

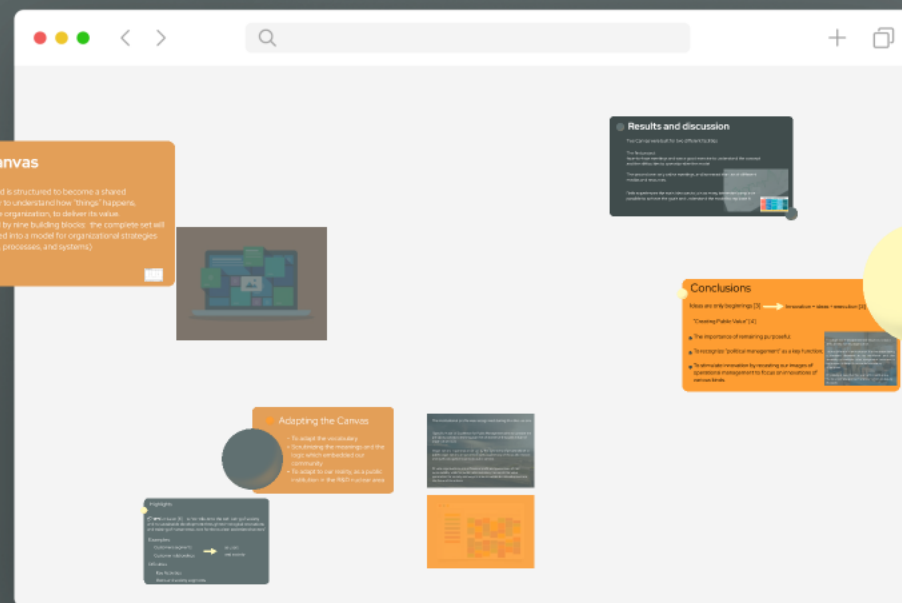
Working with Canvas in a Public Institute of Research and Development in the nuclear sector: a Team Effort to Achieve Its Goals

Authors:

Adriana Lourenço d'Avila

Ana Gabriella Amorim Abreu Pereira

Guilherme Dutra Gonzaga Jaime



Canvas
The method is structured to become a shared model way to understand how "things" happen through the organization, to deliver results. It is formed by nine building blocks, the complete set will be translated into a model for organizational strategies (structure, processes, and systems).

Results and discussion
The Canvas model is an effective tool for understanding the business model of an organization, to deliver results. It is formed by nine building blocks, the complete set will be translated into a model for organizational strategies (structure, processes, and systems).

Conclusions
The Canvas model is an effective tool for understanding the business model of an organization, to deliver results. It is formed by nine building blocks, the complete set will be translated into a model for organizational strategies (structure, processes, and systems).

Adapting the Canvas
To adapt the Canvas model to the organization, it is necessary to understand the organization's current business model and to identify the areas that need to be adapted. This process involves a deep analysis of the organization's internal and external environment, as well as a thorough understanding of the organization's mission, vision, and values.

Approaches
The business model Canvas is described as "a shared language for describing, visualizing, assessing, and changing business models" [1].
The Canvas, focused on the private sector vision, should be adapted to our reality.

Introduction
Joining forces to understand and adapt a methodology to help facilities to elaborate their own business models, implement actions and facilitate their PDCA for continuous improvement.
And what is a business model?
"a business model describes the rationale of how an organization creates, delivers, and captures value"

Thank you!
References:
[1] A. Chesbrough and T. Spohrer, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, John Wiley & Sons, USA, 2014.
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[3] V. Govindarajan and C. Triggs, The other side of innovation: solving the execution challenge, Boston, Massachusetts: Harvard Business School Press, 2005.
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● Introduction

Joining forces to understand and adapt a methodology to help facilities to elaborate their own business models, implement actions and facilitate their PDCA for continuous improvement

