

DIGITAL GUNE TXORIERRI: BUSINESSES AND DIGITAL TRANSFORMATION TO BUILD THE FUTURE EMPLOYMENT AND LOCAL DEVELOPMENT PLAN

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Digital Gune Txorierri is an initiative led by EGAZ Txorierri as part of the drafting of the district's future Employment and Local Development Plan. Today's session, coordinated by NAIDER, brought together 19 business representatives to identify the main challenges, needs and opportunities posed by digital transformation, incorporating their perspective into the design of a shared strategy for economic development and employment in Txorierri.

The event created a collaborative working space in which businesses shared experiences, concerns and opportunities relating to digital transformation. Through a participatory methodology, topics addressed included the adoption of new technologies, the use of artificial intelligence, the development of digital skills, cybersecurity, and the adaptation of organisational models to an increasingly digital environment.



Beyond the adoption of technological tools, the session highlighted that digital transformation is a strategic process affecting businesses' competitiveness, organisation and innovation capacity. Hearing first-hand the needs and priorities of the local business community is therefore essential to designing policies and initiatives that respond to the district's realities.

NAIDER took on the methodological coordination of the session, facilitating joint reflection and business participation. This work is part of the technical support we provide to EGAZ Txorierri in drawing up the future Employment and Local Development Plan, a process aimed at building a shared strategy together with the district's six town councils, the Txorierri Association of Municipal Services, and the territory's main socioeconomic stakeholders.

