work, 30% interactive instruction, 20% discussions and case studies.

Assessment: 20% participation, 30% practical assignments, 50% final project.

Certification: Certificate of Completion awarded to participants attending at least 80% of sessions and successfully completing the final project.

d. Digital Marketing

Level: Basic to Intermediate

Duration: 40 Hours

Learning Objectives: Participants will develop practical digital competencies that can be directly applied in SMEs, educational institutions and public sector organizations.

Learning Outcomes: Upon completion, participants will be able to use relevant tools, solve practical business problems, improve productivity and support digital transformation initiatives.

Module 1: Digital Marketing Fundamentals

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 2: Content Marketing Strategy

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 3: AI for Marketing

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 4: SEO Fundamentals

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 5: Meta Ads and Campaigns

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 6: Analytics and Final Project

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Methodology: 50% practical work, 30% interactive instruction, 20% discussions and case studies.

Assessment: 20% participation, 30% practical assignments, 50% final project.

Certification: Certificate of Completion awarded to participants attending at least 80% of sessions and successfully completing the final project.

e. Social Media Management

Level: Basic to Intermediate

Duration: 30 Hours

Learning Objectives: Participants will develop practical digital competencies that can be directly applied in SMEs, educational institutions and public sector organizations.

Learning Outcomes: Upon completion, participants will be able to use relevant tools, solve practical business problems, improve productivity and support digital transformation initiatives.

Module 1: Social Media Platforms

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 2: Content Planning and Strategy

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 3: Video Content Creation with AI Tools

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 4: Community Management

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 5: Advertising and Analytics

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms

- Individual or group assignment

Module 6: Final Campaign Project

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Methodology: 50% practical work, 30% interactive instruction, 20% discussions and case studies.

Assessment: 20% participation, 30% practical assignments, 50% final project.

Certification: Certificate of Completion awarded to participants attending at least 80% of sessions and successfully completing the final project.

f. Data Analytics

Level: Intermediate to Advanced

Duration: 50 Hours

Learning Objectives: Participants will develop practical digital competencies that can be directly applied in SMEs, educational institutions and public sector organizations.

Learning Outcomes: Upon completion, participants will be able to use relevant tools, solve practical business problems, improve productivity and support digital transformation initiatives.

Module 1: Statistics and Data Fundamentals

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 2: Excel for Data Analysis

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 3: Data Analysis with Python

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs

- Business case studies
- Tools and platforms
- Individual or group assignment

Module 4: Power BI Dashboards

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 5: Data Visualization and Reporting

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 6: Business Analytics Project

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Methodology: 50% practical work, 30% interactive instruction, 20% discussions and case studies.

Assessment: 20% participation, 30% practical assignments, 50% final project.

Certification: Certificate of Completion awarded to participants attending at least 80% of sessions and successfully completing the final project.

g. Cybersecurity

Level: Intermediate to Advanced

Duration: 40 Hours

Learning Objectives: Participants will develop practical digital competencies that can be directly applied in SMEs, educational institutions and public sector organizations.

Learning Outcomes: Upon completion, participants will be able to use relevant tools, solve practical business problems, improve productivity and support digital transformation initiatives.

Module 1: Cybersecurity Fundamentals

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 2: Network Security

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 3: Identity and Access Management

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 4: Cloud and Endpoint Security

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 5: Incident Response

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms

- Individual or group assignment

Module 6: Security Assessment Project

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Methodology: 50% practical work, 30% interactive instruction, 20% discussions and case studies.

Assessment: 20% participation, 30% practical assignments, 50% final project.

Certification: Certificate of Completion awarded to participants attending at least 80% of sessions and successfully completing the final project.

h. AI Tools and Automation

Level: Intermediate to Advanced

Duration: 40 Hours

Learning Objectives: Participants will develop practical digital competencies that can be directly applied in SMEs, educational institutions and public sector organizations.

Learning Outcomes: Upon completion, participants will be able to use relevant tools, solve practical business problems, improve productivity and support digital transformation initiatives.

Module 1: Introduction to Artificial Intelligence

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 2: Prompt Engineering

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 3: Microsoft Copilot and Generative AI Tools

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs

- Business case studies
- Tools and platforms
- Individual or group assignment

Module 4: Workflow Automation

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 5: AI for Business Productivity

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 6: Automation Project

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Methodology: 50% practical work, 30% interactive instruction, 20% discussions and case studies.

Assessment: 20% participation, 30% practical assignments, 50% final project.

