



REthinking  
EDUcation COmpetencies.  
Expertise, best practices  
and teaching in Digital Era



Erasmus+

# Mentorship Sessions Programme

Develop your business idea!

## Session 1- Introduction & Brainstorming

The contents of this publication do not necessarily reflect the position or opinion of the European Commission

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## Contents of the session



1. **The Project:** RE-EDUCO
2. **The Methodology:** training process
3. **The Contest:** objectives and calendar
4. **The Tool:** Business Model Canvas
5. **The Sectors:** determination and explanation
6. **Now it's your turn!** – Brainstorming session



# 1. The Project: RE-EDUCO

**RE-EDUCO** is a European project composed by a consortium of six partners from 5 different countries: Finland, Cyprus, Spain, Greece and Italy co-financed by ERASMUS + Programme.

It was born after the urge of **new training methodologies** for the digital learning caused by Covid-19 pandemic.

As an answer to this necessity, **RE-EDUCO** encourages the production, experimentation and sharing of new approaches and training methods in the field of digital culture.

It enhances the role of **digital culture** as a means of **improving the possibilities for growth and exchange**, widening the choices for **young people** in **private** and **professional** life.

Considering this complex framework, the project was born from the need to produce and test, at a transnational level, a range of methodologies and best practices to improve the skills of students and teachers and encourage them to embrace digital innovation in their lives, career opportunities and educational environments.



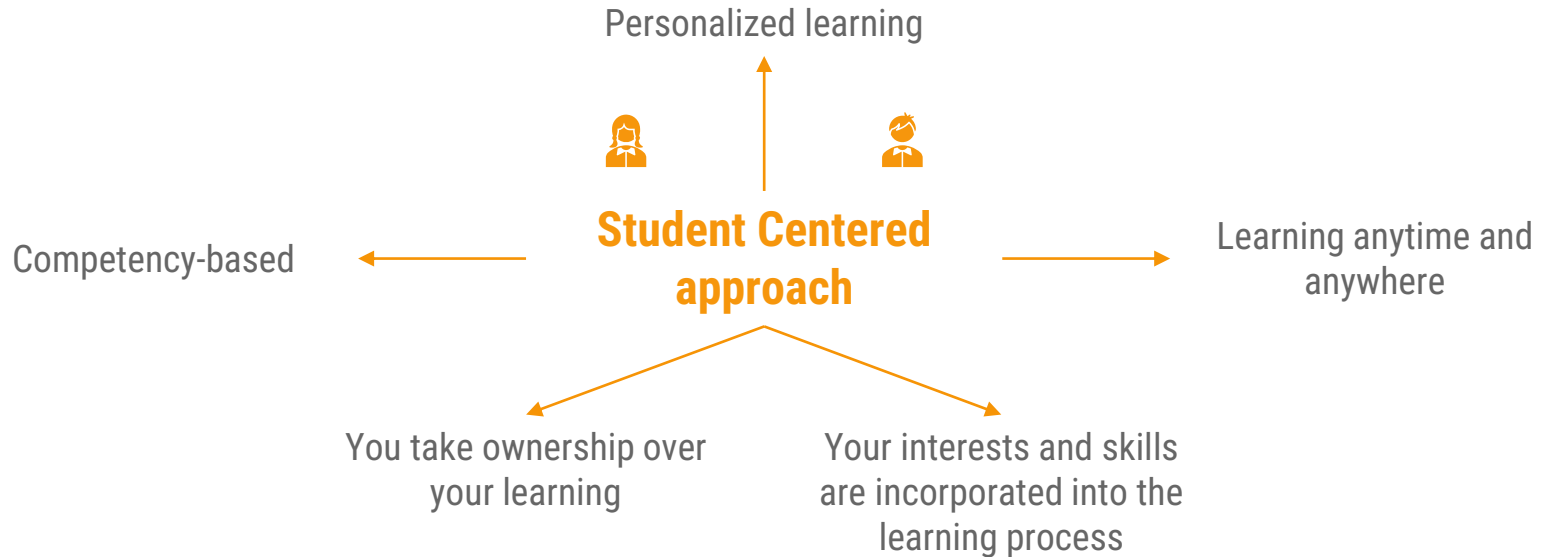
# 1. The Project: RE-EDUCO

To achieve the project's goals will:

- **Give you a framework to help you in the understanding of the potential that the digital technologies offer you in your personal and private life.**
- Encourage the cooperation and strengthening of partnerships between training institutions, research centres and businesses.
- **Offer you the opportunity to increase your digital skills, through collaboration with digital companies and participation in creative active learning.**
- Promote the development of new learning paths and pedagogical approaches amongst teachers.
- **Encourage the sharing of material and ideas through the promotion of an international community.**
- Share best practices for the dissemination of digital culture, and integrated new educational approaches.
- Provide policymakers with a framework of information and data, useful for leading their strategies and policies towards a more informed and people-oriented digital culture.



