

SMART·AI

SMART.AI:

Transforming Skills, Digitalizing Business, Powering Growth

(Erasmus+ KA122-ADU –
Short-term projects for mobility of learners and staff in adult education)



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Contents

Introduction	3
1. WHO? – Who is involved?	4
2. WHAT? – What will be implemented?	5
3. WHY? – Why is the project important?	6
4. WHERE? – Where will it take place?	7
5. WHEN? – When will it happen?	8
6. HOW? – How will it be implemented?	9
Conclusion	10



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Introduction

The *SMART.AI* project is designed to address the pressing needs of adult learners, small businesses, and educators in North Macedonia, where many face barriers in digitalization and lack access to advanced skills. By combining digital transformation, artificial intelligence (AI), and entrepreneurial education, the project equips participants with future-oriented competences that are directly relevant to the labor market and sustainable business growth. Through strategic partnerships with Science City Ulm (Germany), recognized for its expertise in AI-driven business strategies, and BAPUSS Belgrade (Serbia), renowned for practical training in digital branding and automation, the project offers participants hands-on experience in real business and educational environments.

The initiative goes beyond training by creating practical opportunities for learning, exchange, and innovation—from job-shadowing in Serbia to intensive training in Germany. Special emphasis is placed on inclusion, ensuring that at least half of the participants come from disadvantaged backgrounds, such as women entrepreneurs, unemployed adults, and rural learners. By embedding green AI practices and aligning with the EU Green Deal and the Digital Education Action Plan 2021–2027, the project ensures both environmental responsibility and digital readiness.

The ultimate goal is to deliver measurable results at multiple levels:

- For individuals – improved digital and AI competences, stronger entrepreneurial skills, and recognized learning outcomes (Europass, digital badges).
- For organizations – modernized curricula, innovative resources, and stronger international networks.
- For the wider community – greater competitiveness of local businesses, sustainable economic growth, and long-term inclusion of participants with fewer opportunities.



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1. WHO? – Who is involved?

Coordinator – Marketing Gate (North Macedonia): NGO with 17 years of experience in digital skills, AI education, and entrepreneurship. Recognized with Good Practice Erasmus+ projects, Marketing Gate ensures coordination, inclusion, and sustainability.

Partners:

- Science City Ulm (Germany): Innovation hub with expertise in AI, digital strategies, and sustainability. Host of learner mobility, providing workshops and case studies.
- BAPUSS (Serbia): Academy specialized in digital branding, automation, and the ADA AI platform. Host of job-shadowing, offering applied training and collaboration with local businesses.

Participants:

- 16 adult learners (minimum 50% with fewer opportunities – women entrepreneurs, unemployed, rural residents).
- Educators and reskilling adults to modernize their teaching and career skills.
- 1 accompanying person for the mobility in Germany to ensure accessibility and support.



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2. WHAT? – What will be implemented?

Activities:

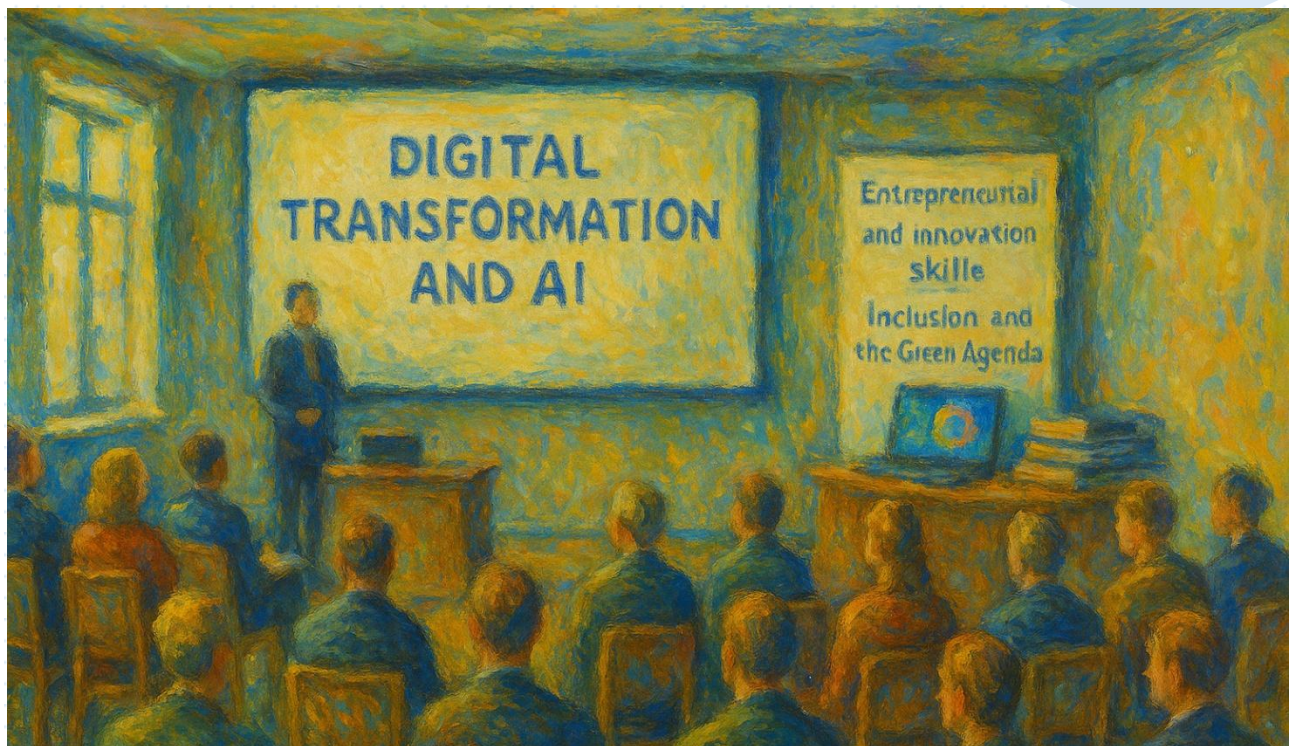
- *Job-shadowing in Serbia* (7 days, 8 participants) – observation of teaching and business processes, with focus on green digital practices.
- *Learner mobility in Germany* (9 days, 8 participants + 1 accompanying person) – training in AI, digital marketing, and global competitiveness.

