



ITD

International **T**alent **D**evelopment

Team

Vision, strategy, implementation





Vision - How we see the future and which role we want to play in it

The project vision is related to some observations one of the founding clubs of this project made during last years. In order to **maximize talent development**, there is a growing interest of young riders to participate to **international races**. But this is not always easy to realise. How to be aware of foreign organisations, how to contact them, how to organize, how to get the right selection of riders, how to overcome logistic and financial **barriers**? Lots of obstacles to be taken before this can be realized. On top of these issues, this kind of organisation does not also allow to have **closer contacts with other clubs**, riders, collaborators and trainers, which is really a missed opportunity. That's why we come up with the **initiative of a flexible international network among youth teams**. The proposed approach and the advantages are described in this presentation. Before going into detail, let's explain what is our vision behind this initiative.

Within the ITD Team, we believe in **an interconnected world**, across borders, across cultures, across languages... **also in a sports environment**. We believe sports is a key facilitator to make people meet and build sustainable connection between people, clubs, knowledge and ideas. **Having a passion in common, is a great and unique common ground.**

With this initiative we want to **tear down barriers and facilitate collaboration** with other clubs, riders, collaborators and trainers in neighbouring countries. We want to **be a pioneer in making this happen**, despite various roadblocks be it logistic, financial or cultural. The first year of collaboration showed great enthusiasm, warm friendships and tons of innovation and opportunities ahead for further development. The added value not only lies in more possibilities for the teams and riders, but also for the **personal development of riders on a cultural and educational level**. Learning languages, understanding different cultures, approaches, habits. In terms of knowledge sharing, trainers and collaborators can **exchange best practices**. In a first phase within the project, in a second phase to other clubs, organisations in the same or other sports to really cultivate the fruits of this investment. ITD Team wants to innovative and facilitate adoption of this innovation.

A key success factor for the project is a **common vision of all participants** on development and innovation. The development of sportive and extra-sportive talents of the riders will always be at the core of our decision-making. Feed talents with new challenges, with the aim to grow, to learn and to connect. The performance as such is only a component of the overall development of the riders.



Papillon-Rudyco-
Janatrans
Cycling Team



AR&TV
De Adelaar



Club Cycliste
Villeneuve
Saint Germain
Soissons Aisne



UC Dippach
Cycling Team



Vision - How we see the future and which role we want to play in it

All participating clubs believe in initiating young sporters in a **playful and fairplay** environment, as from very young ages. The focus of this project is on riders as from 15 years old mainly, as they start to speak different languages well and are old enough to discover the world beyond their safe home environment. The project will also pay much attention to **offer equal chances** to the different riders. By offering more race opportunities tailored to the participants' talents and by offering financial compensation (or even free participation) to the riders, we want to make sure all talents can be unlocked. Next to boys, the project will also focus on the development of talents in the girls categories.

Also for organisers there's an added value in this approach, as they get international skilled riders to their race.

Excellence in execution is also a key success factor for the project. By mapping and analysing practical and logistic needs and documenting them, we want to set new standards in managing this kind of projects. We are happy to share best practices with other projects going forward, including learnings from our own project and templates that can be shared. A professional attitude is important to make such rather complex projects with many stakeholders a success.

We envision to become a **network where club borders maybe fade, new partnerships are nurtured and the project is being adopted by other clubs, within and beyond cycling**. The network will also allow for exchanging best practices, knowledge in order to further grow the individual clubs, riders, trainers and collaborators. We have the ambition to bring youth cycling to another, more international, level. The goal of the project is also to find a sustainable business model to finance this kind of initiatives. Today this is not possible, but we are convinced it can be in the future. Through additional support in the start-up phase, we can make a head-start avoiding further delay for the project. Sustainable financing afterwards can also be shared with other interested stakeholders throughout the project.

We are determined to **set the example** and with the needed **support**, we can surely **make this happen**. The goal is to be the leading collaboration platform for youth cycling in North-Western Europe. Let's connect the dots together.



Strategy - How we will materialize our vision

After a thorough analysis of our resources, needs and aspirations, the **setup of a network from like-minded youth clubs in various countries** is chosen as the strategy to realise our ambitions.

