

Syllabus: Aligning Needs and Opportunities

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| Module title | <i>How to align needs and opportunities: scouting for ideas</i> |
| Area | <i>Concept and Proposal Design</i> |
| Learning format | <i>Seminar</i> |
| Length of module | <i>1.5h – 2h</i> |
| Regional | <i>Yes</i> |
| Topic (short description) | <i>This module aims to explain the important of identifying internal and external factors that enables us to align needs and opportunities regarding calls.</i> |
| Module description | <p>Objective(s):</p> <ul style="list-style-type: none"> • To be able to recognise the challenges and needs of stakeholders in the regional ecosystem • To be able to recognise the strengths and advantages of the region and undertake asset mapping • To understand how to align to the smart specialisation strategies of your region with challenges and assets in your region • To be aware of emerging technologies and trends in Europe and to be aware of channels to scout the new technologies and opportunities • To understand how to evaluate the relevance and potential of emerging and innovative technologies at an early stage <p>Subject(s):</p> <ul style="list-style-type: none"> • <i>What can we achieve?</i> • <i>The process of identifying our Strengths and Weaknesses is an internal affair.</i> • <i>Identifying external factors.</i> • <i>Asset Mapping</i> • <i>Planning out your Scouting</i> • <i>Latest trends</i> <p>Tools:</p> <ul style="list-style-type: none"> • SWOT analysis • PESTEL analysis • Asset Mapping |

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| Suggest group exercises during session | <ul style="list-style-type: none"> • <i>SWOT analysis</i> • <i>PESTEL analysis</i> <p><i>Those can be done during the event and the trainers may assist the participants on what questions to asks etc.</i></p> |
| Suggested exercises to take home | <p><i>Asset Mapping exercise can be done at home, as it is going to be different for each participant and it might need more time to be completed as a participant has to thing and include as much stakeholders as possible.</i></p> |
| Relevant Literature / links | <p>The following sources are designated as recommended reading for this module:</p> <ul style="list-style-type: none"> • <i>PESTEL analysis, CIPD-</i> https://www.cipd.co.uk/knowledge/strategy/organisational-development/pestle-analysis-factsheet#gref • <i>SWOT Analysis for Education, Schools, Colleges and Universities by Mike Morrison -</i> https://rapidbi.com/swot-analysis-for-schools-and-education/ • <i>Are you doing the SWOT analysis backwards? By Laurence Minsky and David Aron–</i> https://hbr.org/2021/02/are-you-doing-the-swot-analysis-backwards • <i>SWOT Analysis Understanding Your Business–</i> https://www.mindtools.com/pages/article/newTMC_05.htm • <i>How to Perform a SWOT Analysis for Your Small Business –</i> https://www.salesforce.com/eu/blog/2021/07/swot-analysis-small-business.html |