

# 01 | NEWSLETTER

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## LAUNCH OF ERASMUS+ PROJECT ENTITLED IBM+ (Innovative training and new Business opportunities in the energy Market)

January 2015 saw the launch of a new European funded Erasmus + project, called IBM+ (Innovative training and new Business opportunities in the Energy Market). The launch meeting was held in Badajoz, Extremadura, Spain at the Campus of the University of Badajoz. The project is supported by 5 partner organisations from across Europe and include;

1. **Energy Cluster of Extremadura (Leader)**
2. **Foundation FUNDECYT Scientific and Technological Park of Extremadura**
3. **University of East London**
4. **European Certification and Qualification Association (ECQA)**
5. **ANAPTYXIAKO KENTRO THESSALIAS**





## THE PROJECT

In a globalized and dynamic world, businesses need to adapt quickly to changes to survive. Companies must keep abreast with changing environmental conditions. They must stay informed as to how those changes will affect their business and be able to define new products and services that meet the evolving needs of markets.

The value chain of the energy sector is currently facing a paradigm shift that will lead to the emergence of many needs that will be a source of new business ideas for companies able to identify and develop them.

Companies that are already in the sector attempt to align their business models to be as efficient as possible. They move in a known and relatively predictable space based on their experience, knowledge of their customer and their value proposal. However, they are not able to adapt quickly to changes that the energy sector is already suffering from and to the new market trends.

The **IBM+** project aims to select, adapt, develop and facilitate the necessary knowledge, tools and methods to train energy sector agents in the use of innovative techniques for the design and development of **NEW BUSINESS MODELS** within the energy sector. It aims to demonstrate how companies can act both proactively and with agility in order to be able to offer new products/services adapted to the market and system changes and the customer requirements.

The **IBM+** project main goals are:

1. The provision and advisement on key competences to the energy sector agents.
2. The promotion of entrepreneurial experiences within the energy sector.
3. The promotion of the development of innovative learning methods, open educational resources and flexible learning.
4. To facilitate the validation of formal and non-formal learning in order to increase the permeability of educational pathways.
5. The promotion of education and training that is aligned to the market needs.



## THE PARTNERS



Energy Cluster of Extremadura is a private non-profit association of entrepreneurs, launched by the Government of Extremadura in 2008, whose cooperation contributes to the increase of competitiveness in the energy sector in Extremadura. Nowadays it includes nearly 60 members, which represent a complete value chain in the different energy subsectors such as photovoltaic, thermosolar, hydraulic, bioenergy, wind and energy efficiency.



The Foundation FUNDECYT Scientific and Technological Park of Extremadura is a non-profit organization based in Extremadura (Spain) with the aim of contributing to the social and economic exploitation of science and technology in the region, supporting and promoting scientific and technological development and a better use of research and innovation outcomes.



UEL plays an integral role in local and regional development. The University lies at the heart of the largest regional development zone in Europe and plays an important role in the regeneration of this vibrant zone. Enterprise and entrepreneurship and business support have been part of the universities strategy and mission since the 1990's. UEL has made a major contribution to the regional development agenda, including the development and implementation of the Olympic legacy, operating an enterprise centre and working with local and regional authorities on the economic development of East London.



The Developmental Centre Of Thessaly (D.C.T. - A.KE.TH.), located in Trikala (Greece), is a non-profit continuing vocational education & training (VET) centre/provider. AKETH was founded in 2004 and it is certificated by the National Accreditation Organization for Vocational Training/Skills. AKETH also, has been awarded for the implementation of its exemplary vocational education and training projects under Leonardo da Vinci programme over the past year from the Greek State Scholarships Foundation (IKY - Greek National Agency).



The ECQA is a not-for-profit association joining together institutions and several thousand professionals from all over Europe and the world. The association provides a world-wide unified certification schema for numerous professions. The same exam pool, exam rules and the same electronic exam system are used for certification exams in any participating country. It joins experts from the market and supports the definition and development of the knowledge required for job roles. ECQA defines and verifies quality criteria for Training organisations and trainers to ensure the same level of training all over the world.



## **PARTNERS**

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