



PILOT PLATFORM OF VOCATIONAL EXCELLENCE – WATER (PILOT PoVE WATER)

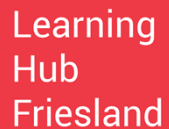


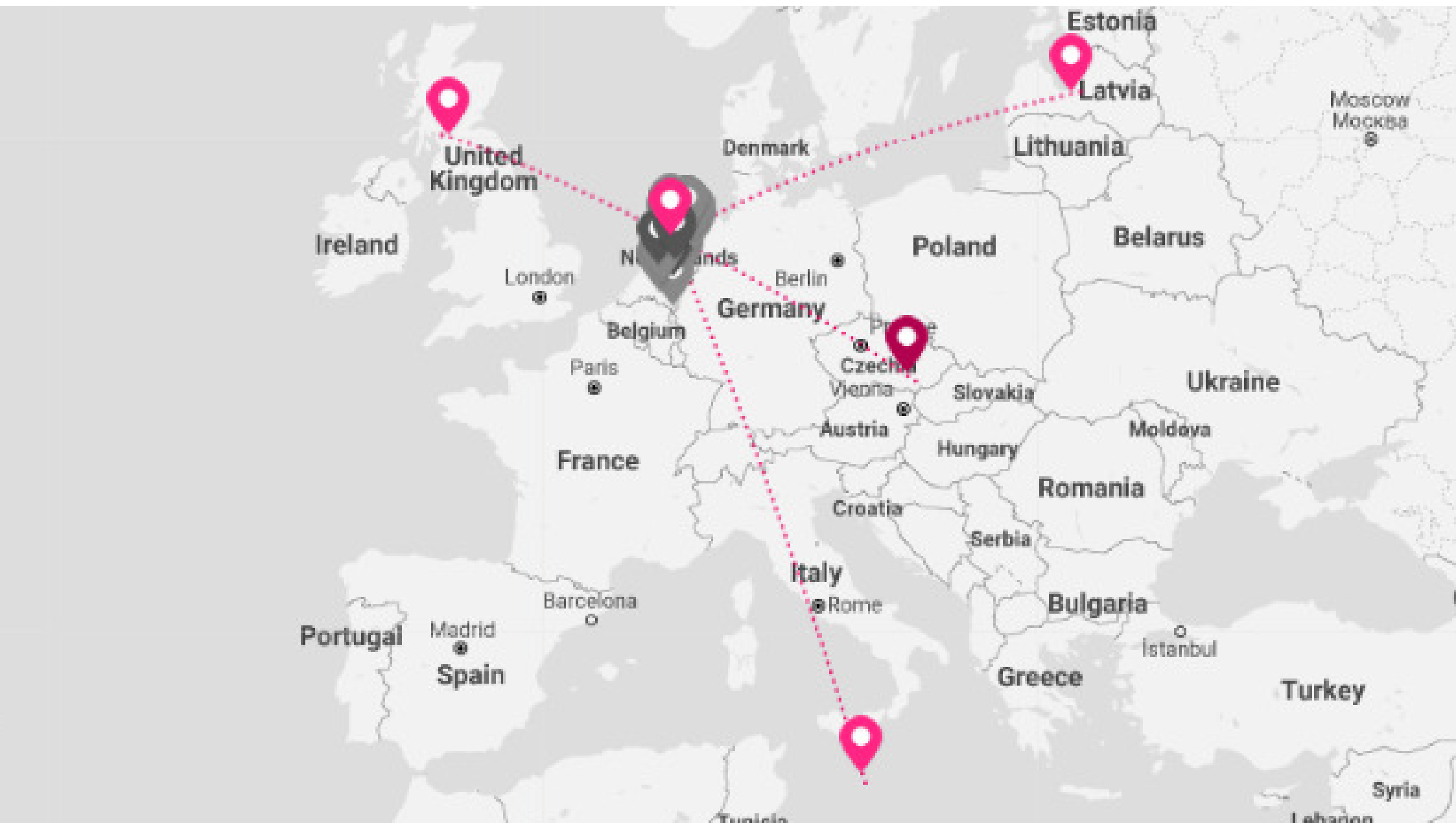
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Challenges in the regions

