




STRATEGY

INSTITUTE FOR RESEARCH IN ENVIRONMENT,
CIVIL ENGINEERING AND ENERGY



STRATEGY

Institute for Research in Environment, Civil
Engineering and Energy - IECE



1. Preface

- **Situation** – Situated in N. Macedonia, with global focus, unique and private research institute,
- Environment - lack of funds for research and education. Companies hesitating to invest in education and R&D. We follow EU directives, trends, programs.
- **Winning Claims & Guiding Principles** - Creating balance between 3 pillars – education, research and consultancy. Interdisciplinary approach, CO-IN model. Frame innovation methodology.
- **Priorities & Gaps** - GAP between the innovative offer and what is the absorption capacity, current trends in the country. Strengthening the our network of partners. Strong partners with similar view and approach.
- **Alignment & Coherent Action** - Nurture collaboration, team spirit, sharing, positive atmosphere, flexibility, personal responsibility.
- **Competitive advantage** - CO-IN model. Active blended learning with interactive methods. Interdisciplinary team. Backed up by company with 45 years of experience in construction industry.




2. Vision

Our vision is to become center of excellence and to be a leading institution that offers unique and value-added educational programs and courses.

We are positioned as an **interface for academics and the business world**, and all our programs and activities aim to ensure the wellbeing of future generations.

IECE driving strategy is based on having an orientation towards **sustainable development and an economy based on knowledge**, so that can encourage future generations to continue discovering, creating, modelling, executing, monitoring and improving R&D activities and applied knowledge, skills and competence that are required to ensure the wellbeing of future generations.



3. Mission

Through **collaborative partnership** to **enhance the research and innovation potential** of human capital in order to achieve additional value and competitive advantage for the institutions.

IECE supports the development of strong leaders, managers and professionals via creating and offering specialised programs in education and research.

Academic – lifelong learning training programs and multi-disciplinary research projects.

Private and Public Sector Partners – provide the experience needed for a range of lifelong learning training programs and multi-disciplinary research projects. Together we can make changes to our communities.

Students – students undertaking relevant research projects and lifelong learning programs.

Clients – we are driven to provide value-added consultancy services to clients who make a critical contribution to our Institute.

Communities – we are committed to investing in the future of our next generations by supplying the knowledge and experience required for better living solutions.



4. Setting Strategic Objectives

What competitive advantages our services have?

- **Tailored programs** for professionals
- Our educational programs are created according to the **needs of the industry**, clients' expectations and market requirements.
- Programs are created to **bridge the gap** between the academy and the industry.
- IECE applies highly integrated and innovative forms of **combined lifelong learning** in the formal, non-formal and informal education using blended learning approach.



4. Strategic Objectives for Education

- ✓ Participate in strategic partnerships with European universities and companies, collaborating on EU funded projects in education.
- ✓ Create unique offer of tailor made educational programs to fill the gap in the labour market between current situation and industry trends.
- ✓ Digital education - developing innovative training and learning practices using digital technologies.
- ✓ Continuous improvement of the capacities of our trainers.
- ✓ Support establishing and nurture growth on personal/organisational/societal level toward sustainability.



5. Core Organisational Competencies

- Approach – holistic, positive
- Team cohesion
- Shared vision
- Project management skills – from idea – proposal – managing projects funded by EU funds
- Motivation to learn, intrinsic motivation – willingness to invest time and wait for results
- Engaged staff
- Flexibility, resilient – learning from obstacles and failures
- Strong collaboration with industry partner



6. Organisational Values

- **Excellence** – We are committed to upholding the highest standards of professionalism, performance and ethical behaviour, and strive for excellence and quality in everything we do.
- **Innovation** – We are constantly pursuing innovative ways to enhance our performance and deliver value to our clients, partners, shareholders, the environment and the community. We will create, design, engineer, and execute solutions that remove barriers to human productivity, and use technology to help lead the industry forward with corporate sustainability.
- **Creativity** – We are open-minded, embrace new opportunities and adapt behaviors and approaches when necessary for achieving the best results.
- **Collaboration** – Mutual and beneficial exchange of knowledge, ideas and expertise between the academic and business world.
- **Accountability** – We accept our individual and team responsibilities and we meet our commitments. We take responsibility for our performance in all of our decisions and actions.



7. Value Proposition

- **Who needs us?**

Our focus are professionals who need professional education, we try to fill in the gap and training needs. We collaborate with academic institutions in several scientific fields, jointly creating research and educational programs. We have support from Chamber of commerce, Professional associations. We bring innovation, unique programs, state of the art projects, wide network of partners.

- **What are the benefits from our educational activities?**

Interface, Upskilling individuals

Stimulating growth, change, new topics, sustainable solutions

Long term effects

- **What are the Terms of cooperation?**

Open innovation. Collaboration, joint ventures, partnerships



8. Partner collaboration

IECE collaborates with partners from **25 countries in Europe**.

Our partners include:

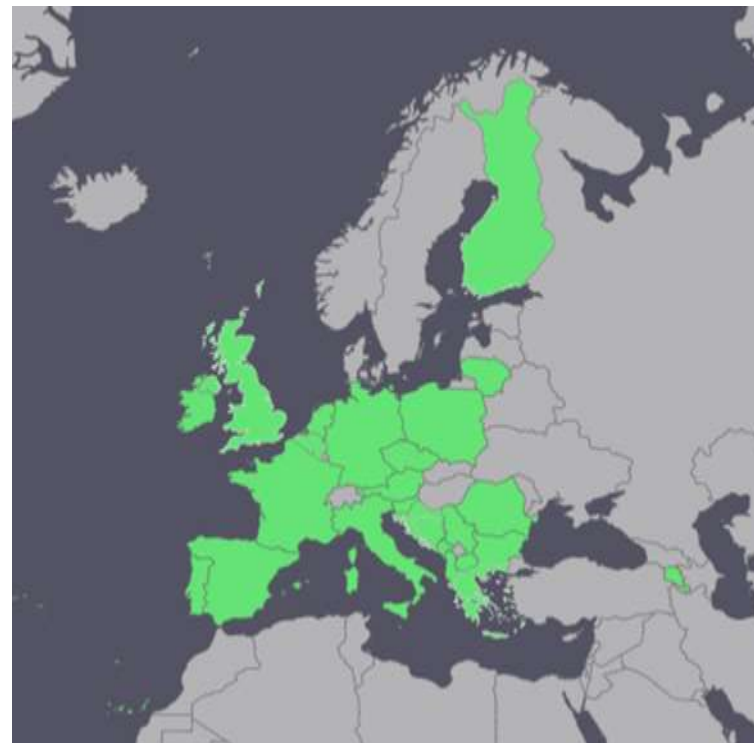
Universities and research institutes

Companies

Association and Chambers

NGOs

Municipalities and public institutions



8. Stakeholder Relationships and Alliances

- Holistic approach in university-industry collaboration
- Building and nurturing university-industry collaborations
- Closing the gap between and bridging the valley of death

