

TELETURF

EXPLOITATION PLAN



**Gestors Esportius
Professionals**
Associació de la
Comunitat Valenciana

INTRODUCTION

The document presents the Teleturf project's Exploitation Plan

Municipal Sport Foundation of Valencia along with six European organizations coordinates the **TELETURF** Project included in the **European Union Erasmus+** Call for education, training, youth and sport.

The main objective is **improving safety and quality conditions of artificial turf sport fields**, as well as extending its useful life through improving its maintenance.

In order to achieve it, the project plans to **research** and **increase in knowledge** about **sport fields maintenance** and it aims to distribute these knowledge among all European professionals in maintenance of artificial turf sport fields trough an on-line course in four languages (English, French, Dutch and Spanish).

The **TELETURF** Project is led and coordinated by the Municipal Sports Foundation, financed by the European Union, and also involves a consortium of seven entities from different countries.

Composed by:

- **Researchers:**
 - Instituto Biomecánica de Valencia (IBV, Spain).
 - ISA-Sport (Países Bajos).

- **End users:**
 - Fundación Deportiva Municipal (FDM, Spain)
 - Asociación de Capitales Europeas del Deporte (ACES, Belgium).
 - Ville de Marseille (France).
 - Asociación de Gestores Deportivos Profesionales Comunidad Valenciana (GEPACV, Spain).

- **Company specialist in maintenance of fields**
 - CESPEVAL (Spain).

THE OBJECTIVE

The Manual that is the result of the two years of work will be available in 4 different languages (spanish, english, french and dutch) and for free access on the european union Platform, also on the Teleturf webpage **for personal e individual use.**

To maximise the potential of the funded activities, so that the results are used beyond the lifetime of the project, there will be an Online Training Course, available for purchase.

This agreement defines the exploitation plan of the results of the TELETURF project after its conclusion.

DESCRIPTION OF THE COURSE

Development, integration and adaptation of training content and VET Curricula of the European project TELETURF. the course will be divided into modules in which the student will be introduced to the following topics:

- **MODULE 1:** Introduction and constructive elements of artificial turf surfaces
- **MODULE 2:** Biomechanical aspects of artificial turf
- **MODULE 3:** Technical Function Evaluation of artificial turf fields
- **MODULE 4:** Sports Function Evaluation of artificial turf fields
- **MODULE 5:** Regulations
- **MODULE 6:** Maintenance of artificial turf fields

The course will be available in 2 different languages (spanish, english).

The course, in different languages, will be located in the same online learning platform provided by servers of IBV (Campus IBV), which will be the responsible for the maintenance of the Platform.

The course is divided into different modules. Each module is divided into sessions which correspond to learning units that will have a duration of 2 or 3 hours.

Each work session starts with a short section in which its main objectives are stated. This section is followed by the corresponding didactic unit and ends with a summary of the key ideas learned during the session.

By the end of each session, a reinforcement activity must be completed by the student using the online platform. This activity consists of an exercise automatically corrected by the system and the results are reported to both, the student and the course facilitator.

When the student has finished all the sessions of the module, he or she must complete the self-evaluation test. The student must pass the tests corresponding to all the modules before doing the final examination which will be necessary for the student to get the corresponding qualifications or certificate.

The online course will be based on the final version of the training material at the end of the project (31st December 2018). If it is needed to increase the number of languages of the course and update the training material in further editions, partners will accept a new agreement.

The price of the full course established for the first edition will be 400 euros, broken down as follows:

- Online course = 300 euros
- Practical session (optional) = 100 euros

PARTNERS ROLE

For the first result of the two years of work, the Manual that will be available in 4 different languages (spanish, english, french and dutch) and for free access on the european union Platform, also on the Teleturf webpage, the partners role will be as shown at the table below:

	FREE CONTENT - DISSEMINATION						
	IBV	GEPACV	FDM	CESPEVAL	ACES	ISA	MARSELLA
Spanish	X	x	x	x	x		
English	x	x	x	x	x	X	x
Dutch					x	x	
French					x		x

All partners recognise the commercial potential of the developed course and will be engaged to the commercialization of the Online course, available for purchase.

