**RESTART: Resilience and Training for SMEs**

**Case study template**

**(Project Result 3 - Task 3.1. & Task 3.2)**

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| **Author of the case study:** |  *UNIBA* |
| **Name of the module to which the case study is assigned:**  |  *Module 1:* *Digitalization & Online Learning* |
| **Title of the case study:** |  *Slovaks digitize the ski world* |
| **Description of the case study:** | MBCD, a Slovakian company, has developed a revolutionary system for building skiing tracks that have attracted international attention. The company's unique system has been utilized in creating tracks for the Fédération Internationale de Ski (FIS) World Cup events.The track-laying system is based on state-of-the-art GNSS satellite services, which are able to locate with high precision. Accurate data on the position of gates, the topology of their setting, distance, angles, the slope of the terrain, and the radii of curves are extremely important for competitors, coaches, and competition organizers.MBCD's system has been lauded for its efficiency, speed, and cost-effectiveness. The system can create a skiing track in a fraction of the time it would take using traditional methods. The system has been tested in various locations across Europe, including Austria, Switzerland, and Italy, and has received positive feedback from ski resorts and event organizers.Several foreign companies have tried to digitalize ski tracks in the past, but their systems were too complicated. They needed additional stations to cover the signal. Slovak developers, therefore, wanted to create as simple a model as possible, so they used existing services: satellites and ground stations.The success of MBCD's innovative approach has not gone unnoticed. The company has received recognition from industry experts and organizations, including FIS, for contributing to the sport of skiing and revolutionizing the industry. |
| **Link for further information:** | [*https://mbcd.sk/satellite-alpine-ski-gates-measurement/*](https://mbcd.sk/satellite-alpine-ski-gates-measurement/)[*https://mbcd.sk/terrain-digital-scan-of-alpine-race-courses/*](https://mbcd.sk/terrain-digital-scan-of-alpine-race-courses/) |
| **Target group of the case study:** |  [x] Micro, Small & Medium Enterprises (MSMEs)[x] Employees of MSMEs [x] The EU VET ecosystem[x] Business support organizations |
| **ESCO competencies and skills**  |
| * Transversal skills and competences
* Social and emotional skills
* Critical thinking
* Analytical thinking
* Problem-solving
* Self-management
* Business management
* Adaptability
* Resilience
* Creativity
* Networking
* Initiative
* Flexibility
* Openness
* Understanding complexity
* Cooperation
* Empathy
* Innovation
* Leadership

  * Skills
* Technological skills
* Product marketing
* Digital marketing
* Digital skills
* Communication
* Cooperation
* Emotional intelligence

  * Knowledge
* Business management
* Online learning and training
* Advertising
* Cloud computing
* Big data
* E-commerce
* Artificial intelligence
* IoT
* Digital literacy
* Cybersecurity
* Data mining and analysis
* Sustainability
* Well-being
* Climate change
* Social media management

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