- Upskilling and reskilling employees
- Increasing the number of students in the water sector
- Enhancing the reputation of the water sector
- Creating hybrid teacher environments
- Creating cross-overs between education and business partners
- Preventing brain drain to other sectors
- Sharing knowledge resources between education and industry

Objective of PoVE Water

- Regional Centers of Vocational Excellence in 5 regions

Steps:

- Taking a 'picture' of skills eco system in each region
- Compare outcomes with desired situation
- How can we help and inspire each other?
- Develop an action plan for each regional CoVE
- Working on a sustainable learning community within PoVE

CoVE Water Friesland

- video

The Business Model Canvas

Designed for:

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Date:

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<h3>Key Partners</h3> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>INTERDEPENDENT VALUE PROPOSITIONS Complementarity and increasing reduction in risk and uncertainty Acquisition of particular resources and activities</p>	<h3>Key Activities</h3> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>COMPETITIVE ADVANTAGE Production Problem Solving Procurement</p>	<h3>Value Propositions</h3> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>COMPETITIVE ADVANTAGE Innovation Performance Customization "Costing less than our rivals" Design Network Effects Scale Cost Leadership Risk Reduction Accessibility Convenience/Usability</p>	<h3>Customer Relationships</h3> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>COMPETITIVE ADVANTAGE Personalized Service Channel Partner Relationship Self Service Automated Services Community Co-creation</p>	<h3>Customer Segments</h3> <p>For whom are we creating value? Who are our most important customers?</p> <p>MARKET SEGMENT Mass Market Segmented Market Niche Market</p>	
<h3>Key Resources</h3> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>TYPE OF RESOURCES Physical Intellectual Human Financial Social</p>		<h3>Channels</h3> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p>CHANNEL PARTNERS</p> <ol style="list-style-type: none"> 1. Awareness How do we get our customers' attention and our company's products and services? 2. Evaluation How do we help customers evaluate our organization's value proposition? 3. Purchase How do we get our customers to purchase specific products and services? 4. Delivery How do we deliver a value proposition to customers? 5. After sales How do we provide post-purchase customer support? 			<h3>Cost Structure</h3> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>IN YOUR BUSINESS MODEL Costs include: physical and human resources, intellectual resources, financial resources, and other costs (e.g., costs of distribution, production, and transportation)</p> <p>FIXED COSTS Salaries Rent Utilities Insurance Depreciation Interest Taxes Other</p>
<h3>Revenue Streams</h3> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How much does each Revenue Stream contribute to overall revenues?</p> <p>TYPE OF REVENUE Asset sale Usage fee Subscription fee Advertising/sponsorship Licensing Royalty Franchise fee Other</p>		<h3>Revenue Streams</h3> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How much does each Revenue Stream contribute to overall revenues?</p> <p>TYPE OF REVENUE Asset sale Usage fee Subscription fee Advertising/sponsorship Licensing Royalty Franchise fee Other</p>			<h3>Revenue Streams</h3> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How much does each Revenue Stream contribute to overall revenues?</p> <p>TYPE OF REVENUE Asset sale Usage fee Subscription fee Advertising/sponsorship Licensing Royalty Franchise fee Other</p>



