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IBM+

(Innovative training and new Business opportunities in the energy Market)

On September 16th and 17th at the IMC University of Applied Sciences Krems (Krems an der Donau, Austria), took place the second meeting of the Steering Committee of the Erasmus+ project "IBM". At least one representative from each partner attended to the meeting.

This second meeting gave the opportunity to partners to make a balance of the first previous months of project life, and to exchange about the results they obtained. The main points were:

- To adopt a broad, skills development approach to allow participants via reflective practice to develop the skills necessary to develop appropriate business models.
- The focus should be on developing entrepreneurial skills for SME and intrapreneurial skills sets for large energy organisations.

- Blended learning modular approach, on=line material i.e. workbooks, WBL, summer academies/workshops, case study analysis.
- Commence with a self evaluation skills audit which will then allow for participant to identify areas of weakness.
- To write individual training plans based on results.
- To establish a order of modules to allow progressive skills development and knowledge management





NEXT STEPS

Once the needs assessment has been completed, it is relatively clear which areas have a higher demand for training.

The partners will now analyze in the next part of the project, the current training offer on the market and trying to define, based on the needs analysis, their own training offers and training goals. Here is mainly the definition of knowledge goals (learning objectives) in the foreground, which should reach the potential participants. In addition the next step is to finalise the training plan and planning possible trainings in various regions. This multiplier events should conduce as test trainings and through the feedback from the participants the content could be adapt to the needs and to sharpen the focus here.

Additionally, and with the support of publications during national and international conferences, the familiarity of the project and the subject should be further deepend.

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.





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The IBM+ project has been approved in the framework of the Erasmus+ Programme within the key action 2: Strategic Partnerships in the field of adult education. The project focuses on the development of an innovative training plan in order to improve the skills of energy entrepreneurs in the design of their businesses.



Erasmus+