Themes:

- Digital transformation and AI.
- Entrepreneurial and innovation skills.
- Inclusion and the green agenda.

Results:

- 50+ digital resources (AI toolkits, case studies, LMS modules).
- Europass Mobility certificates and micro-credentials (digital badges).
- Modernized training curriculum at Marketing Gate.



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3. WHY? – Why is the project important?

Problem: 42% of small businesses in North Macedonia fail with digitalization; 61% see digital tools as the key to overcoming barriers.

Needs:

- Lack of AI knowledge and practical mentoring.
- Limited access for disadvantaged groups.
- Lack of international collaboration and modern teaching methodologies.

Objectives:

1. Improve digital and AI skills.
2. Increase inclusion of marginalized learners.
3. Develop entrepreneurial and innovation competences.
4. Strengthen international cooperation and lifelong learning resources.

Policy alignment:

- EU Digital Education Action Plan 2021–2027.
- EU Green Deal.
- European Skills Agenda.
- SDGs (4, 8, 9, 10, 17).



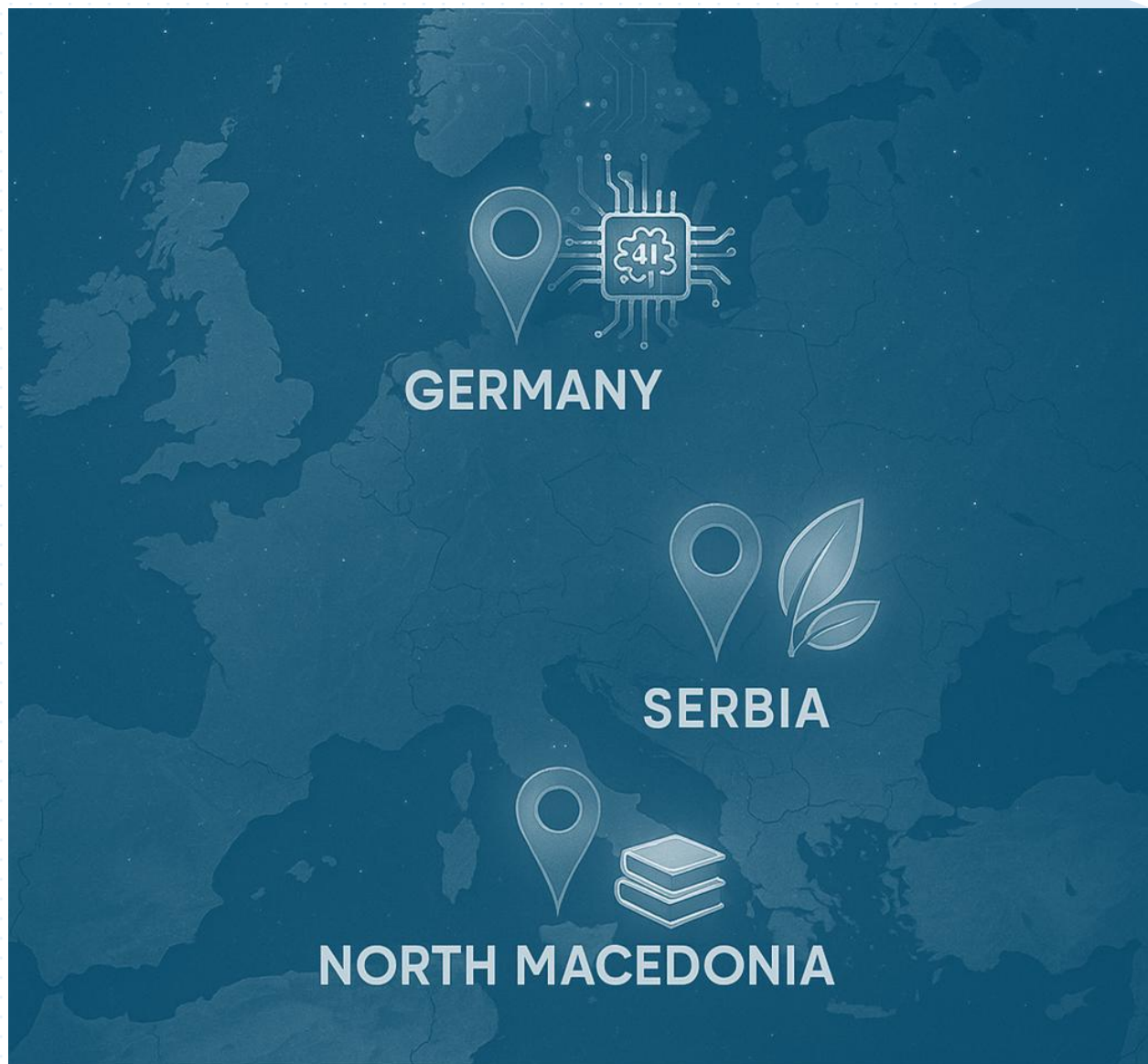
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4. WHERE? – Where will it take place?

- **Skopje, North Macedonia** – coordination and follow-up activities.
- **Belgrade, Serbia** – job shadowing (BAPUSS).
- **Ulm, Germany** – learner mobility (Science City Ulm).



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5. WHEN? – When will it happen?

Project duration: 01.06.2025 – 31.05.2026.

1. Job-shadowing in Serbia (7 days, 8 participants)

Location: BAPUSS, Belgrade.

Focus: Observation of teaching and business processes, with emphasis on *green digital practices* and AI-supported learning (via ADA platform).

Programme Highlights:

- Day 1: Orientation and introduction to BAPUSS.