## 2. The Methodology: training process



**You are in the center of our methodology and this is why we want to listen to what you have to say!**



## 2. The Methodology: training process

How are we going to implement these training sessions?



### Mentors

Local experts that will help you with the development of your innovative ideas

Sessions will be imparted in English

Business Model Canvas explanation, point by point

Doubts resolution solved

Asynchronous support outside mentoring sessions



### Teachers

Your teachers 😊

They will support you and assist you during the sessions

Personalized tutoring

Mentoring sessions will help them to lead you during the development process

In constant contact with local mentors



### Students

You! Our MVP!

You will receive the tools to develop your innovative ideas

Active participation will be requested

Groups of max. 5 people

You'll have time after the sessions to develop the Business Model Canvas point by point together with teachers and local mentors

And remember... there's no limit to your innovative imagination!!

## 2. The Methodology: training process

### 1st mentorship session | ONLINE | 1-2 h

- Explanation of RE-EDUCO training process
- BMC introduction
- Explanation and determination of sectors
- Brainstorming (homework)

### 2nd mentorship session a/ development of the Business Model Canvas | The value proposition | ONLINE | 1-2 h

- Problems
- Solutions
- Unique value proposition

### 3rd mentorship session a/ development of the Business Model Canvas | The Business | ONLINE | 1-2 h

- Key Resources & Key Activities
- Key partnerships
- Cost structure

### 4th mentorship session a/ development of the Business Model Canvas | The Customer | ONLINE | 1-2 h

- Customer segments
- Customer relationships
- Channels
- Revenue streams



# 3. The Contest: objectives and calendar

So... **WELCOME TO RE-EDUCO SCHOOL CONTEST**





### 3. The Contest: objectives and calendar

The specific objectives of this contest are:

- Design co-sharing **paths for digital development in an innovative, sustainable, inclusive way** in various key sectors for the European economy, using innovative learning methodologies and new technologies.
- Produce **innovative project ideas** to accompany the development of an entrepreneurial idea and start-up, through collaborations with digital companies.
- **Strengthen relationships between teachers, students, business companies**, in an entrepreneurial vision through active and creative educational approaches.
- **Development and/or use of tools and Apps to promote digital innovation** in specific fields.
- Enhance students' participation and **improve their digital, entrepreneurial and soft skills**.
- **Project management and teamwork**.



### 3. The Contest: objectives and calendar

Module / Session	IT	ES	GR	CY	FN
1. Introduction & Brainstorming	Between April 4 and 14				
2. Development of the Business Model Canvas: Problems, solutions and key activities	Between April 15 and 30				
3. Development of the Business Model Canvas: value proposition, customer and channels	Between May 2 and 8				
4. Development of the Business Model Canvas: segments, costs and revenues	Between May 9 and 15				



## 4. The Tool: Business Model Canvas

It is an strategic management tool that will help you in the organisation and definition of the business model of your business idea

### But... what is a business model?

It is a document that gathers the first ideas about the business that you want to build: it includes the content, structure and actions to generate added-value and will be used to exploit business opportunities

That is, the first **map** that will be used to explain **the goal aimed by your business**: product or service, target group, commercialisation channels, revenue streams...

### Why BMC?

It is **simple, visual** and **effective!**



# 4. The Tool: Business Model Canvas



# 5. The Sectors: Climate Change



Climate Change is a reality that threatens all of us and every life on our planet. It is in our hands to mitigate and reverse this situation caused by the human being

## Goals

Mitigate climate change  
Reduce CO2 emissions  
Protect biodiversity & resources  
Reverse when possible the situation  
Reach climate neutrality

## How?

Renewable energies  
Alternative fuels  
Recycling resources  
Water waste reduction  
Alternative transport  
Sustainable homes  
Plastic consumption reduction...

## Positive Energy Homes

Homes that are so efficient that produce more energy than they consume  
The extra energy is used in other ways, such as powering devices  
Zero carbon  
Electrified

## Digital Technologies

3D printers, renewable energy technologies, digital resources to reduce paper waste, Artificial Intelligence, Big Data, Industry 4.0...



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## Digital Technologies

Big Data & Artificial Intelligence  
Digital apps  
IoT for Industry 4.0  
LED  
CO2 capture – biofuel and bioenergy  
Solar panels  
Connected solutions for Electric Vehicles

## Ideas for new solutions



Renewable Energies  
Alternative energies and fuels  
Alternative and electrified transport  
Climate neutrality  
Biodiversity protection  
Alternative agriculture and animal breeding  
Eco & biodegradable products  
Energy / water / paper / other resources waste  
Plastic reduction  
Raising awareness

## Some other examples



[NewScientist](#)  
[NASA's Earth Now](#)  
[Changers CO2 Fit](#)  
[Climate Adaptation App](#)  
[Compost Calculator](#)  
[Some other interesting SmartPhone apps](#)  
[Greenspot](#)



# 5. The Sectors: eHealth & wellbeing



Health and wellbeing are becoming digital, since it helps professionals to improve the monitoring and assistance to patients.  
For example, there are multiple apps to monitor your exercise routine!