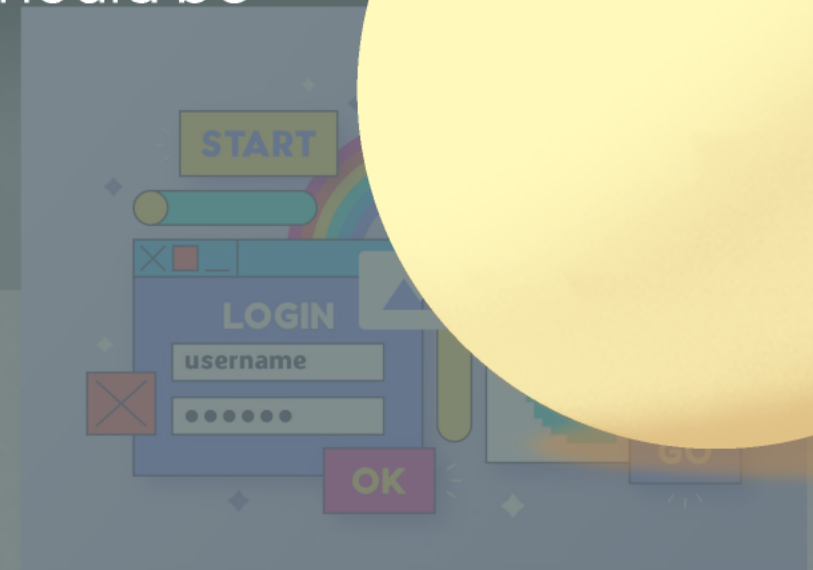
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● Canvas

The method is structured to become a shared model easy to understand how “things” happens, through the organization, to deliver its value.

It is formed by nine building blocks: the complete set will be translated into a model for organizational strategies (structures, processes, and systems)





