Erasmus+

EQ-WOOD

European Quality Qualifications for the Woodworking and Furniture Industry

An Innovation Advisor Curriculum

for the Wood and Furniture Industry

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FLA FEDERLEGNOARREDO

AIDIMME INSTITUTO TECNOLÓGICO

WOODWIZE nooit op eigen houtje

BÚTORSZÖVETSÉG

InnovaWood

CONFORM CONSULENZA FORMAZIONE E MANAGEMENT S.c.a.r.l.

ITPI

BBCWFI

chambre de commerce italienne de lyon

MEDEF Auvergne Rhône-Alpes

Design the curriculum of a new vocational profile 'Innovation Advisor'

- Skills set to manage innovation combining green, digital and marketing soft skills

- Based on skills requirement analyses in previous projects FUNES, WOODUAL, IM-FUTURE

- Set of independent learning modules aimed at workers

- Coherent with EU instruments for mobility / transparency EQF, EQAVET, ECVET

- Develop a European Network for sectoral qualification and training in the wood and furniture industry

Erasmus+ no. 591939-EPP-1-2017-1-IT-EPPKA2-SSA

Coordinator: FederlegnoArredo

Project duration: 01.01.2018 - 31.12.2021

Total budget: 299.000 EUR

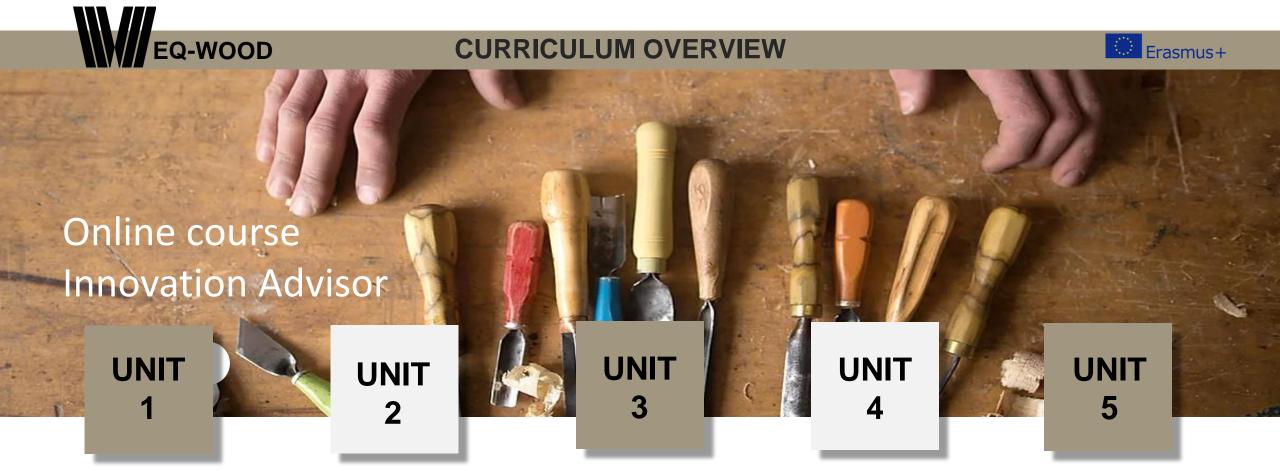Consortium: 10 partners in 5 countries

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Online course
Innovation Advisor

UNIT 1

UNIT 2

UNIT 3

UNIT 4

UNIT 5

Design thinking, conception and prototyping

Innovation management

Design, trend and innovation research

Project management

Professional development, networking and intercultural skills

Total hours: _____

Unit 2 Innovation Management

WOODWIZE
nooit op eigen houtje

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Veldeman Group
(Target groups, Offer, Channels)

Van Hoecke Ta'Or Boxes
(Processes, Channels, Relations)

Dovy Keukens
(Offer, Relations)

Product idea

Target groups

Who are our sales targets and who will be using our offerings?

CLIENTS

Primary
What is our primary customer segment that unlocks the most value in our business and is easily accessible?

...and what is our primary user segment?

Jobs to get done
What job(s) are our primary customer and user segment trying to get done?

Pains

Gains

START HERE

USERS

Brand and messages

How do we want our brand to be perceived and what is our story to sell the offerings?

FUNDAMENTALS

Channels
Through which channels do our customers and users want to be reached?

Relations
What kinds of relationships do our customers and users expect?

Offer

Welk aanbod aan producten/diensten bieden we aan onze klanten en gebruikers?

Core value
What value do customers and users get back after experiencing our offerings to get their job(s) done?

Unfair advantage
Wat doen we beter dan onze concurrenten om waarde te creëren die moeilijk te kopiëren is?

Resources

What (internal) key resources do we need to create and deliver the offerings?

Channels
Through which channels do our partners want to be reached?

Processes
What (internal) key processes do we need to create and deliver the offerings?

Partners

Who are our (external) key partners to create and deliver the offerings?

DELIVERY

R&D

How do we make money?

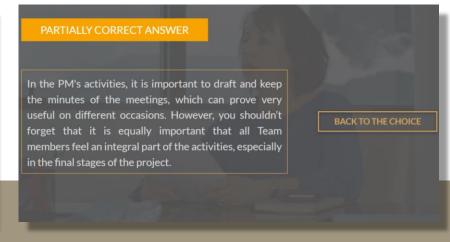| PATTERN	REVENUE STREAMS AND PRICING	COSTS	INVESTMENTS
How, when and how often do we charge our customers?	What are our revenue streams and how much do our customers pay (per unit)?	What are the most important costs of creating and delivering the offerings?	How much money do we need to spend before we earn?

WOODWIZE
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INNOVAWOOD

MOOC 'Innovation Advisor'

PARTIALLY CORRECT ANSWER

In the PM's activities, it is important to draft and keep the minutes of the meetings, which can prove very useful on different occasions. However, you shouldn't forget that it is equally important that all Team members feel an integral part of the activities, especially in the final stages of the project.

BACK TO THE CHOICE

- Audio in studio
- Motion graphics

- Final tests
- Additional reading material

- Gamified scenario
- Voice over

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CONFORM

Thank you !

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