# Exploitation & Scheduling Plan

**Course title: European Logistic Management Programme for Renewable Energy Sector**

**For ELOMPRES Project**

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## 1. Protection of the resulting products

It was necessary to clearly identify the copyright (©) conditions and rules of the entire course content, clarifying that the Course content and all supplemental materials (Study Book and workshop templates) were designed and prepared within the ELOMPRES Project (Project logo will be included) and the work and activities were funded through the European Union Lifelong Learning Program.

All conditions, rules and permissions are included in separate document '***Copyright Agreement***' signed by all partners. This document gives permission to use materials that are prepared by BSW staff and subjected to transfer to all Project partners (Aintek, Eksponente, Inventi and NorthCom).

## 2. Exploitation of the resulting products

Each of the partners have their own preferences regarding further exploitation of the Course and accompanying educational materials (both e-learning and face-to-face modules as well as supplemental Study Book) in their countries and may take commercialization and marketing actions according to their own discretion. This commercialization activity may be aimed at both public and private institutions/organizations. All conditions included in the Copyright Agreement must be met.

## 3. Exploitation plan - Aintek

IDEC is a private consulting and training organization active in the field of adult and lifelong learning. It organizes several in service training courses with great success during the last years and has developed numerous e-learning materials for different subject matters. Especially in the theme of Renewable Energy Sources, it has created training materials and courses for Training the Trainers, Occupational Guidance for RES, Wind Energy Technicians and General Introduction to RES.

As a private organization main aim of IDEC is to include ELOMPRES course in its list of provided training courses and commercialize it to the Greek market. The materials to be commercialized include the e-learning modules and the face-to-face sessions. For this reason, the commercialization plan aims to set up a 5 days training course with parallel use of the e-learning course that has already been uploaded in IDEC's e-learning platform for the piloting of ELOMPRES project.

### Marketing plan

A. *Target group:*

The exploitation plan target groups will be:

- Entrepreneurs active in the field of RES
- Logistics companies
- Associations of RES and their members
- VET teachers

- Students of Economic (background in logistics) and Technical (background in RES) studies

*B. Plan of action*

The action plan for the commercialization of the course includes the following activities:

- Adjustment of the ELOMPRES course in order to fit in a 5 days course and setting of training dates
- Promotion activities:
    - Emails and faxes to target group with information about the course. For this end we will use the dissemination lists developed in the framework of the ELOMPRES project, as well as dissemination lists from other RES related programs.
    - Dissemination through IDEC's e-learning platform and website (Training section)
    - Advertisements about the course in RES and logistics related websites

## Training team

The training team will consist from two persons, one professional in logistics and one professional in renewable energy sources. Both persons are cooperating with IDEC for many years, so their level of teaching and expertise has already been tested and can guarantee high quality learning experience for the students.

## Economic issues

The duration of the planned course will be 5 face-to-face days, covering the fundamentals for RES logistics and hands on exercises. In parallel, students will be able to enrol to the e-learning course, through IDEC's e-learning platform and ELOMPRES dedicated course and read supporting materials and texts.
The suggested cost will be 500 euros/ week

Minimum number of participants for the face to face sessions is set to 5.
The face-to-face lessons will take place in IDEC's training room, thus allowing the reduction.

## Other

IDEC is highly experienced in the delivery of training programs and e-learning courses, so the quality of the course is defined by the quality system established in IDEC related to the delivery of seminars and e-learning courses. All courses are subject to evaluation by the participants and constant reformulation in order to support the current learners needs.

## Planned schedule

The courses are planned to start on June 2014 and will run every 4 months, depending on the demand.

## 4. Exploitation plan - BSW & Inventi

Both BSW and Inventi as Polish partners will undertake the joint commercialization program in Poland. The offer includes entire Course as well as separated modules as individual learning units that customers will can choose according to their own needs. Our commercial proposal will be divided into two categories: one consists all modules implemented to the course offered by Department of Production Engineering under specialty Renewable Energy Sources Management and it will be directed to the part time students especially those working in companies engaged in RES business and the second one also consists all modules but offer is directed towards members of management teams, professionals deal with logistics and supply chain management and planning as well as businessmen (especially SME's owners) from various industries engaged in the field of renewable energy production or intend to use RE in your facilities.

## Marketing plan

*A. Situation analysis:*

Course is directed towards top and medium levels of managers from enterprises engaged or interested in energy and renewable raw materials production, businessmen as well as professionals from departments of logistics and/or transportation and procurement, local administration officials, etc. Students and prospective students.