All partners recognise the importance to have a model of distribution of exploitation profits, since a lot of effort is needed for performing a new edition of the course. The e-learning course is not just documents uploaded on a website accessible anytime. The information of the course will only be available for the registered students during the period of time of the course (in this case 50 hours theoretical and one practical session). That means that for performing any new edition of the course it is needed to promote it for getting students, matriculate them, assign usernames, update student's guide, enable final exam at the desired date as well as supervise the students (answer any technical question they could have), and act as facilitator (monitor the students for encourage them to follow the planning and timing of the course).

During the performance of the online course, partners can play one or several of the following roles:

→ Promoter partner

The economic management of the course, reciprocity of the student fees and payment to the teaching staff is responsibility of the promoter partner, as the assignment of the courses to the consortium members after justification of their actions regarding the exploitation of the course. Responsible for providing username and access password to students to allow them access to the course and providing technical support during the courses and it is also responsible for sending to the student the necessary information regarding course operating and study methodology.

Responsible for all contents in its national course and for tutoring and facilitating the training modules, solving any technical doubt to the students about the training material and encouraging them to follow the studying plan.

The promoter partner will also have to submit a report and a certificate of each edition of the online course and the number of students enrolled, as well as disclose the price per edition to all consortium partners.

Only the partners that have the role of Promoter can design and teach a course with the contents of the program.

→ Platform manager

Responsible for the performance of the online course, for hosting and assuring a correct performance of the online learning platform, maintaining the server where the online platform is hosted; receive students doubts and questions and send them to their respective tutor; keep students informed about their results after finishing the course; issue academic certificates to those students who pass the required tests and carry out a student's satisfaction survey at the end of the course.

→ Disseminator partner (all partners and/or outside partner)

Responsible for the dissemination of the course before its starting date and gathering of the students. The Disseminator partner can be the same as the Promoter partner or be a different entity. One or several Disseminator partners can exist in the same course. Each Disseminator partner will take profit of the students that have enrolled into the course.

		ONLINE COURSE						
		IB V	GEPAC V	FD M	CESPEVA L	ACE S	IS A	MARSELL A
PROMOTER	Spanish	X						
	English	X					X	X
PLATFORM MANAGER	Spanish	X						
	English	X						
DISSEMINATIO N	Spanish	X	X	X	X	X		
	English	X				X	X	X
PRACTICAL SESSION	Spanish				X			
SPORT FACILITIES	Spanish			X	X			

The commissions obtaining by the selling revenues of the online course as a product are stated in the paragraph named **EXPLOITATION PROFITS**.

Any partner can transfer its exclusivity of exploitation to any other partner after agreement between the parties

ACTIVITIES: ONLINE AND OFFLINE

The exploitation plan includes provision for its use in an online and offline environment:

Online exploitation:

- Project-website - including design, hosting and management
- Banner on the webpages of each partner and of the collaborating institutions
- “Start-up” leaflet and flyers explaining project aims in all partner languages
- E-mail key project personnel/contacts in the database, which can be updated as the project progresses
- Online articles
- Social networks
- Dissemination conferences, seminars, workshops and meetings to coincide with key project milestones. A final conference to discuss dissemination of the results has become a popular end-of-project activity
- Public relations activities, to include writing and distribution of press releases/packs, placing of articles in relevant trade or specialized journals, etc. (items must be newsworthy to be received unpaid for publicity)

Offline exploitation

- Articles in magazines, reviews, journals belonging to the sports sector or general mass media with a special feature on sports
- trainings, conferences, congresses
- Flyers and leaflets
- Distribution in sectoral meetings, fairs and exhibitions
- Information in this different outlets (Spain); sports clubs; universities with sport facilities; sport federations that use artificial turf in their sports; construction and maintenance companies of sports facilities and artificial turf; companies specialized in maintenance of artificial turf; public and private sports centers for residential and tourist use and city councils with competences in sports matters...

