

WP2, A2, Setting expertise requirements for ECOLABNET

What is required by a partner in ECOLABNET

The needed requirements for an expertise area.

Partner: VIA University College	Expertise: Business, Value chain and Marketing
	Content requirements
Academic	<ul style="list-style-type: none"> - An all-round understanding of the various expertise's in a company - Understand the implication of eco-innovation actions on value chains, business models and marketing - Be aware of needed thorough market analysis - A strong professional profile meaning that your organization should be able to guide and make counseling to SME's in relation to eco-innovation and various business implications
Societal	<ul style="list-style-type: none"> - Must understand how value chains and marketing influence and interact with the external environment - By working with eco-innovation focusing on greener value chains the society will benefit
Business	<ul style="list-style-type: none"> - Be capable of understanding and facilitating business development - Developing value chains, business models and marketing in terms of eco-innovation will benefit the bottom-line - Understand and include a triple-bottom line thinking (people, planet, profit) - Be capable of making stakeholder analysis - Be capable of making risk assessments - Be capable of making relevant financial assessments and economic evaluations - Be able to advise an SME on marketing strategy and marketing mix
Needed infrastructures	<ul style="list-style-type: none"> - Must have an understanding and be able to navigate in a development process relating the different business aspects to this at the relevant level - A clear access point in your organization for both SME's and IO - Must have availability of the needed specialist's required for the specific SME need