



# INTERNATIONAL MASTER GLAZIER PROGRAM

**Proposal for a Community of Glass Associations project**

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# Reason for proposal

- Education and skills have been identified by the Community of Glass Associations (CoGA) as a priority issue
- It would be an example of CoGA members working together for the betterment of wider glass community
- It would support the vision of developing CoGA as a sharing glass community
- Italian Trade Agency financial support will cease
- This program would contribute to CoGA becoming a self funded entity
- This is a suggestion only . A detailed workshopping would be required to finalise the concept and structure

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# Why International Master Glazier?

- Glazing is a common skill across the CoGA membership
- It is a low profile trade in the construction industry
- We must attract young people into glazing
- We need to retain existing glaziers
- We need to have consumers and government recognise that glazing is a highly skilled trade
- The consumer recognises that the costs in using a skilled glazier is good is a good investment
- CoGA member “GLAAS Inc” has experience in developing Master Glazier programs

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# Financial – Reasons why

- CoGA has no funds available to develop any programs
- Any CoGA initiative must become financially self-sufficient as quickly as possible
- IMG would be funded through 3 income streams
  1. Application fees
  2. Annual renewal fees
  3. Sponsorship
- All fees would be in Euros

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# Financial – income sample

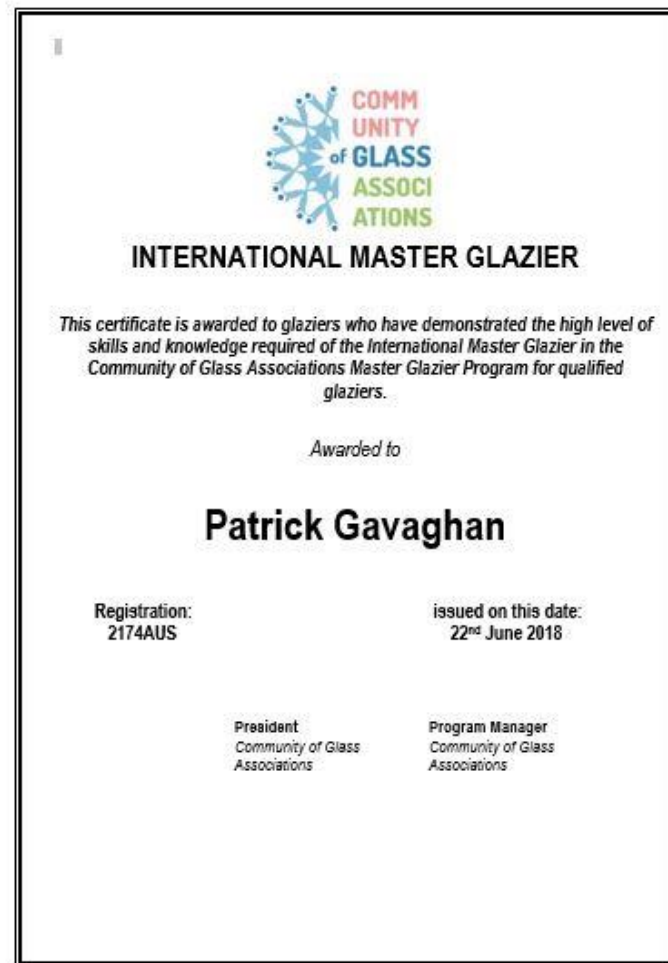
- Application fee €65
- Annual fee €65
- Sponsor Level 1
  - (ID card) Limited to 1 per country) €3,000.
  - This will be a “1 in each country” fee as each COGA member would have a local glazing product supplier sponsor on the rear of the ID card.
  - This may require a sharing between the COGA and the local Association of the sponsorship income.
- Sponsor Level 2
  - (program support) unlimited €1,500
  - This will be an international and by country opportunity for suppliers, manufactures and others in the glass industry to show their support of the program.

