

Λευκωσία, 28 Αυγούστου 2019

Προς: Όλους τους Ενδιαφερόμενους
Από: Δήμητρα Παλάοντα
Θέμα: Εργαστήριο «Επιχειρησιακό Μοντέλο Βιώσιμης Ανάπτυξης»
19/09/2019, Crown Plaza Hotel, Λεμεσός

Κυρίες / Κύριοι,

Επιθυμούμε να σας πληροφορήσουμε ότι το ΚΕΒΕ διοργανώνει το εργαστήριο με τίτλο **«3-Pillar Sustainability Business Model Methodology»**, στη **Λεμεσό στις 19 Σεπτεμβρίου 2019**.

Το εργαστήριο θα ενημερώσει τους συμμετέχοντες για το επιχειρησιακό μοντέλο που βασίζεται στους 3 πυλώνες βιωσιμότητας 'Περιβάλλον-Κοινωνία-Οικονομία', ενώ θα προσφέρει πρακτική καθοδήγηση για εφαρμογή του συγκεκριμένου μοντέλου στην κάθε επιχείρηση/οργανισμό που θα συμμετέχει στο εργαστήριο. Παρόλο που το εργαστήριο απευθύνεται κυρίως στο ναυτιλιακό κλάδο, είναι ανοικτό και εφαρμόσιμο σε όλους τους κλάδους της οικονομίας.

Το εργαστήριο θα διεξαχθεί στην Αγγλική όμως παρεμβάσεις και συζητήσεις μπορούν να γίνουν και στην Ελληνική. Επισυνάπτουμε το πρόγραμμα για ενημέρωσή σας όπως επίσης και τα βιογραφικά σημειώματα των εκπαιδευτών. Η συμμετοχή στο εργαστήριο είναι **δωρεάν**.

Ενημερωτικά, το συγκεκριμένο εργαστήριο θα διοργανωθεί στα πλαίσια του συγχρηματοδοτούμενου έργου **iBlue** (Investing in sustainable blue growth and competitiveness through 3-Pillar Business Model), στο οποίο συμμετέχει το ΚΕΒΕ ως εταίρος και που εντάσσεται στα πλαίσια του ευρωπαϊκού προγράμματος διασυνοριακής συνεργασίας Interreg MED 2014-2020. Για περισσότερες πληροφορίες μπορείτε να επικοινωνήσετε μαζί μας ή/και να επισκεφτείτε την ιστοσελίδα του έργου <https://ibblue.interreg-med.eu/>.

Για δηλώσεις συμμετοχής παρακαλώ όπως συμπληρώσετε το επισυναπτόμενο έγγραφο και το αποστείλετε το αργότερο μέχρι τις 16 Σεπτεμβρίου 2019 στην ηλ. διεύθυνση gvenizelou@ccci.org.cy ή στο φαξ. 22668630.

Με εκτίμηση,

Δήμητρα Παλάοντα
Ανώτερη Λειτουργός
Τμήμα Εκπαίδευσης και Ευρωπαϊκών Προγραμμάτων
/ΓΒ

**Project co-financed by the European
Regional Development Fund**

iBlue Training Workshop

3-Pillar Business Model Sustainability Methodology

19th September 2019

Venue: Crown Plaza Limassol Hotel

Address: 2 Promachon Eleftherias, 4103 Limassol

Tel. +35725851515, www.crowneplaza.com/limassolcyprus

09.00	Registration & Welcome coffee
09.15	Methodology training: theory session
	<p>Introduction in 3-Pillar Business Model (3PBM) methodology</p> <ul style="list-style-type: none"> • Strategic importance of balanced business model – financial, social and environmental • Business Model Canvas – leading framework for business model innovation and management • Strategic perspective of Resources-Processes-Values framework • Key 3PBM tools
11.15	Coffee break
11.30	3-PBM Methodology Training: practice and case studies session
	<p>Practical workshop for participating companies: hands-on implementation of 3-PBM methodology on real business case studies (mentored by Katia Richomme Huet, Michalis Maimaris & Philip Ammerman)</p> <ul style="list-style-type: none"> ✓ Initial business model analysis ✓ Business model impact analysis ✓ Identification of key trends and possibilities for company performance improvement based on 3-PBM sustainability methodology
14.00	Light Lunch

iBlue Training Workshop
“3-Pillar Business Model Sustainability Methodology”
19th September 2019
Venue: Crown Plaza Limassol Hotel

