



Local training partners

How do we bring out the inner beauty of what can't be seen.

Heat Networks offer numerous advantages and opportunities. They enable efficient, reliable, convenient, and affordable heat services to those connected. They are profitable job generators offering energy security, jobs, and social welfare to communities. Yet, for all the benefits there is one catch. They are invisible. And Silent.

Online

VET Courses

Beautiful Heat

Strategies for managing stakeholders and securing buy-in

[Date & Time]

[More information and Registration](#)

Course Focus:

This micro-credential highlights the strategies for packaging and communicating the opportunities and benefits of heat networks, thereby securing buy-in from communities and decision makers. The course is highlighting the rational arguments as well as exploring the emotional side which is critical in complex decision-making processes.

Course Format:

This micro-credential will consist of X modules delivered in 1-to-1.5-hour sessions, with each session including one or more special guest speakers. Learning will be grounded in real-world case studies involving speakers with operational experience in the field. The course will include multiple examples on successful and less useful approaches in stakeholder management.

Course Content (further details on page 2-)

The course consists of X online weekly sessions
Topics addressed include:

Managing Sustainable Change

- Why do we resist change
- Change we must
- Proactive vs. Reactive

The story

- Arguments for change
- Building the story
- Keep it simple

Target audience

- Segmentation of audience
- Different perspectives of the same story
- It takes a village to succeed

Channels

- Options
- Selecting channel
- Involving the audience

Targeted Participants

The course is designed to meet the needs and expectations from a broad range of stakeholders:

- *Decision makers* in politics, industry, finance, etc. aiming to increase their understanding of the sector
- *Local Supply Chain* aiming to broaden their scope of products and services in the DHC sector
- *Training providers* at technical colleges and universities
- *Career Advisors* at schools and public/private institutions
- *Experienced professionals* interested in broadening their competence in the sector
- *Young talent* aiming to develop a career in the DHC industry – both vocational and professional
- *Representatives from media*, industry organisations, NGOs, and the broader public.