SET UP OF NEW EDITIONS OF THE ONLINE COURSE IN ANY LANGUAGE

The promoter partner and Platform manager (IBV), will define the starting and finishing dates of each edition of the course. Editions of the course in different languages might take place simultaneously or being totally independent from the courses of the other languages.

Will ensure that the quality of the program would not be affected by an excessive number of students in each one of the editions of the online course. It will be possible to perform several editions of the online course per year.

Students must register for the course within the deadlines set by the Platform manager and state the payment through the authorized system enabled for this purpose.

The Promoter partner is responsible for centralizing and managing the payment and invoicing procedures of each edition of the course. Control Mechanisms will be developed by the Platform manager in order to identify the Disseminator partner that uses the free course, e.g. a special code can be assigned to each partner and the student may indicate this code when filling the inscription form.

The promoter partner is responsible for paying the corresponding commissions and due benefits to the corresponding partners.

As the online platform has a huge flexibility, this procedure can be changed if necessary, after communication to all the consortium partners of the changes.

INTELLECTUAL AND INDUSTRIAL PROPERTY

This intellectual property paragraph will clarify the rights of use of the products originated from the project and covering any commercial utilisation of products after the end of the project.

The Teleturf online course will have a Creative Commons license that will provide the standard set of terms and conditions that creators and other rights holders may use to share original works of authorship and other material subject to copyright and certain other rights specified in the public license.

This course will have the Creative Commons licence with this specific conditions:

Attribution-NonCommercial-NoDerivs CC BY-NC-ND



This License only allows others to download the work and share them with others as long as they credit Teleturf, but can't change them in any way or use them commercially.

If any partner of the Teleturf consortium decides to finish the exploitation of these courses, this partner will lose any exploitation right for Teleturf courses, if the whole consortium of Teleturf decides to finish the exploitation of these courses, they will agree what will happen with these courses.

EXPLOITATION PROFITS

1. The corresponding Promoter partner will define the price of each edition of the online course, taking into account, on the one hand, the economic possibilities of the potential students of each target country, and on the other hand, assuring a recovery of the effort of the different partners that will participate during the performance of the course. Higher variations must be approved by the Consortium beforehand.
2. The revenues are calculated in terms of percentage of the selling price per student (excluding taxes: VAT, et.), according to the following scheme:

	Online course	Practical session
Price (euros)	300	100
	%	%
Promoter partner	65	10
Platform manager	15	-
Dissemination	20	10
Practical session	-	60
Assignment of sport facilities	-	20

These amounts are subject to any taxes that are legally applicable.

3. In the event that a partner acts as a promoter in any language, the role of the partner that hands over the web platform (IBV) will receive 15% of the course's income, with a minimum cost of € 500.

4. It is established, after the evaluation of the costs, that the partners who wish to receive the free courses as a counterpart will have to accept the following conditions:

- a) 1 student can be enrolled free of charge (together by all the members), for every 5 external students enrolled in the course. As an example, the process can be rotative among the partners and the entity that had fewer free students enrolled in previous editions will have priority to include their students for free in the following editions...
- b) The members that choose to have free students enrolled in the course will have to renounce receiving the corresponding % of exploitation profits

CERTIFICATE

The promoter partner will generate and send the certificates to the students that have finished successfully the online course promoted by them. The template of the certificate will be free and will be generated by every promoter partner. Nevertheless, it is recommended that the certificate should have at least the following information:

- Mention to the promoter partner (including its logo)
- Mention to the disseminator partners that have collaborated in the dissemination activities of the course (including their logo)
- Mention to the Teleturf project (including its logo)
- Mention to all partners of Teleturf project (including their logos)
- The name and ID number (or passport number) of the student
- The name of the course
- The dates of that edition of the course
- Number of hours estimated to finalize the course.
- Index of the course containing the modules and content of the course
- Official signature of the promoter partner