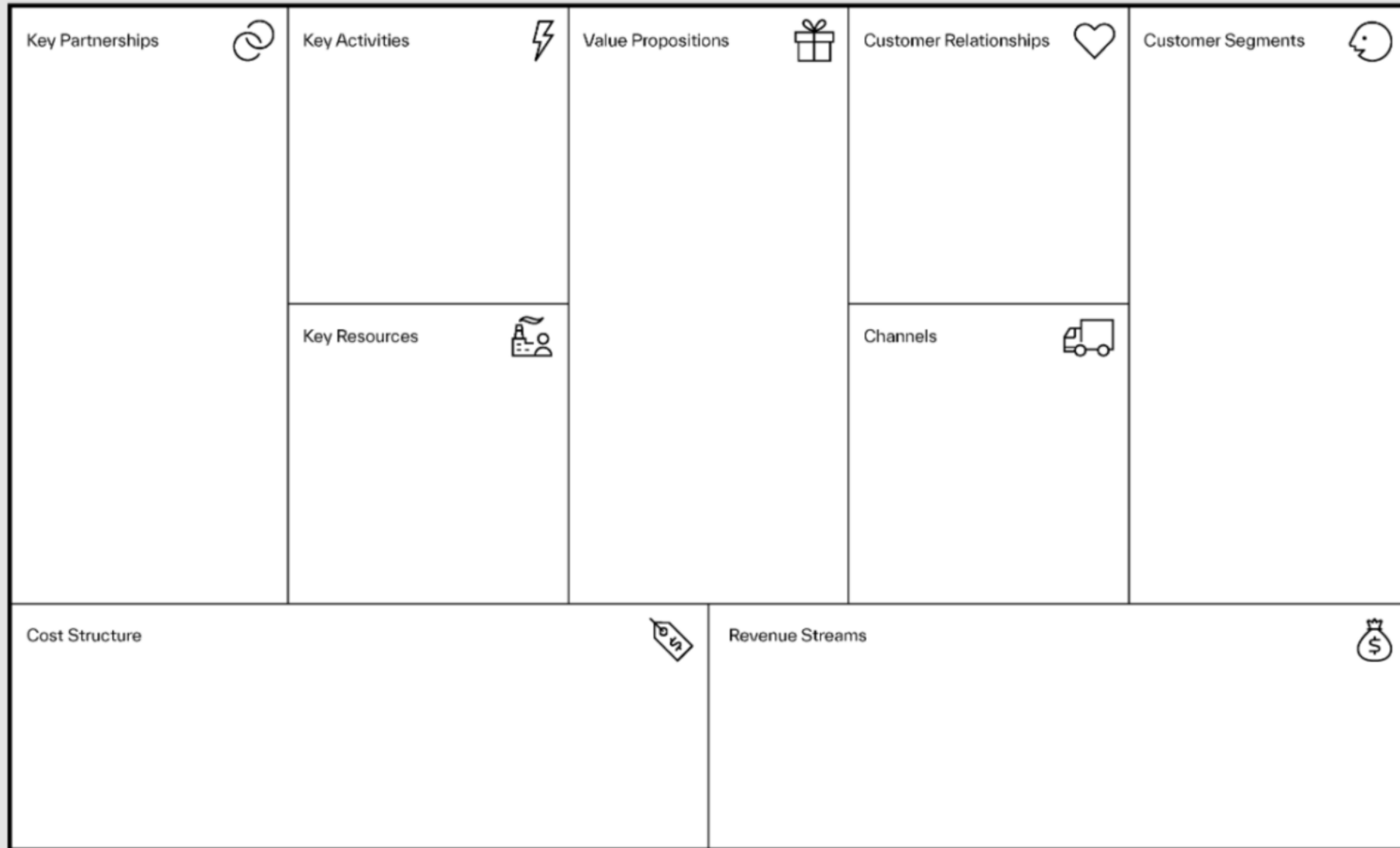
The Business Model Canvas

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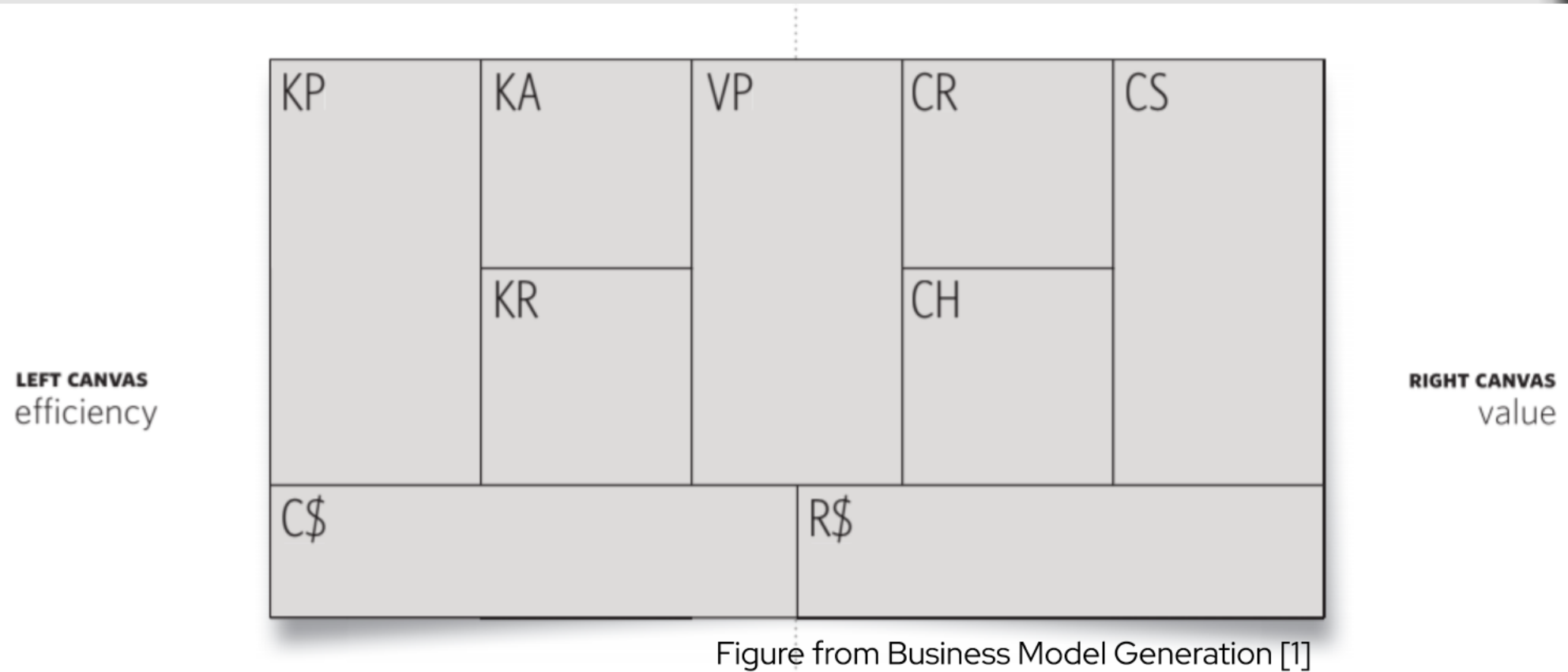
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Date:

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Business Strategy



● Adapting the Canvas

- To adapt the vocabulary
- Scrutinizing the meanings and the logic which embedded our community
- To adapt to our reality, as a public institution in the R&D nuclear area

of society
innovations
ated sectors"

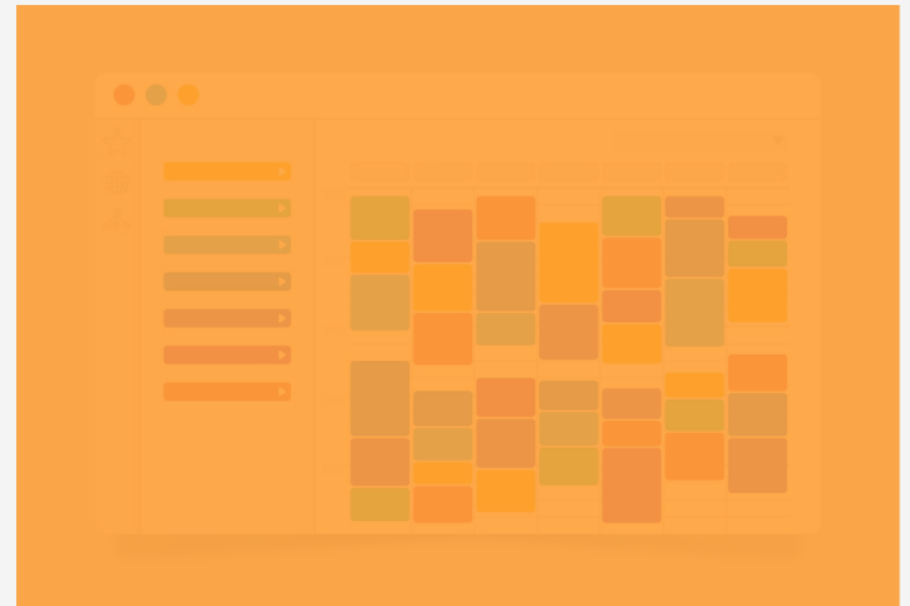
y

The institutional profile was recognized during the discussions

"Specific Model of Excellence for Public Management aims to consider the principles, concepts and language that characterize the public nature of organizations" [2]

Organizations, in general, are driven by the autonomy of private will, while public organizations are governed by the supremacy of the public interest and by the obligation to provide public service.

Private organizations aim at financial profit and guarantees of their sustainability, while for public administration, the search for value generation for society and ways to ensure sustainable development are the focus of its actions



The background of the slide is an aerial photograph of a landscape. In the foreground, there are several rectangular agricultural fields. In the middle ground, a large industrial facility, likely a power plant or refinery, is visible with several tall smokestacks emitting plumes of white smoke. The sky is filled with a large number of birds flying in various directions. The overall scene is somewhat hazy, suggesting a distant or elevated perspective.



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Highlights

  *ien's* mission [6] – to “contribute to the well-being of society and its sustainable development through technological innovations and training of human resources for the nuclear and related sectors”

Examples:

Customers segments

Customer relationships



as users

and society

Difficulties

Key Activities

Users and society segments

Results and discussion

Two Canvas were built for two different facilities

The first project:

face-to-face meetings and was a good exercise to understand the concept and the difficulties to operationalize the model

The second one: only online meetings, and increased the use of different medias and resources.