# Initial financial target

- It is envisaged that the annual fee and sponsorship fees will eventually contribute a regular income to maintain the program.
- Based on a target of 4 of the 12 COGA associations joining the program in the 1<sup>st</sup> year (June 2019 – August 2020) the program should generate the following income;
- 4 x Sponsors level 1 @ €3,000 €12,000
- 4 x Sponsors level 1 @ €1,500 € 6,000
- 50 Applications per member
  - 4 x 50 = 200 @ €65 plus €65 = €130 €26,000
- 1<sup>st</sup> year income target €44,000

# Financial - set up costs (Pilot program)

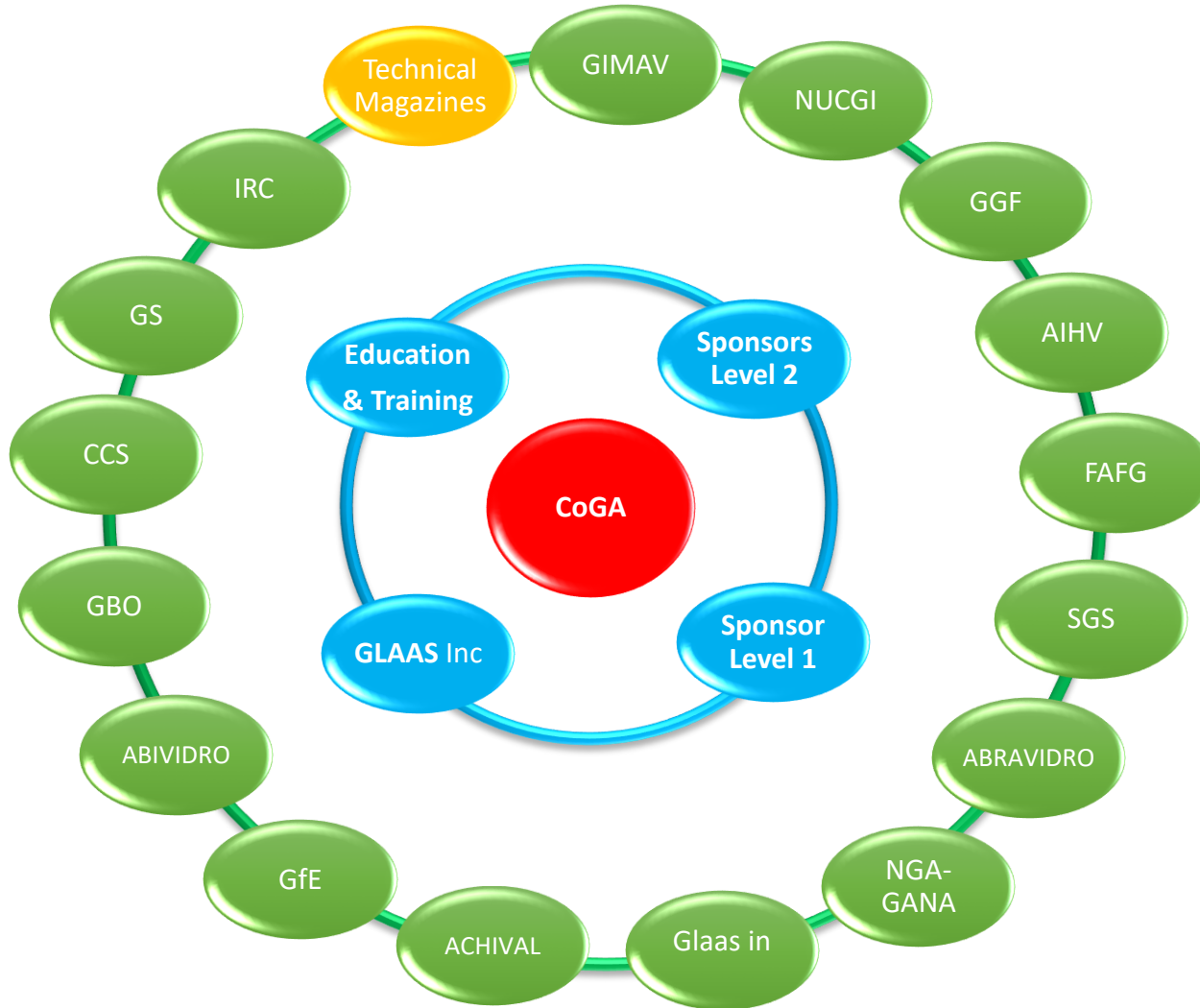
- Purchase ID card printer
- Purchase stationary for certificates
- Other?
- Review ongoing costs if pilot program a success



