



Pilot Project – Peru & Chile

“Learning through doing”

Progress report



This is about :

- ✓ The Pilot Projects into perspective
- ✓ The workshop : content and conclusions
- ✓ Recap on What's next?
- ✓ Conclusions and recommendations

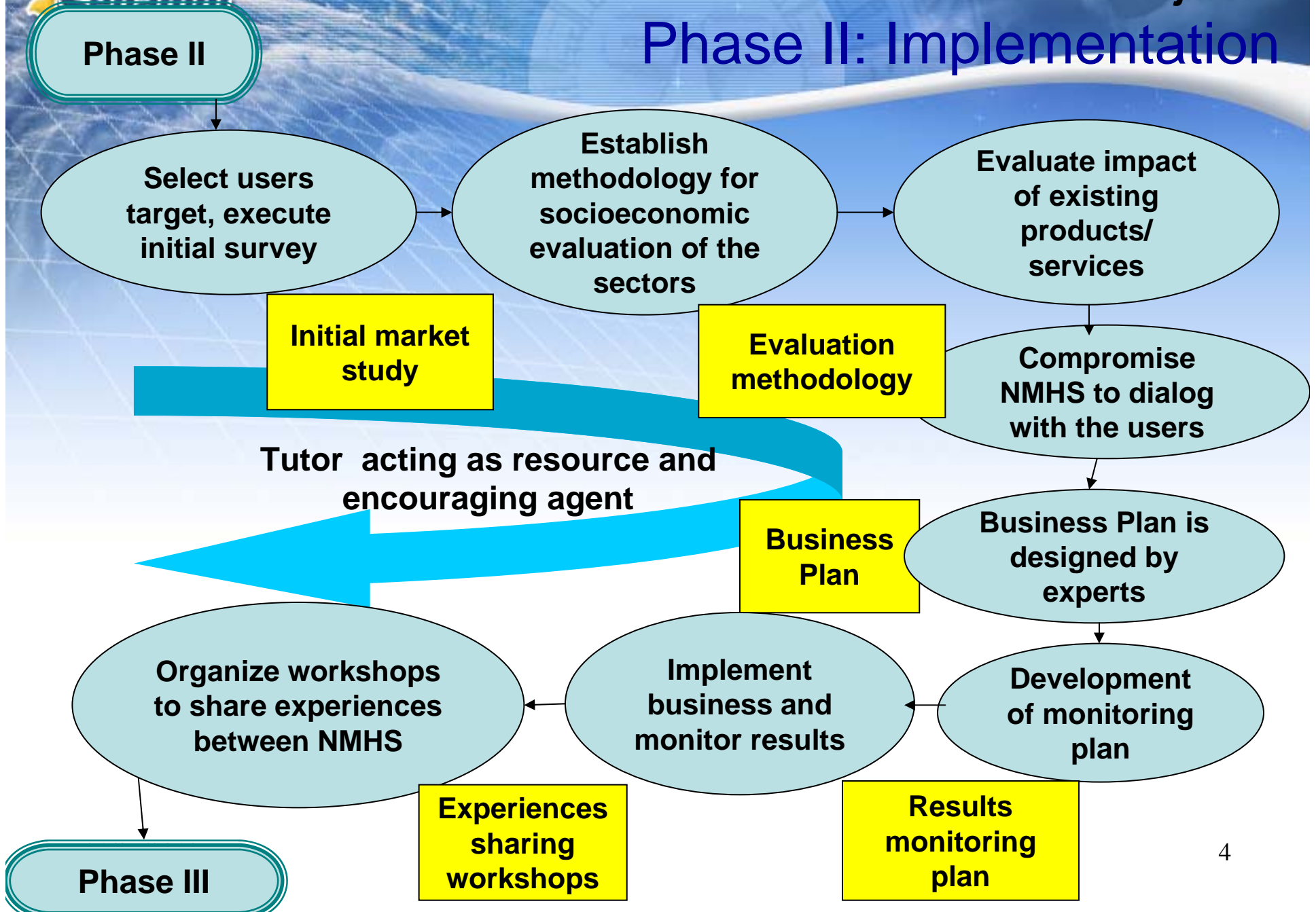


Pilot Projects into perspective

- Further to the first workshop done during the first semester 2008 and studies on socio-economic benefits done in parallel
- Mission done during 20-25 oct. in Chile (DMC) and Peru (SENAMHI) : kick-off of the phase 2 of the « learning through doing »
- Within the Madrid Action Plan, need for increased client-focused organisation and enhanced communication and marketing plans.



New orientation on the Pilot Project: Phase II: Implementation





Main outputs in Phase 2

- Selection of 3 pilot projects = 3 sectors of potential clients
- Compose a project team for each pilot project, coordinated by project coordinator
- Analyse their needs and requirements through a market survey
- Transform these into products and services and write down a marketing proposal (4Ps)
- Integrate market analysis, product marketing, and strategic reflection into a business plan to draft by march 2009

The DMC project team



The clients representatives



Chile Pilot Projects

SENAMHI Project team



Perú Pilot Projects

The workshop participants



Clients group



The workshop : content and conclusions

- A 2-days workshop on strategic planning, management and product marketing
- A hand-book with guidelines and exercises
- A collaborative platform for communication and follow-up
- Presentations and work groups :
 - **3 pilot projects in Chile** : Fisheries (Salmon), Agromet and Paso Libertadores
 - **4 pilot projects in Peru** : Health (one in Air contamination in Lima, one on low temperatures), **Health (low temperatures/high alt. settlements)**, Agriculture (exportation products -Ica production)



What's next?

- A work plan was proposed, as follows :
 - Until end november : finalize and dispatch market survey
 - Until year ends : analyse answers and put together a market analysis per sector
 - Convert needs and requirements into a product proposal, integrate all sector within one document : the marketing plan : until end feb. 2009
 - Write a draft of business plan for the NMHS by end March 2009
- All documents and project forms, surveys, are available on the collaborative platform [PP Lam](http://www.met-elearning.org/moodle/course/view.php?id=46)

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First conclusions & recommendations from the w/shop

Synthesis of participants round table



Some conclusions from the w/shop (1)

- The marketing approach is new to NMHS and their users-clients, so it is important that capacity building on marketing and communication be organized.
- The Moodle platform is a very practical tool to follow-up, and maintain links between all participants and all along the project, however a teach-the-teachers w/shop would be useful to enhance capacities of the NMHS project leaders that would actively run discussions and courses on the platform.



Some conclusions from the w/shop (2)

- This type of w/shop being a concrete tool to increase communication between NMHS and its clients, the pilot project leaders suggested that this w/shop be rolled-out again with targeted and numerous users-clients.
- As strategic planning appears to be important in linking resource mobilization, project planning and implementation of the marketing plans, it is recommended that strategic objectives at the NMHS level be reviewed and integrate the diversification of targeted sectors and the Quality Management system aiming at putting clients at the heart of processes.



Some conclusions from the w/shop (3)

- As project teams are now working on the pilot projects, it is suggested to have an evaluation of the pilot projects by april 2009 in a form of a w/shop.



Recommendations at the NMHS level

- Go from traditional NMHS to a modern organization, focused on the client needs and with increased quality of products and services, with the development of marketing and communication tools
- The NMHS has to work on a consistent strategic plan aligned with the national development plan, which will integrate the strategic objective of marketing new products and services for new priority clients.



Thank you