

# Professional Education

Call for proposals, January 2017



## Briefing for Delivery Partners

The training will be an excellent opportunity for you to use your expertise, combine it with state-of the art system innovation tools, novel approaches to business models and design thinking tools. It will offer participants an inspiring training that will support them to tackle challenges arising through climate change. You will get in touch with professionals from diverse backgrounds creating a new network between business, education, entrepreneurship and authorities.

The delivery of the Climate-KIC trainings will be a **co-creation process** between the delivery partners and the Professional Education Team. Both – partners as well as the Professional Education Team - are responsible for the quality of their activities and strive for high quality delivery of the courses. This briefing will outline key responsibilities of the training's delivery partners and the Professional Education Team and how jointly the training courses will be a success.

The delivery partners will be responsible for the preparation and the implementation of the courses (including organisational matters such as booking of the venue, catering and contracting the coach/ course lead etc.), thus it has to be ensured that enough time and resources to prepare the training is available. A close cooperation with the Professional Education and local Climate-KIC education managers is expected in the preparation of the training's design and content. The Professional Education Team will make Climate-KICs learning material available for the coaches/ partners. The material entails assignments - in particular on the [System Innovation Tools](#) – and Case Studies relevant to the respective Theme. The portfolio of generic material will continuously be updated and the Professional Education Team will keep you posted on latest development.

Be aware that all material has to be customised to match the specific needs of the target group to achieve a real impact. This is a main responsibility of the coach / course lead.

### Climate-KICs Objectives

The training courses should be designed and prepared to fulfill Climate-KICs quality standards: they should inspire and empower innovators to catalyse climate innovation, by providing a **combination of theoretical knowledge and real-life cases and challenges**. Main skills and competencies trained within our Professional Education Programmes seek to enable practitioners and high professionals to think outside the box, leave their comfort zone and create new climate innovative solutions to own or peer's challenges.

The offered training courses shall follow Climate-KICs approach of challenge based and action oriented learning. In detail, the courses shall address the following:

- To teach the skills needed to manage innovation and entrepreneurship to promote a climate friendly development



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- To equip participants with tools and instruments to lead change processes
- To demonstrate existing ideas/ solutions and options to adapt them to the participants' own context.
- To deliver competency development for managing and scaling (systemic) innovation– including multi-stakeholder management and trans-disciplinary communication

### Format

The proposed training courses shall be fitting to one of the generic formats of the Professional Education portfolio, which includes (further details on course formats: see Annex 1):

- **Spotlight:** 1-3 days in-class training. Focussing generically on climate innovation or can be context-/Theme specific.
- **Catalyst:** 4-6 day coached residential workshop, or two 2-3 day modules; online modules for preparation; focus to enhance participant's competencies to move on with their individual innovation cases / projects
- **Exchange:** Project-oriented 18 months programme for capacity building at institutions. Participants of institutions work jointly on an individual (systemic) innovation project. Professional mentoring through workshops and individual support will be integrated in the programme.

All trainings shall be implemented in a **blended format**, combining online elements with class attendance and face-to-face interaction. The different formats should be linked so that they best support achieving the course's learning objectives. Using an online platform will allow partners and the coaches to get in touch with the participants before and after the training. In preparation for the course, learning materials should be provided to the participants so that they can prepare for the courses in their own speed and based on their level of knowledge. On-site sessions can then focus on applying the methods and the interaction and exchange among participants. After concluding the on-site course the online platform is then a tool to continue the discussion, further enable the communication among participants and the coach.

The Professional Education Team, local Climate-KIC education managers and the Online Education Team will support the setup of the online platform and will provide a briefing if wished for. As the involvement of the coach/course lead will be critical for the success and usage of the online platform, please brief him/her accordingly that it is in her/his responsibility to get participants engaged in the online platform.

### Course dates and planning horizon

To identify the best date for your course, please avoid holiday seasons or inconvenient dates/times for travelling to/from your location from abroad.