## Goals

Personalize the attention and illness therapies  
Immediate or faster answer to emergencies  
Predictive medicine & workload reduction  
Patient centred

## How?

Digitalize public medicine services  
Development of new monitoring apps  
New technologies applied to new illness therapy  
Collection and centralisation of data in order to predict and develop new solutions and therapies

## MDLIVE

Remote medicine app  
Connection to medical and pediatric doctors  
Behavioural health therapy  
Nonemergency issues

## Digital Technologies

Big Data & Data Analytics, Artificial Intelligence, VR and AR for simulations, 3D printing, chatbots, robots for surgery, telemedicine



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## Digital Technologies



Big Data & Data  
Analytics & Predictive  
Analytics  
Chatbots  
Robotics  
VR & AR  
Artificial Intelligence  
3D printing

## Ideas for new solutions



Mental Health  
Diabetes monitoring  
Digitalisation of public health services  
Exercise and food apps  
Good and healthy habits  
Active aging  
Chronic illnesses  
Wearing medical devices

## Some other examples



[Lemonaid](#)  
[Livehealth](#)  
[PlushCare](#)  
[Doctor on Demand](#)  
[Amwell](#)  
[Talkspace](#)  
[Teladoc](#)  
[Spruce](#)  
Nike Training Club





## 5. The Sectors: Digital education



Education is changing and digital technologies are revolutionizing learning methodologies. This is the main topic of our project!

Do you have any idea for other levels of education?

### Goals

More flexible and inclusive solutions for learning  
Development of new methodologies that motivate students

### How?

Online & hybrid courses  
Student centred approach  
Professional education, secondary education, university education...  
New regulations that guarantee the rights and duties of people regarding digital education

### Moodle

Online platform that allows you to create your own eLearning platform  
Available for PC and Smartphone  
It also has sandboxes  
Multiple functionalities to develop your own learning experience

### Digital Technologies

Animation technologies, Artificial Intelligence, Virtual Reality and Augmented Reality, Blockchain (incentivization & data storage), Big Data & BI, Cloud Computing



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Do you have any idea for other levels of education?



## Digital Technologies

Animation  
Big Data & BI  
Artificial Intelligence  
AR & VR  
Incentivization and data storage with Blockchain  
Cloud Computing



## Ideas for new solutions

Learning Management Systems  
Apps for learning languages  
Online course platforms  
Tools for eLearning  
Gamification  
Augmented and Virtual Reality to learn from simulation



## Some other examples

Corporate eLearning solutions: EdApp, E  
Design, SweetRush...  
Duolingo  
LMS solutions  
edX  
Udemy  
Coursera



## 5. The Sectors: Smart Cities



A Smart City is a city that uses **technology to provide services and solve city problems**. Examples? Improvement of transportation and accessibility, improvement of social services, promotion of sustainability, listen to citizens voice

### Goals

Improve policy efficiency  
Reduce waste and inconvenience  
Improve social and economic quality  
Maximise social inclusion

### How?

Collect data in real time about all kind of things (traffic, air & water quality, solar radiation...)  
The government uses the information to act immediately and to solve any problem

### Barcelona Smart City

Intelligent Bus Network: 95 % of the city's residents access to a high performance bus service

GPS sensors to improve urgent medical services

Bústia Ciutadana: an app that allows citizens to send information about issues (broken stoplights, overflowing dumpsters...)

### Digital Technologies

Sensors & IoT, Artificial Intelligence, Big Data, Virtual Reality & Augmented Reality, GPS



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## Digital Technologies

Sensors & IoT  
Artificial Intelligence  
Big Data  
Virtual Reality &  
Augmented Reality  
GPS

## Ideas for new solutions



Traffic (vehicles and people)  
Medical services  
Tourism  
Air and water consumption or quality  
Public transportation  
Commerce / shopping & leisure  
Sustainability and climate change  
Social inclusion  
Quality of life & economy  
City services (waste collection, parks, schools...)

## Some other examples



[Milano Smart City](#)  
[Roma Smart City](#)  
[Barcelona Smart City](#)  
[València Smart City](#)  
[Trikala Smart City](#)  
[Heraklion Smart City](#)  
[Nicosia Smart City](#)  
[Espoo Smart City](#)  
[Helsinki Smart City](#)



## 6. Now it's your turn! - Brainstorming session

**Now, you are going to work in groups in a brainstorming session**

You have a template to expose shortly the results of your brainstorming!

Your teachers will be with you and the mentors will assist you too through the contact emails!



**LET'S START!!**



# Contacts



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