Please complete and return by 16th September 2019 to:

Mrs Georgia Venizelou e-mail: gvenizelou@ccci.org.cy
Tel. 22889840, Fax. 22668630

Name of the Company/Organisation:	
Tel.	Fax.
Address:	
P.O.BOX:	Postal Code:
E-mail:	

Participants:

1.
2.
3.
4.
5.

I authorise the CCCI to store all above data for the purpose of the iBlue project events it organizes and/or dissemination of information. In addition, I consent to the uploading of photographs from such CCCI events on websites and/or Social Media. I understand that the CCCI undertakes not to provide this information to third parties, while I can withdraw this consent and/or have access to amend the above personal data anytime through a written notice to the CCCI, in accordance with the GDPR – General Data Protection Regulation EU/2016/679.

Date:

Signature:

BIOGRAPHY NOTE



Katia Richomme-Huet, PhD and HdR, is an Associate Professor in Entrepreneurship and Human Resources Management at Kedge Business School since 2007. She was Director of Entrepreneurship and Coordinator of the Cluster “Entrepreneurial Diversity”.

She currently leads “iBlue” project (European project ERDF, Interreg Med) and the Research Chair “Visible and Invisible Disability Management” (supported by Societe Generale).

She received degrees from the Institut d’Administration des Entreprises (IAE) of Montpellier (Management Sciences), the Institut des Sciences de l’Entreprise of Montpellier (ISEM) (Ph. Doctorate in Management Sciences), the IAE of Brest (HdR - Qualification to supervise doctoral dissertations) and Kellogg School of Management (International Teachers Program – ITP from International School of Business Management - ISBM).

From 1995 to 2007, she lectured in several Schools or Universities in France (University of Montpellier I and III, ENSAM, IAE de Nancy 2, ENSIC INPL, ENSAIA INPL) or in foreign countries (Académie de Moscou, Russia ; Institut Supérieur de Sousse, Tunisia ; Chambre de Commerce du Luxembourg). She was Vice-Dean of the Institut d’Administration des Entreprises of Toulon-Var and responsible for Masters 1st year (Management Sciences) and 2nd year (Entrepreneurship: from creation to takeover).

Her publications include twenty peer-reviewed articles in English (*International Entrepreneurship Journal and Small Business, Global Business and Organizational Excellence...*) and French (*Management International, Revue Française de Gestion, RIPME, Economies et Sociétés, Revue de l’Entrepreneuriat, La Revue des Sciences de Gestion Direction et Gestion, Management et Avenir, R2IE, Entreprendre et Innover*) academic reviews; fifteen book chapters (at *Springer, Gower Publishing, EMS, Lavoisier, L’Harmattan...*); seventy national and international conferences (with 2 Best Paper Awards at ICSB 2012).

She has been a visiting professorial researcher at the University of Massey, New Zealand, and invited to present her work in Japan (University of Osaka).

Her research focuses on social and sustainable entrepreneurship, women entrepreneurs, small businesses transfers and family businesses.

BIOGRAPHY NOTE



Michalis Maimaris has a lengthy and broad background in Strategic Planning, Business Transformation and Marketing. His prime interest is in the use of information technology in Marketing (CRM, Digital Marketing, Marketing Metrics - ROI). He is a holder of a Postgraduate Diploma in Marketing, and an MBA from Henley Management College (UK). Having fulfilled the requirements of the Chartered Institute of Marketing (U.K)

he became a Full Member and Chartered Marketer. Recently he became a Certified Management Consultant, having passed the exams of the International Council of Management Consulting Institutes.

