



Report

WP 4.5.

Sustainable business model for Leather centres - JUST

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Revision History

Version	Date	Author	Description	Action	Pages
1.0	10/02/21	JUST	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 JUST university (JORDAN INNOLEA LEATHER CENTER). 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 JUST - JORDAN INNOLEA LEATHER CENTER

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	COSTUMERS RELATIONSHIPS	COSTUMERS SEGMENTS
<p>Leather Finishing and Shoes Makers</p> <p>Members of the Jordan Association of Exporters of Leather</p> <p>Footwear students with leather projects or interests</p>	<p>Conducting laboratory tests for leather and leather products for factories and for commercial companies/ importers</p> <p>Organizing training programs in Arabic based on the programs attended by the Leather Center employees with the EU partners of the project in several areas related to tanning and examination of leather, product design and marketing, creativity management and several specialized areas related to the leather sector</p> <p>Continuous development and capacity building of leather center employees to provide guidance and consulting services in various specialized technical and administrative fields related to the leather industry and its products</p> <p>Examples of priority areas of consulting and</p>	<p>It provides Testing leather products and Training in leather and wastewater treatment for tannery waste (those services are not present in Jordan)</p> <p>It's the first center of its kind in Jordan</p> <p>It is located at JUST in Al Ramtha; the most northern border of Jordan, which is near to the traders and exporters main check point (for trading for Lebanon Syria and Palestine)</p>	<p>Leather goods manufactures</p> <p>Leather shoes traders and producers</p> <p>(connection will be through the Jordanian association for leather producers and footwear, the INNOLEA project website, the university website, the INNOLEA Project platform)</p>	<p>Traders</p> <p>Exporters</p> <p>Manufacturers</p> <p>Entrepreneurs</p>



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	<p>Design of leather products (shoes, bags) to reflect market trends</p> <p>Product development, creativity and industrial innovation</p> <p>International quality management system certificates and international conformity certificates and marks</p> <p>Export development for priority export markets</p> <p>Industrial wastewater treatment for leather tanning operations</p> <p>Providing free information and counselling services with the aim of building communication channels with factories, developing relationships, and then</p>			
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	<p>providing paid consulting services</p> <p>KEY RESOURCES</p> <p>Technicians (JUSTs' employees)</p> <p>Funds collected through Amman Chamber of Industry (the following technical and financial support programs (Factory support program to obtain international standards certificates for quality, environment and safety management systems, Factory support program to obtain local and international conformity certificates, Program to support the development of productivity and reduce waste in factories, Support program for factories to participate in the specialized international exhibition, Program for linking university projects to the industrial</p>		<p>CHANNELS</p> <p>Communication: Facebook and Mailing of the Lab</p> <p>Sales: linked to the university bank account</p> <p>Logistics: inside the lab and related offices</p>	
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	<p>sector, and the Industrial Innovation Program)</p> <p>Partners: Jordan association of leather exporter and footwear Amman chamber of Industry Excellence centre for innovative project at JUST.</p> <p>Activities: Legislation and internal law at JUST to be followed by the services seekers and JUST employees; the legislation or instruction will be announced on the center channels</p>			
COSTS		REVENUES		
<p>Overhead costs (electricity, internet, water, infrastructures, etc...); those costs will be covered by the University</p> <p>Cost of workers on testing: they are already employees at JUST and perceive a salary</p> <p>The cost of sampling and trainings: those costs will be paid by the customers</p>		<p>Operating revenue: the direct incomes from the tests and trainings for the customers</p> <p>Non-operating revenue: some loss could happen because of additional tests, chemicals waste, etc, ...</p>		