Certification: Certificate of Completion awarded to participants attending at least 80% of sessions and successfully completing the final project.

i. Project Management

Level: Intermediate to Advanced

Duration: 40 Hours

Learning Objectives: Participants will develop practical digital competencies that can be directly applied in SMEs, educational institutions and public sector organizations.

Learning Outcomes: Upon completion, participants will be able to use relevant tools, solve practical business problems, improve productivity and support digital transformation initiatives.

Module 1: Project Foundations

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 2: Scope and Planning

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 3: Scheduling and Budget Management

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 4: Risk and Quality Management

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 5: Agile Practices

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms

- Individual or group assignment

Module 6: Project Simulation

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Methodology: 50% practical work, 30% interactive instruction, 20% discussions and case studies.

Assessment: 20% participation, 30% practical assignments, 50% final project.

Certification: Certificate of Completion awarded to participants attending at least 80% of sessions and successfully completing the final project.

j. CRM / ERP Platforms

Level: Intermediate to Advanced

Duration: 40 Hours

Learning Objectives: Participants will develop practical digital competencies that can be directly applied in SMEs, educational institutions and public sector organizations.

Learning Outcomes: Upon completion, participants will be able to use relevant tools, solve practical business problems, improve productivity and support digital transformation initiatives.

Module 1: CRM Fundamentals

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 2: ERP Fundamentals

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 3: Business Processes and Workflows

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs

- Business case studies
- Tools and platforms
- Individual or group assignment

Module 4: Reporting and Dashboards

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 5: Microsoft Dynamics / Odoo Labs

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Module 6: Implementation Project

Key Topics:

- Core concepts and principles
- Hands-on exercises and labs
- Business case studies
- Tools and platforms
- Individual or group assignment

Methodology: 50% practical work, 30% interactive instruction, 20% discussions and case studies.

Assessment: 20% participation, 30% practical assignments, 50% final project.

Certification: Certificate of Completion awarded to participants attending at least 80% of sessions and successfully completing the final project.

3. Conclusion

Deliverable **D3.2 – Digital Skills Curriculum for MSMEs, Education and Public Sector** represents a direct response to the findings of the **DIG4K Needs Assessment (D3.1)** and provides a comprehensive framework for addressing the digital skills gaps identified across MSMEs, educational institutions, and public sector organizations in Kosovo. The needs assessment demonstrated that while organizations recognize the importance of digital transformation, significant competency gaps remain, particularly at intermediate and advanced levels, with strong demand for practical training in data analytics, digital marketing, cybersecurity, automation, artificial intelligence, and digital productivity tools.

The curriculum has been intentionally designed to align with the preferences and requirements expressed by survey respondents. The proposed training portfolio emphasizes hands-on learning, business-oriented outcomes, real-world case studies, and practical exercises that can be immediately applied within workplace environments. Furthermore, the curriculum adopts a modular and flexible structure, reflecting the need for short, accessible learning pathways that accommodate the operational realities of SMEs and public organizations while maximizing participation and completion rates.

To address varying levels of digital maturity, the curriculum is organized into two progressive learning pathways: a **Basic to Intermediate Track**, covering foundational digital literacy, productivity tools, e-commerce, digital marketing, and social media management; and an **Intermediate to Advanced Track**, focusing on data analytics, cybersecurity, AI tools and automation, project management, and CRM/ERP systems. This structure ensures that participants can develop both foundational competencies and specialized skills needed to support organizational growth, innovation, and digital transformation.

The proposed curricula go beyond theoretical knowledge by integrating practical projects, laboratory activities, assessments, certification pathways, and industry-relevant digital tools. Participants will gain experience with platforms and technologies widely used in modern organizations, enabling them to improve productivity, enhance decision-making, strengthen cybersecurity resilience, automate processes, optimize customer engagement, and support data-driven business operations. These competencies directly contribute to increased digital maturity and competitiveness across sectors.

By fulfilling the requirements of Deliverable D3.2, the curriculum establishes a sustainable and scalable foundation for the implementation of the DIG4K Digital Skills Academy under WP3. It provides a structured mechanism for upskilling and reskilling the workforce, supporting organizational digital transformation, and increasing the adoption of digital technologies throughout Kosovo. The curriculum therefore serves not only as a training framework but also as a strategic instrument for strengthening innovation capacity, improving organizational

performance, and contributing to the broader objectives of the Digital Europe Programme and the EDIH DIG4K initiative.

Ultimately, the successful implementation of these curricula will contribute to the creation of a more digitally skilled workforce, more resilient and competitive organizations, and a stronger digital ecosystem capable of supporting Kosovo's long-term economic development and digital transformation ambitions.