- Day 2: Visits to local businesses applying innovative marketing strategies.
- Day 3: Workshop on automation and sustainability in digital business.
- Day 4: Mentorship and networking with industry experts.
- Day 5: Case study analysis.
- Day 6: Participant presentations of practical strategies.
- Day 7: Reflection, evaluation, and Europass Mobility certification.

Expected Outcomes: Strengthened skills in digital marketing, sustainability, and entrepreneurship; improved inclusion for participants with fewer opportunities.

2. Learner Mobility in Germany (9 days, 8 participants + 1 accompanying person)

Location: Science City Ulm – innovation hub recognized for AI-driven strategies.

Focus: Training in AI, digital marketing, and global competitiveness.

Programme Highlights:

- Intensive training sessions on AI-powered business strategies and branding.
- Workshops on sustainable digital marketing aligned with the EU Green Deal.
- Peer-learning with German trainers and entrepreneurs.
- Application of AI tools for data-driven marketing and automation.
- Final evaluation of competences and award of Europass Mobility certificates.

Expected Outcomes: Acquisition of future-proof skills, networking with European experts, and development of new entrepreneurial projects.

Results

- 50+ digital resources (AI toolkits, case studies, LMS modules).
- Europass Mobility certificates and digital badges for recognition of skills.
- Modernized training curriculum at Marketing Gate, integrating international expertise and sustainable innovation.



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6. HOW? – How will it be implemented?

Methods: job shadowing, case studies, AI simulations, peer-to-peer learning.

Quality assurance and monitoring:

- Pre/post-tests for digital skills.
- ADA AI platform for real-time progress monitoring.
- Mentor reports and 6-month follow-up interviews.

