

HOME

2030

BUILDing
the FUTURE

Recommendation for the implementation

IO 11 Report

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Aim of the output

The aim of output 9 is to deliver a report for the implementation of the output 7,9 and 10 by interested third parties.

Intellectual output 7 provides the creation of the "Smart Home" training curriculum, divided in 4 modules and level 5 EQF.

Intellectual output 9 delivers ideas for the implementation of the marketing strategy for the course "HOME 2030 Smart energy management".

Intellectual output 10 is a film to provide information for potential customers of the course. It gives the craftsmen an overview of the contents for the course and also some reasons to sell these new technologies to their customers.

In our opinion it is necessary to use the 3 central outputs to providing the course for customers of educational institutions.

Description of output 7 – course curriculum

The curriculum provides information about the learning outcomes, the structure of the course, the contents of the modules, teaching methods and material for the realization of the course.

All these materials are available at the webpage www.home2030.eu.

Description of output 9 – Marketing strategy

Through output 9 we identified a possible combination of instruments of the marketing mix. So all interested third parties will be able to combine them and implement these in their own marketing.

1. Film
2. Flyer
3. Websites
4. FB/TW/LinkedIN
5. institution newsletters

Description of output 10 – Film

The Film consists of two parts. In the first part we will develop arguments for the craftsmen to sell these new sort of technologies. We want to answer the question “Why is it important to learn more about these technologies and how can you sell it to the crafts men”. In the second part we will give an overview about the contents, learning methods and the structure of the course.

This film can be used by all interested third parties. So all can use this film for the information of the customers.