

# iBlue methodology Training in Cyprus

## 19<sup>th</sup> September 2019, Limassol, Cyprus

### iBLUE

### Newsletters

### PREVIOUSLY

iBlue 8th Steering  
Committee Meeting

### WHAT'S HOT

iBlue methodology  
Training in Cyprus

### COMING SOON

iBLUE 3-PBM  
Methodology Testing  
(WP4): here are the results  
of Pilot actions!

On September 19th the Methodology Training for Cypriot and Greek stakeholders took place in Limassol (Cyprus). The organization of the methodology training foresaw the involvement of several stakeholders, such as SMEs and experts of the field. Several sessions were offered to participants.

The first one introduced the theoretical perspective mainly. Katia Richomme Huet (KEDGE) and Lucia Cicero (UNIUD) mentored the session by introducing the 3-Pillar Business Model (3PBM) methodology. The strategic importance of balanced business model – financial, social and environmental – was explained and clarified according to the use of the Business Model Canvas, leading framework for business model innovation and management. It was introduced the strategic perspective of Resources-Processes-Values framework and all key 3PBM tools in order to give the complete overview on iBLUE methodology.

Michalis Maimaris and Philip Ammerman, external consultants of the Cyprus Chamber of Commerce and Industry (CCCI), provided the link between theory and practice by presenting the case of Cypriot pilot actions.



*Methodology Training – Theoretical session*

The second part of the training was dealing with 3-PBM Methodology Training, providing a practice and case studies session. Practical workshop for participating companies were conducted in order to prompt hands-on implementation of 3-PBM methodology on real business case studies.

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iBLUE Project

The workshop was mentored by Michalis Maimaris and Philip Ammerman. Concretely, the workshop included several steps:

1. Initial business model analysis;
2. Business model impact analysis;
3. Identification of key trends and possibilities for company performance improvement based on 3-PBM sustainability methodology.



*Methodology Training – Practical session*

Supported by the knowledge acquired during the first session, participants were able to put into practice their skills on business model analysis to outline main trends and opportunities for the business model implementation from the sustainability perspective.

Finally, all participants joined the lunch offered by CCCI, sharing ideas and informal feedback on the training experience.



STEP

KEDGE  
BUSINESS SCHOOL

Cámara  
Sevilla



CYPRUS  
CHAMBER OF  
COMMERCE AND  
INDUSTRY



UNIVERSITÀ  
DELLA  
SALINIA



UNIVERSITÀ  
DELLA  
PALERMO



RCDI  
REGIONAL CHAMBER OF  
COMMERCE AND  
INDUSTRY



DHOMA E TREGTISE DHE  
INDUSTRIE DURRES  
DURRES CHAMBER OF  
COMMERCE AND  
INDUSTRY