We also suggest the following **minimum planning horizon** of 14 weeks:

- 6 weeks after approval of proposal:  
Finalisation of course concept, course lead / key speakers confirmed and communication materials produced
- Minimum 8 weeks before the course:  
Launch participant recruitment campaign

### Selection of coaches / course lead

A qualified coach / course lead is critical for the success of the training event. They will be responsible for the actual learning journey of participants and achieving the specific learning objectives. Climate-KIC has



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created a network of trained coaches who are familiar with Climate-KIC's training approach and fulfill Climate-KIC's quality standards, as they are experienced with managing training seminars in a user-friendly, interdisciplinary way. It is strongly advised that the course lead / coach will be recruited from the Climate-KIC network of coaches. The Professional Education Team will assist in identifying suitable coaches with the relevant expertise in the field.

The Professional Education Team will provide exemplary ToRs for contracting the coaches/ course leads. These ToRs also outline the further use and branding of the material used in the trainings.

### Marketing

The Professional Education Team is planning to launch a central marketing campaign on all courses to advertise the courses more broadly in 2017 – to raise awareness on the courses EU-wide and get the professionals on board that have enthusiasm to influence organisational change to promote a low carbon and climate resilient development.

All communication materials must be in line with the branding guidelines of Climate-KIC education which will be made available. The Professional Education Team will support you in the marketing of the individual courses: Standardised flyers and info packs will be available and the course will be advertised in the relevant European networks (Climate KIC Blog/ Twitter). However, it is also pivotal that the delivery partner advertise their courses in the relevant networks in the region, with support of the local Climate-KIC communications manager.

### Participants

To ensure that participants can make best use of the training and keep the costs per participants reasonable, we recommend having 20-30 participants in the training course. The application and the selection process will be administered by the Professional Education Team – in close coordination with the partners.

### Branding of the material

The development of the training course material is in the responsibility of the respective coach/course lead. The Professional Education Team provides generic course material including case studies and exemplary assignments if applicable and desired. All course material (presentation, assignments, etc.) have to be **branded in the Climate-KIC Design**. Respective templates will be made available. Logos of partners and/ or coaches can be included in the layout at indicated spots. Invited experts may use their own design for key notes.

If you have any other questions regarding the material, please contact the professional Education Team.

### Budget

Budgets will be agreed based on actual costs to ensure a high-quality learning experience. Based on experience, the budget for a Spotlight is roughly 8,000 – 15,000 EUR, for a Catalyst roughly 40,000 – 60,000 EUR and for Exchange between 70,000 and 100,000 EUR. Costs for the programmes vary depending on the programme, number of participants, the number of coaches and experts and the location.

In general, budget is available for the implementation of the courses (venue, experts, coaches, management). Limited budget is available for the further development of the training material. The basis of materials should already be existing – which could then be further refined/ enhanced. Please outline well in the proposal how the budget is used to achieve the learning objectives and contributes to the overall

training's success. **Attracting co-financing from third parties for the training implementation is encouraged.**

### **Course fees**

In general, our courses have an external audience and are fee-paying. Climate-KIC will set the respective fees and terms and be responsible for the invoicing process. All revenues are for the benefit of Climate-KIC.

In some cases, course fees can be waived, for example for participants of specific Climate-KIC programmes (e.g. the Regional Innovation Scheme).

### **Reporting**

After the delivery of the course, partners will be required to prepare a report following Climate-KICs reporting guidelines. The report is due latest two months after delivery. Partners will be informed about the specific requirements on time and the Professional Education Team and local Climate-KIC education managers will assist in the reporting process.

### **Quality Management**

The quality management of the courses is an integral part to ensure a high-quality delivery according to Climate-KIC standards and constant improvement of the training programmes. The quality management guidelines and process are explained in detail in the respective programme management handbooks that will be made available to successful applicants. In general, the processes include quality assurance measures during planning and implementation of the course and quality measurement activities (e.g. evaluation by participants) after the course.

### **Contact**

In case you have further questions on the implementation of the training, feel free to contact the Professional Education Team:

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