

5 Webinars to Improve Cluster Member Skills

Excellent Living Environments - EXCELIVING
Capacity Building Programme



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Chapter 1

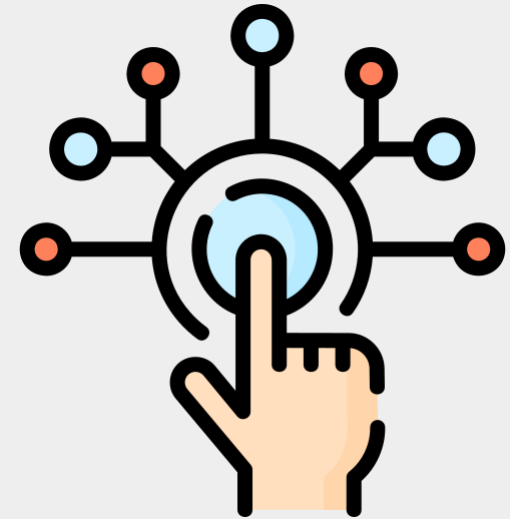
Introduction

Chapter 1. Introduction

The world is rapidly changing, and the pace of technological advancement is unprecedented. Businesses are facing **new challenges** and **opportunities** that require them to adapt and evolve constantly: as a result, it is crucial for clusters to continuously improve their capabilities to **remain competitive** in the market. In this context, improving the competencies and skills of cluster members is vital for delivering excellent services and staying ahead of the competition.

The program will focus on both **soft & hard skills** required for effective project management. Soft skills such as communication, leadership, problem-solving, and decision-making are essential for cluster members to effectively manage their teams and projects. At the same time, hard skills such as project planning, risk management, and resource allocation are also critical for project success.

This training e-book includes **five 60-minute webinar sessions** which will provide participants with a platform to learn from industry experts and gain insights into the latest trends and developments in technical training, innovation, branding and business management.



Chapter 2

Capacity Building Programme

Chapter 2. Capacity Building Programme

The Capacity Building Programme focuses in four main areas, which are:

- **Business Management:** This training topic aims to capacitate cluster managers and staff to improve their daily management tasks, to strengthen the cluster capacity to define and implement services based on excellence, improve their capacity to coordinate in an efficient way the cluster staff and other members.
- **Technical Training:** This block will focus on the main challenges the sector is facing in the participatory regions and in Europe. At the end of these sessions, participants will be able to understand and to apply in their cluster activities and services the lessons learned about digitalisation, circular economy, healthy environments...

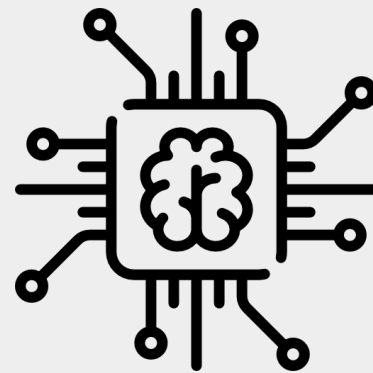


image: Flaticon.com

Chapter 2. Capacity Building Programme

- **Entrepreneurship:** Clusters must strengthen their capacity to support SMEs in the process to improve their competitiveness, innovation and internationalisation. This support is only possible if the cluster counts with managers and staff members capable to understand the business ecosystem and how to tackle the Habitat industry trends
- **Branding:** This block will focus on explaining the main tools which have to be considered when approaching the branding strategy for a cluster, in order to position the cluster in the ever-changing world of social media.

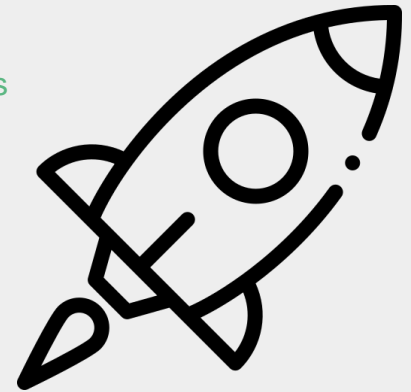


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Business Management



Technical Training

**Capacity Building
Programme**



Entrepreneurship



Branding



Chapter 3

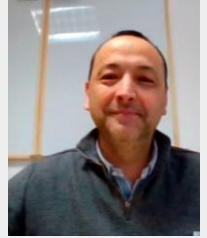
Technical Training

3.1

Blockchain as the Tool to Certify Data

Blockchain as the Tool to Certify Data

Speaker: Sergi Martínez
Company: Brioxs Consulting

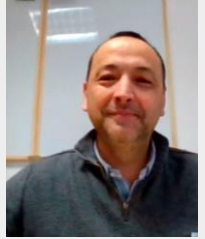


In the information society, information saturation is a reality, and tools such as the blockchain contribute to proving its authenticity and, therefore, its quality.

