



Build Up Skills NL

D4.1 Directions Framework

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D4.1 Directions Framework

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Revisie en historiekaart

Version	Date	Editors	Comment Description
0.1	16-10-2023	Lisanne Dorlas	First draft
0.2	16-10-2023	Daniella Mazzini	Review
1.0	23-10-2023	Jan Cromwijk	Final review

Publishable executive summary

The Directions Framework (D4.1), detailed in the Grant Agreement, was developed as a foundational guide to streamline the ideation process, integrating the elements of the National Status Quo Analysis and offering a structure for stakeholder feedback. The importance of acquainting stakeholders with the Roadmap's trajectory became evident by June in the first work conference organized by the BUS-NL project. In response, a visual guide was introduced, aiding stakeholders in recognizing challenges in their respective sectors and collaboratively forming actionable solutions. This image served as a touchpoint during ideation workshops, crafting a well-defined vision for 2030. Its visual aspect turned the abstract notion of 2030 into tangible goals, promoting clarity and creativity among stakeholders. The approach emphasized the powerful role visual aids play in abstract settings, enhancing engagement, fostering creativity, and driving a unified vision for the future.

List of acronyms and abbreviations

BUS-NL: BUILD UP Skills Netherlands
BUS: BUILD UP Skills
DCP: Communication and Dissemination Plan
SQA: Status Quo Analysis
NSQA: National Status Quo Analysis
NR: National Roadmap
NZEBs: Nearly Zero-Energy Buildings
NQP: National Qualification Platform
CM: Consortium meeting
PMT: Project management team
WP: Work package
WPL: WP leaders

1. From the Grant Agreement

As was written in the Grant Agreement “the consortium will draft a Directions Framework (D4.1) that will be used as an underlying, foundational canvas that will be used to steer the ideation process, providing both space and direction. This document positions the elements of the updated National Status Quo Analysis in a blueprint roadmap and offers a structure for all participating stakeholders to deliver input”.

2. In practice

Getting our stakeholders acquainted with both the scope and the planning and the direction of the Roadmap was deemed very necessary. Already as early as June, during the co-creation session, it was noticed that stakeholders needed a schematic overview of the context and direction of the roadmap.

It was therefore decided to create this visual underlying foundational canvas before the ideation sessions, so as to ensure that we could focus peoples’ minds to provide concise feedback on the barriers they encountered in their own context and from those barriers, were able to clearly work together towards actionable solutions to minimize or overcome those barriers.

In each ideation workshop at the start some time was spend on discussing the image and forming an inclusive and clearly defined vision of where we need to be in 2030. Have a visual canvas allowed people to focus more easily and the images on the direction framework worked as a visual aid in situations where people felt that 2030 was an abstract concept. It allowed them to picture more practical goals.

3. The results

It showed that, when working in an abstract context, on a future that cannot be clearly seen, it can be a powerful aid. Elements of the symbolic infographic trigger other areas of the mind than language would do, and is therefore an aid in triggering creativity. Creating a picture also helps to firmly embed the process of forming the roadmap in the coming months and the steps that are needed to realize it (Figure 1). All in all an effective aid to bring stakeholders together forming a coherent vision and plan for 2030.

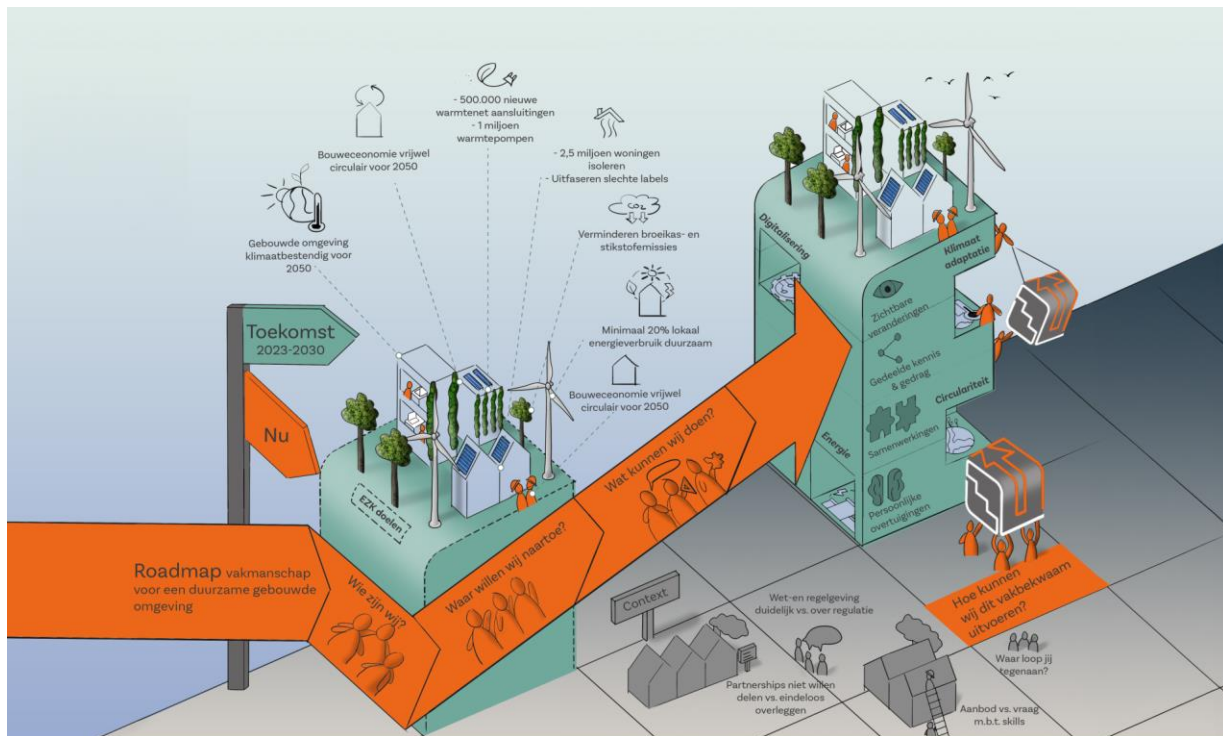


Figure 1. The image of the Directions Framework



More information about the project

<http://www.buildupskillsnederland.nl/>

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Colophon

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