



MARKET STUDY

Report Date: 30/09/2011

Deliverable No:	10
Deliverable Title:	QUALITY ASSURANCE REPORT
Leaders of WP:	CIFESAL
Due date:	15/09/2011
Actual delivery date:	30/09/2011
Version No.	1

This project has been funded with support from the European Commission.
This publication reflects the views only of the author, and the European Commission cannot be held responsible for any use which may be made of the information contained therein.

INDEX

1. Introduction.
2. Results of the SHNW project with exploitation potential.
3. Methods of Exploitation.
4. Framework of Exploitation
5. Conclusions.

1. Introduction

This report includes a summary of the internal discussions of the consortium about the internal exploitation plan of the results of the SHNW project by the members of the consortium.

The exploitation strategy encompasses not only the internal exploitation but also the exploitation of the results by the final beneficiaries and stakeholders involved in the topic of the project. This external exploitation of results is described in the part of the main final report related to the impact of the project.

The internal exploitation plan covers what products resulting by the implementation of the project can be exploited and how this exploitation (i.e. the means) can take effectively place.

The report is structured in a series of descriptions of the internal discussions, plus a section on conclusions.

2. Results of the SHNW project with exploitation potential

2.1. Finalised version of the educational game

The finalised version of the educational game is a product which is currently in use. It includes access online through the webpage of the project once the user is registered also online. A demo is also available without previous registration.

This is a tested and validated product in the different languages of the consortium.

2.2. Guide on Lessons Learn

This is a hardcopy booklet, which includes explanations about the implementation of the project, the methodologies applied, the results, and in general, the main lessons and conclusions obtained during the different phases of the project.

A total of 1.000 copies in English and Spanish were produced.

2.3. Didactical approach

A major effort of the project was put on how to transfer the existing training resources in three different countries into a training methodology supported by an educational game. Much of this approach is summarised in the Guide of Lessons Learn. However, the knowledge that was a basis for the Guide remains in the partnership, and can be applied to other sectors.

2.4. Intermediate materials

Different materials (designs, prototypes, reports, presentations, ...) had the main purpose to feed the main deliverables. They are considered in the context of their contribution to those deliverables, however some of them can be basis for other products, or reused in different contexts.

2.5. Partnership

Even when every partner has its own autonomy, interests and priorities, the partnership as such developed during the project, and in particular, due to the difficulties found with the funding conditions associated to the requirement of a bank guarantee, strengthened the work of the consortium as a whole, with the need to discuss on how to solve the difficulties arising from the mentioned conditions. The partnership as such is considered as another subproduct of the project that could eventually be exploited.

3. Methods of Exploitation

3.1. Direct Commercialisation of Results.

None of the results is considered to be in a situation to be directly commercialised. Commercialisation requires not only the product, but a series of associated services structured in a specific business line for the particular product, which is beyond the scope of the results of the project and would require the investment not only of money, but of additional technical resources and time to define a marketing strategy.

3.2 Usage for own purpose of the different partners.

This is the method considered more realistic in the current situation. Up to three different channels of exploitation have been conceived by the partners:

3.2.1 Training path

Several of the partners are VET providers with specific products on the field of OSH. In their training strategies, different products and subproducts of the project SHNW can be integrated, including:

- a) The use of the methodology created for the project and implemented in the project life cycle. This encompasses the transformation of existing materials and resources in the topic of the project, but also in other topics, into educational games incorporating interactive elements.
- b) To extend the scope of the hazards dealt in the project products to other hazards relevant in OSH policies in other economic sectors, keeping part of the approach used in SHNW for the situations presented in the educational game.
- c) To integrate part of the resources integrated in the educational game and the guide of lessons learnt in other existing courses or new courses to be developed by the partners within their own personal training strategies.

3.2.2 Consulting path

Even when this is a narrow exploitation path in relation with the results obtained in the project, they can be used as part of the strategy of advising small business on how to approach the requirement on OSH demanded by the regulations in the different countries. One of the outcomes of the training and validation phases of the project has been to find out that there are not many specific approaches on how to integrate the compulsory training on OSH in businesses other than to deliver documents based on the regulations on a direct instruction manner. New didactic approaches, as the one followed up in SHNW, could open an advisory services line on this topic.

3.2.3 Raising-Awareness path

This exploitation path has been already used during the life cycle of the project. In particular, part of the dissemination strategy has included raising awareness sessions on OSH with the support of the game prototype and the finalised version of the game in Spain and Czech Republic.

This path is planned to be continued in the future by the partners directly working on this field (UPTACYL, CIFESAL, TEMPO, IDEC, OBES and FIATEST). The results of the SHNW project will be integrated in these preventive measures.

3.2.4 The marketing path

The results of the SHNW project have increased the portfolio of products of the different partners, therefore contributing to their reputation. The partners expect that these products may support their strategy towards the extension of their services to a broader *clientele*.

3.3 Usage for partner organisations of the members of the consortium.

An intermediate exploitation method between the direct use of beneficiaries and the own use of the partners for their own purposes, is the possibility to license the use of the results of the project to third parties directly connected to the members of the consortium.

Although no direct commercialisation is envisaged, some third parties different to the members of the consortium could be interested in offering services using part of the results of SHNW, whether for commercial or non –commercial purposes.

In these cases, previous authorisation is needed from the project Promoter, UPTACYL, although the partners are free to come to agreements with any local or national partner to make specific use of the results of the project.

3.4 Further development of the educational game.

During the testing and validation phases different suggestions were collected to further develop the scope of the game:

- Extending the subjects to other economic sectors.
- Expand the scenarios

- Increase the number of scenarios covered by the game.
- Increase the level of complexity (additional functionalities)
- Transfer the concept of the game to other fields.

All these elements would be potentially interested for different participating target groups. New development would require additional funding to address the needs pointed out. The partners and the consortium as such are studying at the time of writing this report different ideas on this exploitation method.

3.5. New target groups.

Finally, another exploitation method was explored in broader educational frameworks. Pupils at primary school, initial phases of VET and other education settings like adult education. These new target groups would require further contextualisation of the approach, and important adaptations would be possibly needed.

At the moment this method is considered difficult to be implemented in the close future.

4. Framework of Exploitation

The main internal framework of exploitation is the own funding of the different partners as a direct investment for the methods explained above. This will be particularly the case for the usage for own purposes of the member of the consortium.

Other frameworks are also open currently to discussion, whether to tackle the exploitation by means of national project with the support of national institutions, competent for the field of OSH, or whether to integrate the actions in projects of broader scope at EU level.

At the end of the project, during the last transnational meeting, the partners left the door opened to further discussion, taking as basis for discussion the conclusions tried to be summarised in this document.

5. Conclusions

1.- The partners agreed that the final results are ready to be used directly by the beneficiaries of the project.

2.- The partners agreed that the final results, as they are now, will be difficult to commercialise directly, since further investment is needed, not only on the technical part of the product but mainly on the associated elements required by any commercialisation strategy (support, continuous adaptations, public private/ demand, business plan, marketing, human resources, etc).

3.- The partners have found different methods of exploitation, also internally within the consortium, being the integration of the didactic resources created with the game in the training and raising-awareness activities of several partners as the most effective and realistic ones.

4.-The partners did not agree on particular further development plans, however they decided to study new possibilities of cooperation in other economic sectors, for other target groups, in the same sector but for other topics with a European perspective.