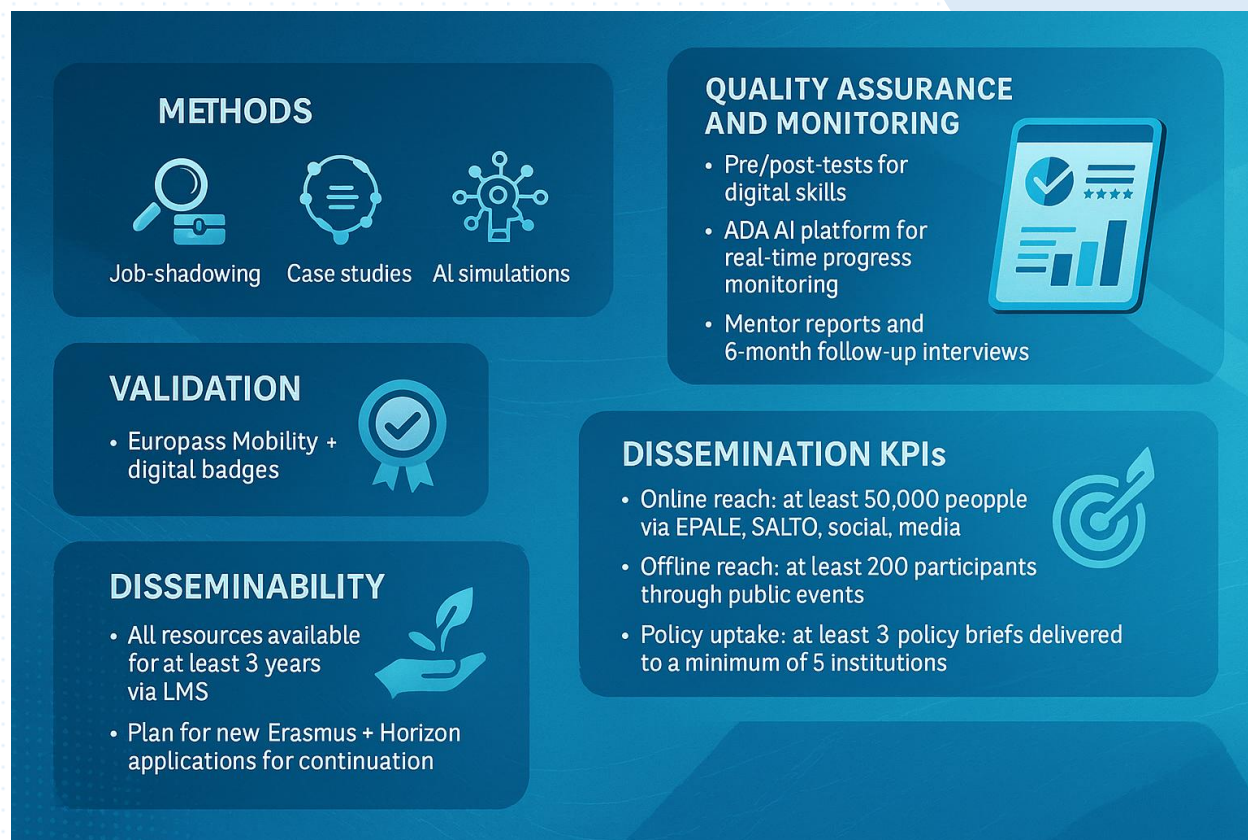
Validation: Europass Mobility + digital badges.

Dissemination KPIs:

- Online reach: at least 50,000 people via EPALE, SALTO, social media.
- Offline reach: at least 200 participants through public events.
- Policy uptake: at least 3 policy briefs delivered to a minimum of 5 institutions.

Sustainability:

- All resources are available for at least 3 years via LMS.
- Plan for new Erasmus+/Horizon applications for continuation and upgrade.



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Conclusion

The *SMART.AI* project addresses the growing need for digital transformation, AI competences, and entrepreneurial skills among adult learners, educators, and small businesses. Many local actors face barriers such as limited access to modern technologies, lack of mentoring, and insufficient exposure to European practices.

By combining mobility activities with practical training, the project creates opportunities to overcome these gaps.

Participants will take part in two main activities: job-shadowing in Serbia and learner mobility in Germany. In Belgrade, they will observe teaching and business processes with a focus on green digital practices, business automation, and the use of AI-supported platforms. In Ulm, they will engage in intensive workshops on AI-driven strategies, digital marketing, and sustainable business development.

Both activities include mentoring, peer learning, and the application of case studies, ensuring that skills gained are directly transferable to professional and educational contexts.

Learning outcomes will be validated through Europass Mobility certificates and digital badges, supporting recognition across Europe. At least half of the participants will be individuals with fewer opportunities, ensuring inclusion and equal access. Results will include more than 50 digital resources, modernized curricula, and strengthened cooperation between partner institutions.

Dissemination will target both online and offline audiences, with a minimum outreach of 50,000 people and engagement of local stakeholders through events and policy briefs.

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