

## **Fundación Cepsa launches a digital training program for SMEs and self-employed workers in Campo de Gibraltar**

- **Fundación Cepsa is collaborating with the Logistical Innovation and Industry 4.0 Hub of the Bay of Algeciras to implement this training program**
- **The CDX course starts on September 20, and registration is open until September 10**

Cepsa—within the framework of the Logistical Innovation and Industry 4.0 Hub of the Bay of Algeciras and with the support of Fundación Cepsa—has launched the CDX (Cepsa Digital eXperience) Digital Trekking program on the Digital Transformation, aimed at small and medium-sized companies and self-employed workers in Campo de Gibraltar.

This program puts forward an itinerary for participating companies containing everything related to new technologies and ways of working in the realm of digitization of companies and people. The aim of the program is for participants to acquire the necessary knowledge to advance in the digital transformation of their company. Fundación Cepsa's participation in this CDX initiative allows the program to be offered free of charge.

The full program is composed of three main phases: a general phase of basic concepts and two phases of specialization. Currently, the inaugural edition of the program is focusing on the first phase of a more complete itinerary designed to delve further into in some of the topics related to the digital transformation. This phase deals with the basic concepts, at which point the participant can decide whether to undertake the subsequent phases (in planning) or not, according to their interests and capabilities.

The first phase lasts four months and allows participants to work on aspects of digital transformation (agile, technology, artificial intelligence, etc.) and innovation (digital tools and design thinking). The second and third specialization phases of the program last three months each. The second phase is focused on learning the functions of the digital transformation role previously chosen by the participants in the first phase: *Product Owner, Scrum Master, Agile Coach, Change Manager, Frontend Developer, Backend Developer, Full Stack Developer, Citizen Data Scientist, Business Analyst, Data Scientist, Data Engineer, Data Visualization, or RPA Expert*. Finally, in the third phase, the program will be capped off by putting into practice the knowledge gained in real cases related to the digital transformation of each participant's company.

The first phase of the program, aimed at raising the level of knowledge and skills of employees and the organization in the fields of digital transformation and innovation, will begin on September 20 and is scheduled to end on December 13. It will be a total of 80 hours taught online.

Business owners, employees, and freelancers who are interested in acquiring the digital skills currently sought by organizations and in incorporating the principles, models, and tools of this new context into business processes can send an email before September 10—the final date for registration—to [mila.puig@outsourcing.cepsa.com](mailto:mila.puig@outsourcing.cepsa.com) and [ricardo.monita@agenciaidea.es](mailto:ricardo.monita@agenciaidea.es) for more information.

This program is offered in collaboration with the Idea Agency of the Andalusian Government, the Port Authority of the Bay of Algeciras (APBA), the Chamber of Commerce of Campo de Gibraltar, and the University of Cádiz (UCA).

The aim of CDX is to equip professionals with the skills associated with the digital transformation. Through training, employees are scaling new technologies and ways of working to accelerate the transformation. This initiative enables people to put all their potential at the service of this transformation and thus be prepared for all the changes that the digital era brings with it.

The differential value of CDX lies in its experience-based programs and in the experts in the different disciplines and topics of these programs, who are responsible for transmitting knowledge and accompanying the participants in the experience to ensure that they make the most of this training model.

**Fundación Cepsa** is a general interest, nonprofit entity whose aim is to carry out initiatives that serve the needs and priorities of the local communities where its founder, Compañía Española de Petróleos S.A. (Cepsa), conducts its activities. The areas of action for Fundación Cepsa are social, environmental and scientific-educational.

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