Both experiences the main idea was to join as many interested people as possible to achieve the goals and understand the model to replicate it



increased the use of different

many interested people as
the model to replicate it



Canvas - Laboratório de Computação Avançada Aplicada

Parceiros Chave

Fornecedor do hardware
Mantenedor da
Distribuição Linux
Laboratórios Associados

Atividades Chave

Pesquisa Aplicada
Ensino, apoio e consultoria em técnicas de computação avançada
Disponibilização e operacionalização do cluster
Desenvolvimento de Software

Recursos Chave

Lab. associado
Habilidades e competências de servidores e bolsistas
Cluster de computação petaflopica

Value Propositions

Science & Innovation results in less time, with greater accuracy

Increased interest in mathematics, computing, and their applications in the nuclear sector

Relacionamento com Usuários e Sociedade

Assistência pessoal
Co-criação
Self-service

Canais

Congressos, Aulas, Revistas Científicas, mensagens automáticas do cluster enviadas aos usuários

Palestras, Site e Redes Sociais do IEN, Eventos, Feiras de divulgação científica

Segmentos de Usuários e Sociedade

Unidades Técnico-Científicas e Programas de Pós-graduação

Empresas privadas de base tecnológica interessadas em transferência de tecnologia de computação avançada

Instituições de ensino médio

Estrutura de Custo

Operação, manutenção e modernização, Pessoal: servidores e bolsistas

Fontes de Receita

Orçamento, Agências de Fomento, Parcerias Público-Privadas

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Conclusions

Ideas are only beginnings [3] → Innovation = ideas + execution [3]

“Creating Public Value” [4]

- The importance of remaining purposeful;
- To recognize “political management” as a key function;
- To stimulate innovation by recasting our images of operational management to focus on innovations of various kinds.

To adopt new management techniques is always a difficult step for any organization.

It is not different in an institution that has been facing a constant decrease in its workforce and the necessity of multiple roles assignment becomes a key answer to keep the essential constancy of purpose.

This study shows that the team effort with and a multidisciplinary approach are key factors to deploy the work.

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References

- [1] A. Osterwalder and Y. Pigneur, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, John Wiley & Sons, USA (2010).
- [2] Instrumento para Avaliação da Gestão Pública, Ministério do Planejamento, Orçamento e Gestão – Secretaria de Gestão, Brasil (2010).
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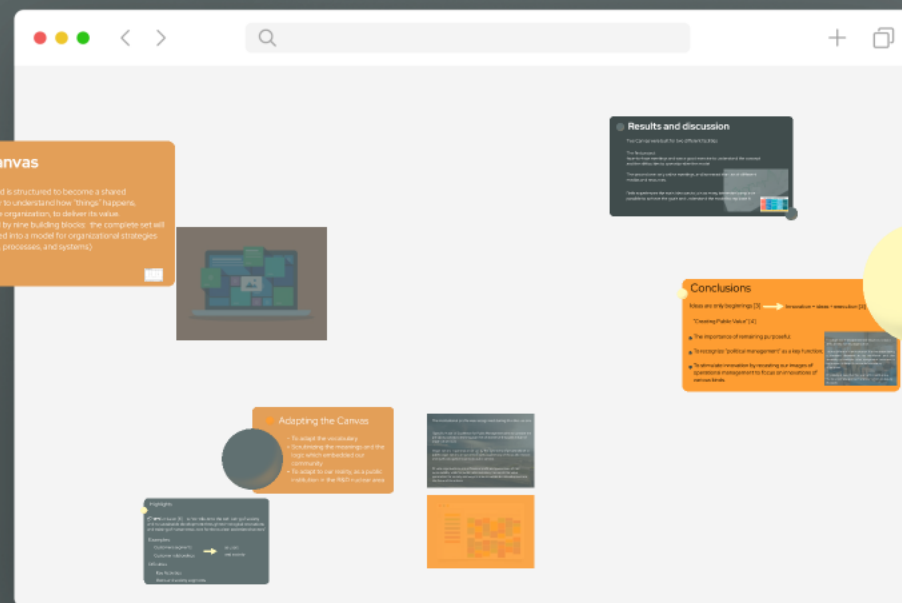
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Adapting the Canvas
To adapt the existing canvas, it is necessary to: Clarifying the meaning, and the organization's objectives; To adapt to the needs of the specific institution; To adapt to the specific context.

Results and discussion
The Canvas model is an effective tool for understanding the organization's business model. It is a shared model way to understand how "things" happen, through the organization, to deliver results. It is formed by nine building blocks. The complete set will be translated into a model for organizational strategies (structure, processes, and systems).

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