*B. Plan of action:*

We made decision for taking the following actions in the near future:

a. further dissemination of the ELOMPRES course on logistic management in RES by:
- direct marketing through e-mailing campaign to chosen enterprises,
- maintenance of microsite available through University main website;

b. implementation of the ELOMPRES course into our educational programme in the department of Production Engineering and Management (RE specialty);
c. further development of the course by adding new modules about logistics (in cooperation with partners);
d. presentation of information about course during planned regional conference about RES.

## Training team

Managing team consisting of two persons from BSW and academic teachers as well as specialised trainers from BSW and two high experienced trainers from Inventi.

## Economic evaluation

Price per person, € 280
Minimum number of students to make a profit (10 students)

## Other

No additional administrative procedures of any kind are required except of decision of Senate. Quality assurance plan is defined by BSW internal quality management system for education.

## Planned schedule

1st round: April 2014
2nd round: October 2014

# 5. Exploitation plan - Eksponente

Innovation Company "Eksponente" together with members of knowledge cluster "Innovation studio" and Wind energy promotion cluster takes care on human resources improvement in renewable energy sector. So, worked out by Leonardo da Vinci Transfer of Innovation project ELOMPRES blended learning course and education materials on RES logistics management are involved in RES development process in Lithuania.

## Marketing plan

*A. Target group*

- Smart energy info point, previously known as Wind energy info point (WEIP), as innovation centre for spreading EU programme products.
- Innovation academy as non-formal education unit, which takes care to prepare specialists for RES in Lithuania.
- Klaipeda university Maritime institute and Department of maritime engineering, which are teaching at subjects related to RES and logistics.
- Other RES education and promotion institutions of Lithuania.
- Enterprises operating or starting operating in fields of RES and logistics in Lithuania.

*B. Plan of action*

- Introduction of RES logistics management subject and education materials into educational programmes of Innovation Academy.
- Introduction of RES logistics management subject and education materials into education programmes of Klaipeda University.
- Dissemination of project ELOMPRES brochures trough enterprises operating in RES sectors.
- Dissemination of project ELOMPRES brochures trough education institutions of Lithuania, which activities are related to education on RES.
- Dissemination of worked out RES logistic management learning programme and materials during workshops and conferences, also articles and web portals of Innovation group “Eksponente”.

## Training team

Main teachers and trainers on RES logistics management are:

- Prof. Stasys Paulauskas, teaching in Innovations Academy, Klaipeda University and Lithuanian University of applied sciences, also – President of Lithuanian Wind Energy association.
- Mgr. Aleksandras Paulauskas, teaching in Innovations Academy, Klaipeda University, also – Director of Lithuanian Wind Energy association.

## Economic evaluation

Price per person: € 150
Minimum number of learners to make a profit: 5 people.

## Other

Quality assurance is implementing by internal quality procedures in Innovation Academy and Klaipeda University.

## Planned schedule

1st round: April 2014
2nd round: September 2014

## 6. Exploitation plan - NorthCom

NorthCom company plans to offer the entire Course as well as individual learning units in accordance with customers´ needs.

### Marketing plan

A. *Target group*

The Course will be mainly offered to 2 groups of customers focused or interested in energy and production of renewable raw materials:

1. Management and employees of enterprises
   - power plants and heat plants within the region
   - larger companies operating RES (wind farms and geothermal source)
   - biogas businessmen
   - professionals of logistics, transportation and procurement departments
   - officials of municipalities of towns within the region of North Bohemia – mainly departments focusing on Environment and Energy
   - officials of regional Chamber of Agriculture, Chamber of Commerce and Council of Commerce and Social Affairs

2. Teachers and students of educational institutions
   - regional Universities
   - regional Vocational secondary schools focused on engineering and industry
   - regional Gymnasiums

B. *Plan of action:*

Northcom company plans to take the following actions:

1. disseminate the ELOMPRES course on logistic management in RES to further respondents via e-mail presentation or CDs
2. a link to the course microsite will be available at NorthCom main webpage
3. information about the course will be presented at all planned conferences concerning RES

### Training team

The training team consists of one highly qualified person of NorthCom company and several external trainers – all experienced specialists in RES area.

## Economic evaluation

Price per person: 7000 CZK
Minimum number of learners to make a profit: 7

## Other

No additional administrative procedures are required.

## Planned schedule

1st round: April 2014
2nd round: September 2014