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# Proposed structure



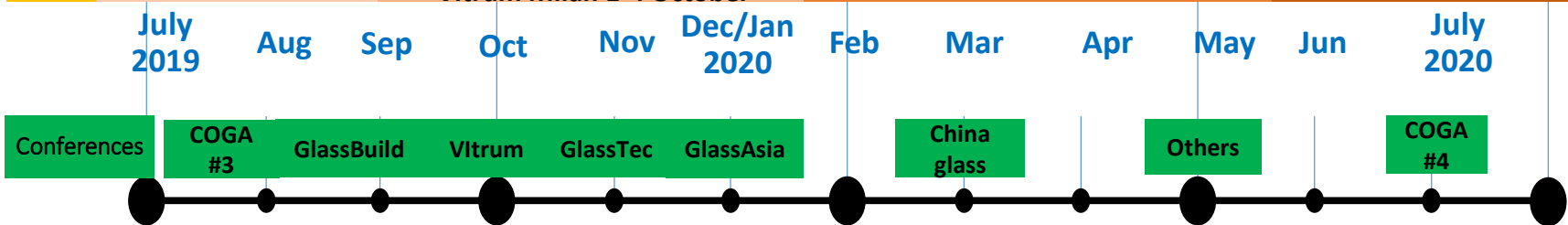
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# Proposed Actions and timelines

<b>Project actions and timeframe</b>	<b><u>Set up</u></b>	<b><u>Pilot program stage 1</u></b>	<b><u>Pilot program stage 2</u></b>	<b><u>Launch</u></b>
	<ul style="list-style-type: none"> <li>• CoGA workshops</li> <li>• Agree on the concept</li> <li>• Form PWG</li> <li>• Determine entry level</li> <li>• Develop documents and process's</li> <li>• Agree on project plan</li> <li>• 4 members to nominate for the pilot program</li> <li>• Sign up sponsors</li> </ul>	<ul style="list-style-type: none"> <li>• Set up CoGA website and related actions</li> <li>• Develop marketing plan</li> <li>• Set up International Master Glazier application structure</li> <li>• Set up Reviewer structures and reviewers</li> <li>• Test application process</li> <li>• Confirm entry qualifications</li> <li>• Sign up more sponsors</li> <li>• Confirm 4 pilot members</li> <li>• Develop country specific documents and process's</li> <li>• Launch Pilot program at Vitrum Milan 1-4 October</li> </ul>	<ul style="list-style-type: none"> <li>• Commence marketing</li> <li>• Magazines/website</li> <li>• Conferences</li> <li>• Review process for each members customisation</li> <li>• Test application process</li> <li>• Test reviewer process</li> <li>• Test financial process</li> <li>• Sign off as complete and ready to launch</li> <li>• 50 applications to be reviewed and signed off</li> <li>• Prepare launch program</li> </ul>	<ul style="list-style-type: none"> <li>• Education &amp; Training committee presentation</li> <li>• Review and customize pilots as needed</li> <li>• Develop each members actions for launch in their area</li> <li>• Update CoGA website</li> <li>• Develop world wide promotion</li> <li>• Launch CoGA IMG at #4 meeting</li> <li>• Sign up more sponsors</li> </ul>



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# What needs to be done?

- CoGA members agree to the project
  - Who will be responsible for running the program
  - CoGA Education committee to develop and coordinate the Pilot program
- Develop CoGA International Master Glazier (IMG)
  - documents and processes to CoGA branding.
  - set up International Master Glazier program structure including a review process
- Set up a specific IMG page on the CoGA website;
  - information on the program
  - interactive Applications forms
  - identify entry level into the International Master Glazier program at country level
  - set up a specific email address for the program responses
  - set up a database to record all applications and issue of certificates
- Locate initial sponsors to fund the purchase of material i.e. ID card printer, Certificates
- Develop a specific marketing and communication to
  - launch pilot program at Vitrum Milan 2019
  - formally launch IMG at the 4<sup>th</sup> meeting of CoGA in 2020

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Thank you  
Any questions?

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