For practical and logistical reasons, following criteria have been defined to find sustainable partners:
A **shared vision**: development of youth talent in cycling is key. All clubs involved have a state-of-the-art youth education program, as from initiation for very young riders up to talent development for the U17, U19 and potentially U23 categories.

A **vision beyond results**: the entire development of the rider/human is important. Next to sportive development, acquiring skills (languages, social integration) is also a key value of the program.

Geography: look for clubs in surrounding countries, with a distance by preference not beyond 500km from one to another club. Earlier experience learned that for clubs who are too far away, it is difficult to realise real links. Also costs go up very quickly as travel from one club area to another one within one day is not possible anymore.

The partners are **prepared to contribute resources** in form of staff, riders and financing of part of the costs (eg hotel, food...) where this would be needed.

The partners **actively participate** to the partnership by proposing interesting races, making proposals on initiatives (eg camp, meet sessions, training knowledge exchange...)

In order to list the intentions, **all partners signed a 'charter'** to officially confirm the project intentions. *(still to be done)*

The partners that will be part of this ITD Team project are:

- Papillon-Rudyco-Janatrans Cycling Team, Belgium
- AR & TV De Adelaar, The Netherlands
- Club Cycliste Villeneuve Saint Germain Soissons Aisne, France
- UC Dippach Cycling Team, Luxemburg
- *(to be confirmed)*, Germany

More details about these participating clubs can be found **on** of this document.





Strategy - How we will materialize our vision

This strategy allows youth **riders** to gain international experience in races, as a development step in their career (**performance development**). The riders also have a bigger choice of options, and choose only those who perfectly fit profile and program. On top of this, they will have a unique cultural experience, by exchanging cycling passion with other riders and get to know new people in an international context (**personal development**).

For the involved **clubs**, the position is unique and the collaboration platform can be considered as a **team asset**, in order to retain or attract promising youth riders. The project is also an efficient way of organising international race participation in terms of logistics and cost. Finally, it is a flexible way of participating to youth races with only riders fit for selected races.

Also **collaborators and trainers** of the club can gain experience by exchanging best practices, experience and by providing high quality support by joining forces.

And last but not least: **race organisers** will have a qualitative and international team at the start of their race.





Implementation - *How we translate strategy into operational plans*

In order to make the project a success, participants have worked out an approach for efficient collaboration. This approach contains different steps:

Getting organized before race or training camp:

- Search for interested profiles (desk research) and meet with potential participating clubs to explain concept and measure motivation.
- Gather data on each club and on all riders and collaborators that could participate. Hence an efficient way of subscribing can be organised as this is not easy with lots of parties involved.
- Each club screens interesting races per category. Based on the final calendars, a selection of races with ITD Team is determined.
- Per race a responsible is appointed (from country of race by preference). This person makes sure all communication with the organiser is perfect. The participating clubs make sure the national obligations are being met (permissions,...). In order to do this, a checklist has been made. This checklist also contains logistics, clothing, material, personnel, financial... aspects.

Race (or training camp) on site:

- Prepare roadbook with all details (hotel, detailed schedules, race circuit, rules, briefing, debriefing...).
- On site organisation.
- Debriefing after the race and listing of points for further improvement.

Ongoing:

- Development of the collaboration by sharing ideas, best practices, innovation, budget control...





Implementation - *How we translate strategy into operational plans*

The **success of implementation** of the project will be measured through **following Key Performance Indicators and targets**:

	2016	2017	2018	2019
Number of joint races in ITD format	12	15	18	20
Number of joint training camps	1	2	3	4
Satisfaction levels of participating riders (score on a scale of 5)	3.5	3.75	4.0	4.25
Satisfaction levels of participating organisers (score on a scale of 5)	3.5	3.75	4.0	4.25
(to be completed - ideas?)				



Financial KPI's have not been integrated. The purpose is to make the project self-financed by 2019. New business models will be developed to gain more income, and the collaboration will generate economies of scale within the clubs to minimize incremental costs.

The success of the program will depend on the motivation of passionate volunteers within the clubs, a strict discipline in execution and the ability to keep an innovation-oriented mindset within the project responsables. We are determined to make this happen!