

Agenda

YENESIS TRAINING WEEK - 27-31 January 2020

Location: Saaremaa Museum, Vahtkonna house study room, Lossihoov 1

Monday 27.01 - Business Innovation, Erki Ani, Cleantech ForEst, CEO

12:00-12:20 Introduction of participants

12:20-12:45 Introduction: The changing business landscape: Dealing with constant change & increasing demand; Overviews of failed business models (Case studies); Understanding the need for a new business mindset.

12:45-13:15 Business modelling: What, Why, How: Frontstage and backstage of a business model; Creating a business model (Exercise).

13:15-14:00 Business model mechanics: Principles of good business models; Innovative mechanics; Working a business model (Exercise).

14:00-14:30 Lunch

14:30-15:00 Innovative business practice, Pillirookõrs, Grete Riim

15:00 – 15:45 Innovating on business models: Constraint thinking (Exercise); Innovation questions (Exercise); Adapting “tried & tested” models to new businesses.

15:45-16:15 Customer value & impactful propositions: The value proposition(s) to the customer; Considerations when designing value.

16:15-16:45 Customer profiling: Understanding customer needs; expectations and demands; Designing value based on your customer (Exercise).

16:45-17:15 Break & Energizer

17:15-17:45 Testing & Experiments: Importance of testing and impact on customer value & risk; Translating assumptions into experiments; Types of experiments (Case studies).

17:45-18:15 Prototyping Ideas: Minimum Viable Product as a test; Working on relevant and critical tests (Exercise); Experiment metrics

18:15 Conclusion

19:00 Dinner at Hotel Arensburg

Tuesday 28.01 - Energy Efficiency, Ülo Kask, Tartu Regiooni Energiaagentuur, Soojusenergeetik ja tehnikateadlane

09:00-10:00 Energy concepts

10:00-11:00 Policy framework related to energy efficiency

11:00-11:15 Break & Energizer

11:15-12:00 Energy management

12:00-13:00 Energy efficiency and ICTs

13:00-14:00 Lunch

14:00- 14:30 Energy efficiency and finance

14:30-15:00 Energy efficiency and other YENESIS thematic areas

15:30-17:00 Site visit, Kuressaare Pargi Lasteaed, Kai Jürlau (lasteaia direktor) ja Mehis Kallas (valla esindaja)

18:00 Dinner at Hotel Arensburg

Wednesday 29.01 - Renewable Energy, Ülo Kask, Tartu Regiooni Energiaagentuur, Soojusenergeetik ja tehnikateadlane

09:00-09:30 Introduction to energy:

09:30-10:00. Solar energy:

10:00-11:00 Solar thermal energy;

11:00-11:15 Break & Energizer

11:15-12:15 Photovoltaic: large plants and small self-consumption

12:15-13:00 Wind: wind farms and low power wind turbines

13:00-14:00 Lunch

14:00-14:30 Biomass

14:30-15:00 Hybrid systems: grid connected and of grid isolated power supply; Energy storage systems

15:30-16:30 Site visit, Kuressaare Veevärk Biogaasijaam, Andrus Õunpuu (tehnoloog)

18:00 Dinner at Hotel Arensburg

Thursday 30.01 - Sustainable Tourism, Evelin Piirsalu, SEI Tallinn, Keskkonnakorralduse programmi vanem ekspert

09:00-09:30 Introduction

09:30-10:30 Definitions, Aspects and real-life examples: Environmental Aspects Definitions; Aspects and real-life examples: Socio-Cultural Aspects

10:30-11:00 National and EU policy framework; Education and Training; Working on destinations

11:00-11:30 Break & Energizer

11:30-13:00 National and EU policy framework; Education and Training; Working on destinations

13:00-14:00 Lunch

14:00-16:00 Funding Opportunities, Host communities/Economic aspects Workshop

16:00-17:30 Visit to best practice on sustainable tourism, Saaremaa Museum, Maarika Naagel
(pärimusmatkade lektor ja praktik)

18:00 Dinner at Hotel Arensburg

Friday 31.01 - Sustainable Mobility, Mari Jüssi, Liikuvusekspert

09:00-09:30 Transport of Goods and People

09:30-10:00 Sustainable Mobility

10:00-10:30 European Policy Framework

10:30-11:00 National and Regional Policy Framework

11:00-11:15 Break & Energizer

11:15-13:00 Urban Mobility Tools and Measures

13:00-14:00 Lunch

14:00-15:00 Sustainable Mobility and Other YENESIS Thematic Areas

15:00-15:20 Examples of Professions and Functions/Business Ideas in the Scope of Sustainable Mobility

15:20-15:30 Handing out diplomas/ quickly about next steps in the project

15:30-16:30 Real Life Projects in Estonia; Site visit – Mark Grimitliht (vallaarhitekt) – short walk around Kuressaare