DESIGNED BY: Business Model Foundry AG

The makers of Business Model Generation and Strategyzer

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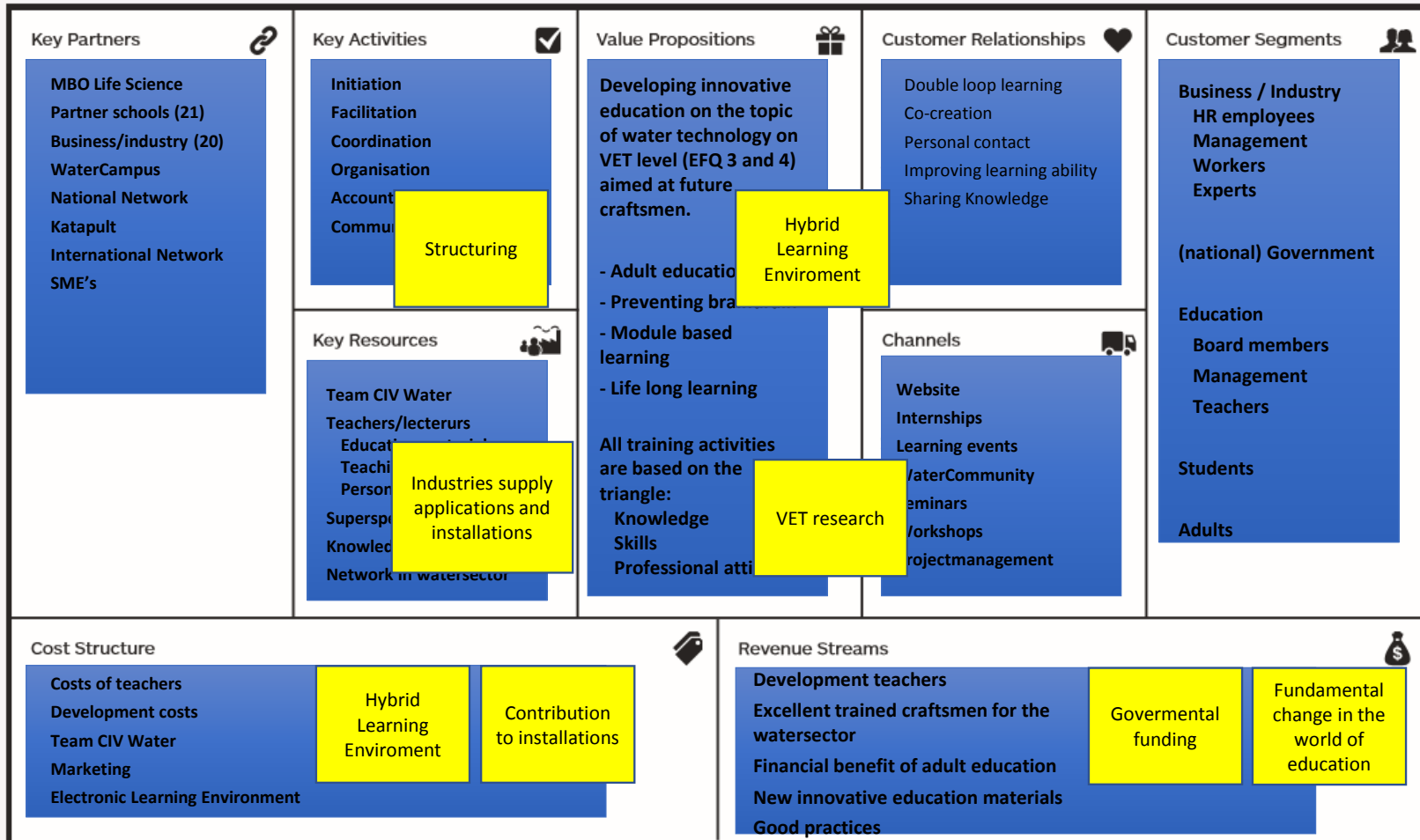
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Steps taken so far

- Vocational Scan of Skills Ecosystem in 5 regions
- Started dissemination & conversation with skills ecosystem
- Drafted First Business Model Canvases (BMC)
- Validation of BMC with stakeholders

Next steps



Impact in the region

- Hybrid teachers
- Enhanced reputation of the water sector
- Increase in student numbers
- Water weeks
- Water summer school
- Use of educational material through digital EU wide online platform

Thanks!



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www.povewater.eu

www.wearekatapult.eu (learning network of CoVEs in the Netherlands)