

# NWRDA DYNAMIC LEARNING PACKAGE

## New Generation Skills

Cluj Metropolitan Area, also known as the treasure city, nowadays represents one of the most complex valuable cultural heritage concentrations in the country, having the means to access, on one hand, youth potential, through its representative academia, its public business oriented educational events, and on the other hand youngsters eager to assimilate as much information as possible in fields as innovation, digitalization, volunteering.

### Introduction to Locally adapted DLP

Cluj-Napoca Dynamic Learning Package (Locally adapted DLP) is based on the transnational DLP concept of the NewGenerationSkills project. It is closely connected to Transnational Innovation Lab concept and aims at overcoming skill gaps identified in youngsters living in the Danube Region.

DLP was designed through a process involving both partners, Cluj Metropolitan Area and North West Regional Development Agency, together with LIAG members from the quadruple helix group: academia, youth associations, the municipality and private sector supporting start-ups. Based on the transnational DLP, all the parties involved gathered in brainstorming sessions and required by societal metropolitan needs identified previously, DLP was developed.

DLP was created as an innovation learning package, through new out-of-the-box approaches that would help boost youth potential and determine them to update their professional route in the cycle of life.

<i>1st session DLP</i>	
<b>WORKSHOP</b> Format: 5 hours – week-end/ Wed- Thurs	<b>MOTIVATIONAL</b> Format: 2 hours- evening
How to build the TEAM you want to innovate with	City, Region, Country, Europe PONT Association
How to get innovative solutions	Entrepreneurship & Innovation Trilulilu
How to transform an idea into a sustainable business model	Captain Bean
Sales & Marketing	
<i>2nd session DLP</i>	
<b>WORKSHOP</b> Format: 3 hours – week-end/ Tue- Thurs	<b>MOTIVATIONAL</b> Format: 2 hours- evening
How to communicate your idea	Society
How to become a nutritionist and healthy-life promoter/ entrepreneur	Social media Traps Public speaking
How to use a #D Printer	

The individual modules are being held since May 2018 until April 2019 and are free of charge.

The space for TheLAB is within USAMV Library, Calea Manastur 3-5, Cluj-Napoca, ROMANIA

When designing the 1<sup>st</sup> session of the pilot DLP we analyzed things from a more education-developing point of view and envisioned all the basics youngsters would need to take into consideration when starting a new business. It is of utmost importance to understand the relevance different actors occupy in helping your business

# Module 1

## How to build the TEAM you want to innovate with

### Adrian Rusu

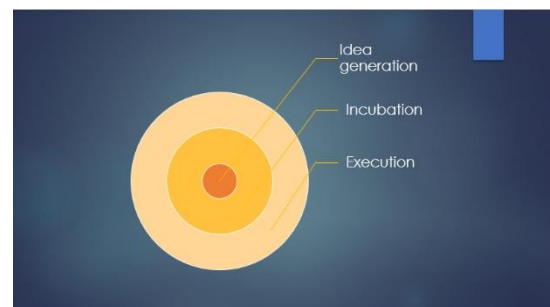
Module developed by the trainer, involving creation of games that meant to coagulate the group and give the youngsters a sense of possibilities and opportunities when working in a team.



- Simulation of business innovator - Cybertech
- Experience the effect and impact of innovation in an organization
- Get to know the principles of managing a innovation team and steps towards implementing a innovation managing system

How to prepare your organization and your team for innovation

- Innovation in leadership
- Developing visions and strategies
- Stimulating a culture of innovation
- Roles, responsibility and organizational authority
- Management of communication and information
- Collaboration management