Thanks to this technology, companies will be able to improve their production and processes, allowing them to: implement product traceability, certify their quality, comply with regulations, prove efficiency, open new markets, increase competitive advantages. Since mid-2021, there is already European legislation that supports the legality of the use of blockchain.

About the speaker: Sergi Martínez Espinosa, technical engineer in management informatics from the Polytechnic University of Catalonia. With 25 years of experience as a technician in various technologies, managing teams and working for large projects and clients.

Blockchain as the Tool to Certify Data



Brioxs Consulting
website



YouTube video

3.2

An introduction to Smart Homes

An Introduction to Smart Homes

Speaker: Andrés de la Ornia
Company: INGENIUM

The webinar will present different aspects necessary for the participant to know the different technologies applicable to homes and buildings: these technologies will update and improve substantially the traditional installations with new functionalities of higher added value.

The session will start with a very basic introduction to the field of Home Automation, and it will focus on the benefits technology can bring to homes and buildings. Several practical implementations of ICT will be shown.

Small notions in technologies that allow remote control of the technologies present in a home or building, as well as the key aspects to avoid unwanted external attacks will also be discussed.

About the speaker: Andrés de la Ornia, graduated in Higher Industrial Engineering in Electronics and Industrial Automation from the University of Oviedo, is currently the Product Manager of the INGENIUM BES product line, dedicated to the design and development of home automation technology.

An Introduction to Smart Homes



Ingenium
website



YouTube video

Chapter 4

Business Management

4.1

People before digitalisation: the key to success



People before digitalisation: the key to success

Speaker: Xavi Roca-Cusachs

Company: Human Leadership

Digitization in companies and clusters is the implementation of a tool that has the potential to multiply business growth... but be careful, the tool will be successful depending on how it is used.

Too many times we have seen very expensive implementations that finally result in a failure and loss of investment due to not having done an adequate human strategy in its implementation.

The tool is important and much more so the people who are going to use the tool and how they are going to use it! In this webinar we are going to analyze the effects of technological change on personal performance: communication, increased information management, decision making, speed of processes, roles and responsibilities. Also, the strategic changes that we need to implement in the business culture.

About the speaker: Xavi Roca-Cusachs is a humanist consultant and co-founder of Human Leadership

People before digitalisation: the key to success



Human Leadership
website



YouTube video

Chapter 5

Entrepreneurship

5.1

Disruption and Innovation

Disruption and Innovation

Speaker: Òscar Beà i Torres



It is clear that digital transformation has to do with innovation and disruption. Now, when we talk about innovating, we have to start by understanding what we are talking about. What is innovation? At what point do we talk about disruption? Should every company innovate? How can we innovate? Where do we start from to carry out our digital transformation?

In this conference we will help you to incorporate these concepts within the SME so that you can apply them in your day to day.

About the speaker: Òscar Beà i Torres is a computer engineer and expert consultant in digital transformation, with several years of success stories in companies that have started the path towards digital transformation. He is certified in EFQM and dedicates part of his time as an adjunct professor at EADA and at the Universitat Oberta de Catalunya (UOC).



Disruption and Innovation



Òscar Beà
website



YouTube video



Chapter 6

Branding

6.1

How to start a successful marketing strategy

How to Start a Successful Marketing Strategy

Speaker: Eric Onidi

Company: Estrategia Marketing Digital (EMD)



Defining a digital marketing strategy is for many facing the unknown: where to start, how to proceed, what tools to use, how many resources to invest and what is the return...

Taking advantage of the online world is having a digital strategy based on clear, measurable and achievable objectives, aligned with the company's global objectives. A strategy that defines the value proposition and positioning of your online company, as well as its performance in the relevant marketing channels, with a specific action plan and an associated budget. In this training we will have a global and practical vision of how to define and implement a digital marketing strategy to obtain short-term results.

About the speaker: Eric Onidi has a degree in business administration and a master's degree in Engiplant from the UPC. Consultant in digital marketing strategy with 20 years of experience managing international agencies and startups, he is also an accredited advisor to ACCIÓ (Catalan agency) in marketing, digital channels, sales and eCommerce for internationalization.

How to Start a Successful Marketing Strategy



Estrategia de
Marketing Digital
website



YouTube video

Chapter 7

Conclusions

Chapter 7. Conclusions

The world is experiencing a rapid transformation in various sectors due to technological advancements, and clusters are facing new challenges and opportunities. Therefore, it is essential for organizations to adapt and evolve continuously to **remain competitive** in the market. In this context, improving the competencies and skills of cluster staff is vital for delivering **excellent services** and staying ahead of the competition.

In conclusion, the proposed program provides an **excellent opportunity** for cluster members to improve their skills, enhance their knowledge, and gain a competitive edge in their respective sectors. With the constantly evolving business landscape, it is crucial for cluster members to continuously improve their competencies to remain relevant and competitive in the industry.



image: Flaticon.com

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