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

**Key Partners**
- MBO Life Science Partner schools (21)
- Business/industry (20)
- WaterCampus
- National Network Katapult
- International Network SME’s

**Key Activities**
- Initiation
- Facilitation
- Coordination
- Organisation
- Account
- Communication

**Value Propositions**
- Developing innovative education on the topic of water technology on VET level (EFQ 3 and 4) aimed at future craftsmen.
- Adult education
- Preventing brain drain
- Module based learning
- Life long learning

All training activities are based on the triangle:
- Knowledge
- Skills
- Professional attitude

**Customer Relationships**
- Double loop learning
- Co-creation
- Personal contact
- Improving learning ability
- Sharing Knowledge

**Customer Segments**
- Business / Industry
  - HR employees
  - Management
  - Workers
  - Experts
- (national) Government
  - Education
  - Board members
  - Management
  - Teachers
- Students
- Adults

**Key Resources**
- Team CIV Water
- Teachers/lecturers
- Education material
- Teachers
- Superspecialists
- Knowledge
- Network in water sector

**Channels**
- Website
- Internships
- Learning events
- WaterCommunity
- Seminars
- Workshops
- Project management

**Cost Structure**
- Costs of teachers
- Development costs
- Team CIV Water
- Marketing
- Electronic Learning Environment

**Revenue Streams**
- Development teachers
  - Excellent trained craftsmen for the water sector
  - Financial benefit of adult education
  - New innovative education materials
  - Good practices

- Governmental funding
- Fundamental change in the world of education

**Hybrid Learning Environment**
- Structuring
- Industries supply applications and installations

**VET research**
- Structuring
- Industries supply applications and installations

**Contributions to installations**
- Structuring
- Industries supply applications and installations
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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