Duration: 5 lessons

Method: workshop, team work

# Module 2

## How to get innovative solutions

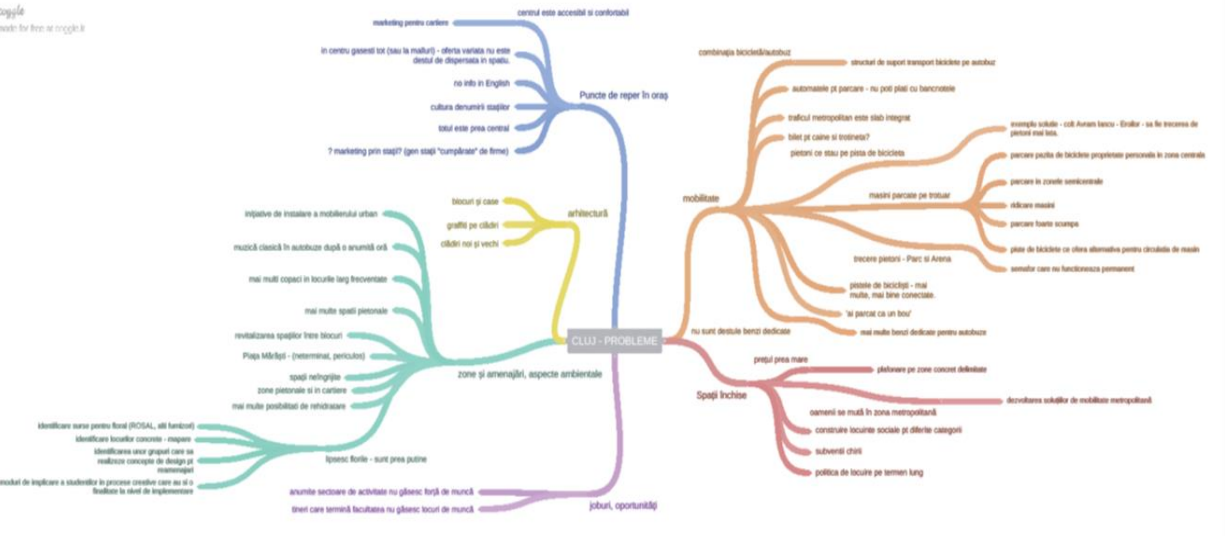
### Andras Farkas

### Practical exercise

- a complete tour of a city bus -> identifying problems our society has
- participants used an innovative method to identify and gather the information – mobile app Menti.com
- mindmapping problems and solutions the participants identified

### Opportunities of Cluj Metropolitan Area

- Jobs
- Cultural activities
- Quality of life
- The vibe and atmosphere of the city
- Festivals
- Demographic perspectives



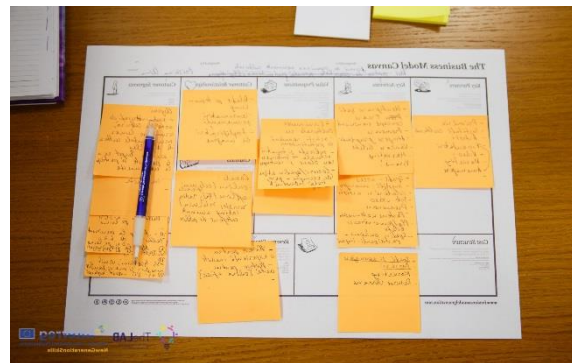
Duration: 5 lessons

Mehod: workshop, learning by doing

# Module 3

## How to transform an idea into a sustainable business model

### Mircea Vadan



#### BUSINESS MODEL CANVAS:

- Value proposition – solves a need to satisfy a customer
- Customer segments – who are they and why would they buy from you
- Channels – means of distribution
- Customer relationship – get, keep, grow customers
- Revenue streams – how to make money
- Key resources – what assets are required
- Key partners – partners and suppliers
- Key activities – activities to be done
- Cost structure- costs to operate

Duration: 5 lessons

Mehod: workshop, learning by doing

## Sales & Marketing Florin Somodi



Based on BMC studied during the 3rd module

- SWOT analysis
- Gantt Chart
- 4Ps of Marketing
- B2B or B2C
- Competition's analysis
- Smart objectives

Duration: 5 lessons

Mehod: workshop, learning by doing, team work



# How to communicate the idea

## Alexandra Ormenișan & Ioana Lepadatu

### Journalistic Genres

- News
- Reportage
- Interview
- Editorial
- Review/ Chronicle

### Promotion Techniques



## How to become a nutritionist and healthy-life promoter/ entrepreneur

- module in the process of elaboration, will be held mid-December

## How to use a 3D Printer Zoltan Coraian

- module in the process of elaboration, will be held mid-January