Michalis has worked for twelve years (1990 – 2002) in managerial positions in the Marketing Departments of companies in different sectors, including FMCG, Retailing, Fashion, Technology, International Business and Consulting.

During the past sixteen years he is a Business Consultant and Trainer at ***Knowledge Training & Consulting***, the company he had founded. Michalis's services are unique, offering his clients innovative and applicable ideas for their work place.

During the last twelve years he has participated in many seminars abroad with Michael Porter, Tom Peters, Stephen Covey, Gary Hamel, Fred Reichheld, Kjell Nordstrom, Amy Edmonson and 50 other worldwide known Professors, Authors and Business Thinkers, acquiring in-depth knowledge in the fields of Leadership, Strategic Management, Customer Relationship Management, Social Media Marketing, Sales (KAM), Customer Experience and the Future Company.

Michalis's experience has been enriched with his involvement in various European funded projects dealing with Social Entrepreneurship, Creativity & Innovation, Strategic Planning, Women in Business, etc.

BIOGRAPHY NOTE



Philip Ammerman is a consultant, entrepreneur and investment advisor who has advised start-ups, investors and enterprises on digital disruption, internationalisation and investment-led growth since 1994. He is founder of [Navigator Consulting](#), [Numenor Capital](#) and the [Centre for Innovation & Entrepreneurship](#).

Philip started his consultancy career in 1992. He supported the first wave of disruption in sectors such as banking and travel between 1995 and 2000, when the first dot.com crash took place. In parallel, he supported “real economy” investments, primarily in industry and manufacturing, that took place in Greece, Central & Eastern Europe and the former Soviet Union.

He has advised on over 120 investment transactions with a total investment value exceeding € 6 billion. He has multi-sectoral experience in due diligence, business planning and financial modelling, in sectors including digital/tech start-ups and scale-ups, agri-food, manufacturing and hospitality.

Sustainability plays a major role in investment transactions. Some current investment projects featuring sustainability, energy efficiency and automation include:

- Lead-Acid Starter Battery Recycling Investment, Azerbaijan, 2019
- Commercial Building Modernisation and Conversion Investment, Cyprus, 2019
- Hotel Investment Study and Transaction, Greece, 2019
- Solvent Recovery Plant Investment Due Diligence, Ukraine, 2018

The Web 2.0 boom continued Philip’s engagement in the tech sector, and in 2010, he founded the [Navigator Entrepreneurship Charter](#), an initiative to support growth in Europe by investing in 10 new start-ups and spin-offs between 2010 and 2020. In this capacity, Philip acts as early stage angel investor and board member, and has co-founded or invested in 6 start-ups so far, all in the B2B online services space.

In 2019, he was appointed as Team Coordinator for Greece by the European Bank for Reconstruction and Development (EBRD), and is supporting innovative Greek companies in the field of competitiveness and internationalisation. Projects are underway (2018-2020) for [Mastihashop](#), an innovative food, cosmetics and parapharmaceuticals firm based on Chios gum mastic products (mastiha), as well as for [Milkplan](#), an innovative dairy equipment manufacturer.

Philip acts as regional portfolio manager for [Brookstreet Equity Partners](#), a London-based private equity firm active in tech and innovation investments. Brookstreet recently announced its first investment in Greece, in the nanotechnology firm [Nanophos](#).

He is a non-executive director of Redfin Capital, an asset management firm, and is an evaluator for the [European Commission's Horizon 2020 SME Instrument](#).

In Spring 2019, Philip was appointed as [Entrepreneur in Residence](#) at the University of Cyprus, Centre for Entrepreneurship.

Philip studied at Princeton University and Cornell University's School of Industrial and Labour Relations. He is also a graduate of YCombinator's Startup School and the Oxford Fintech Programme.

Originally from Athens, Greece, Philip lives in Cyprus since 2016. He has implemented project work in over 40 countries, and has lived and worked in Greece, Cyprus, Germany, France and the United States.

Philip is an avid futurist, scenario planner and news addict. His personal interests include sailing, travel and classical history.