



# Report

WP 4.5.

Sustainable business model for Leather centres - BAU

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### Revision History

Version	Date	Author	Description	Action	Pages
1.0	27/02/21	BAU	Creation of the document	C	14
1.1.	09/03/2021	CIAPE	Update of the document	U	16

(\* ) Action: C = Creation, I = Insert, U = Update, R = Replace, D = Delete

### Disclaimer

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## 1 Introduction

### 1.1 Description of the deliverable

*Built on Canvas business model, CIAPE, the German Arabic Chamber from Egypt, Al-Balqa Applied University, Arab Academy for Science Technology and Maritime Transport will create a sustainable business model for leather centres. The graphic representation will be accompanied by a descriptive text and will be available in an electronic format. It will be disseminated to relevant stakeholders. The business model elaborated will be further presented through its inclusion/mentioning in the guidelines.*

### 1.2 Proposed structure of the document

The document represents the Canvas Business Model for the leather center developed at BAU university (Leather Testing Lab). It was build based on the guidelines provided by CIAPE, prepared in spring/summer 2020, updated based on the feedbacks collected during the piloting of the leather center and finalised after the roundtable with inputs from relevant stakeholders.



## 2 Sustainable business model of the leather center at BAU - Leather Testing Lab

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	COSTUMERS RELATIONSHIPS	COSTUMERS SEGMENTS
<p>BAU professors (Jordan)            - Prof. Dr. Tariq Al Azab            - Dr. Ali Al-Shawabkeh            - Miss. Fayda Salameh            - Mr. Hamdi Alzubi</p> <p>INNOLEA project partners</p> <p>Local industries</p>	<p>Organisation of events, seminars and workshops</p> <p>Training</p> <p>Holding meetings with the local market in cooperation with ACI to encourage the industry development</p> <p>Introducing the center's activities to the target group</p> <p>Networking (between Stakeholders and the center)</p>	<p>Theoretical and practical learning (whether for community groups, external institution, or for university members and students)</p> <p>Systematic change of community perception of the leather sector</p> <p>A partnership contract with local industries interested in the leather sector (reflected in the processes and services that are being developed, increasing production and improving quality)</p> <p>Consulting services</p> <p>Training services</p> <p>Testing services (physical and chemical test)</p> <p>Tanning services</p> <p>Quality testing and Certification of leather products</p>	<p>With workers and students with special cases and those who need to learn a craft for the future</p> <p>With associated institutions, which may benefit from universities' resources to enable social innovation and increase GDP</p> <p>With students and professors with socially innovative idea and solutions</p> <p>With professional and novice engineers and workers, seeking product development</p>	<p>Stakeholders</p> <p>Both professional and willing to be engineers and workers</p> <p>Students</p>
	<p><b>KEY RESOURCES</b></p> <p>Trainers</p> <p>Knowledge in different fields</p>		<p><b>CHANNELS</b></p> <p>Communication channels include web pages, social networks and the university website</p>	



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	Appropriate testing lab prepared and equipped to suit the educational processes and other services provided by the center, as well as modern testing equipment and an appropriate structure		Use of printed and electronic brochures and publications	
			Events, seminars, workshops and meeting	
<b>COSTS</b>			<b>REVENUES</b>	
Specific cost for the preparation of a suitable testing lab and the installation of equipment inside the laboratory as well as technical support  Cost of furnishing the laboratory and training the staff  Overhead costs			Specific Grant from the Erasmus+ Programme as a part of INNOLEA project  University sources  Revenues from services	

