

05 | NEWSLETTER

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IBM+

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

On August 2017 28th and 29th the Final Meeting of the Steering Committee along with the Final Event of the Erasmus+ project “IBM+“ (Innovative training and new Business opportunities in the Energy Market) held in Badajoz, Extremadura, Spain at the Campus of the University of Badajoz.

This final meeting main aim was to evaluate all project activities and intelcputal output and give the chance to partners to discuss about future releated project and of course about the exploitation plan of the IBM+ project results. The main points were:

- The importance of the Dissemination activities after the project life time
- The importance of the exploitation plan and strategy of the IBM+ project results.
- A review of the final training material developed in the frame of the project.
- The concept and contents of the final event of the project.

- Next steps and possible future collaborations between the partners in the frame of Erasmus+.





FINAL EVENT

The Energy Cluster of Extremadura has organized a seminar on "New Business Models in the Energy Sector" within the framework of the project IBM+ (Innovative training and new Business opportunities in the energy Market) final event of Erasmus + program, in which more than fifty companies and professionals from the Extremadura community have participated.

A day of high practical and useful value for the attendees that has connected the changes produced in recent years in the energy sector, with new trends in the world economy, especially the Green Economy and Circular.

In this seminar, project partners have participated, focusing on topics of particular interest to companies and professionals in the sector, such as: the keys to creating innovative energy companies; the strategies for the development of the business plan and how to implement and apply it.

PARTICIPATIVE WORKSHOP

In addition, an intensive practical workshop has been held in which the application of the Canvas tool in the management of energy companies has been addressed.





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.



CONTACT DETAILS

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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+