



D14.1 – Dissemination, Exploitation and Communication Plan I



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Executive Summary

This report establishes a guideline about strategies and workflows for partners to follow when developing the activities related to the project's dissemination, exploitation and communication. It is linked with T14.1 - Dissemination and Communication Planning & Review I and T14.3 Exploitation Activities, IPR Management and Post-project Sustainability I. The submission of this report is also a mean of verification of Milestone 13 - The first version of DEC Plan ready. The Dissemination, Exploitation and Communication Plan will be updated in M24 within WP15.

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List of Acronyms and Abbreviations

Term	Description
B2B	Business to Business
BM	Business Model
BFMULO	Background-foreground-making-using-licensing-other
CA	Consortium Agreement
CAGR	Compound Annual Growth Rate
D	Deliverable
DEC	Dissemination, Exploitation, Communication
ESCO	Energy Service Company
EUSEW	European Sustainable Energy Week
FTO	Freedom to operate
GA	Grant Agreement
KER	Key Exploitable Results
KPI	Key Performance Indicator
OO	Operational Objectives
SAM	Serviceable Available Market
SOM	Serviceable Obtainable Market
TAM	Total Addressable Market
WP	Work package
WSED	World Sustainable Energy Days

1 Introduction

1.1 Scope and objectives of the deliverable

The Dissemination, Exploitation and Communication plan is a crucial tool to support the successful implementation of the project. This document proposes a strategy that addresses multiple stakeholders through multiple channels and guides partners when performing activities related to the dissemination, exploitation and communication of the project results. The plan will be evaluated and updated in the following version of this deliverable, that is D15.1 Dissemination, Exploitation and Communication Plan II in M24.

1.2 Structure of the deliverable

This deliverable starts with chapters 2 and 3 on the definition of terms and obligations according to the Grant Agreement. Next, it presents the measures to maximise the impact of the project, the so-called dissemination and communication strategy (chapter 4) and further on the identified stakeholders can be found in the chapter 5. Next, the dissemination means and channels of the project are presented (chapter 6). An important part of the deliverable is the list of Key Performance Indicators in chapter 7, which will be constantly monitored throughout the project using the DEC management tools, presented in the chapter 8. The exploitation strategy and business plan are shown in chapters 9 and 10.

1.3 Relation to Other Tasks and Deliverables

This report is part of WP14, which falls under the Impact creation working area of the project. This working area spans across the whole duration of the project and is related to all the partners, tasks and deliverables. All partners must be familiar with the strategy presented in this report in order to maximise the impact of the project and foster the uptake and replication of KERs.

2 Definitions

This deliverable presents the Communication, Dissemination and Exploitation plans and strategy. It is important to distinguish between the three terms, as they each play a different role in increasing the impact of the project [1].

2.1 Communication

Communication activities are mainly intended to inform, promote and communicate activities and results of the project to citizens, stakeholders and the media... This can be achieved by using non-specialised language and the right channels (social media, newsletters, newspapers, website...) and it can begin right at the start of the project. Such activities help make results visible, engaging with stakeholders but also raise awareness on how public money is spent.

2.2 Dissemination

Dissemination activities are mainly intended to make knowledge and results publicly available to scientists, public authorities, policymakers, civil society... This can be achieved by publishing results in scientific magazines, attending and presenting at scientific or targeted conferences, and sharing results in databases. Compared to communication activities, dissemination only starts once the results are available and it can last up to four years after the project ends. Such activities contribute to the advancement of world-class knowledge and make scientific results a common good.

2.3 Exploitation

Exploitation activities are mainly intended to make concrete use of results for commercial, societal and political purposes by those who can take the results forward or invest in them, such as researchers, stakeholders, industry, public authorities, policymakers, civil society... This can be achieved by creating roadmaps, prototypes or software and sharing knowledge, skills and data. Exploitation activities usually take place towards the end of the project or as soon as the exploitable results are available and like dissemination activities, they can last up to four years after the project ended. Such activities can help tackle a problem and respond to an existing demand and are intended to benefit innovation, economy and society.

3 Grant Agreement rules and DEC guidelines

As a beneficiary of Horizon Europe funding, all partners have a legal obligation to carry out activities to increase the impact of the project results through dissemination and exploitation [2].

All partners must promote the actions and its results by providing targeted information to multiple audiences in a strategic, coherent and effective manner, as soon as feasible and in a publicly available format.

Free-of-charge dissemination and exploitation services are available to share project results, such as:

- [Open research Europe platform](#) - an open access, publishing platform for scientific papers for Horizon Europe beneficiaries, including an open peer review and article revision.
- [Horizon results platform](#) - a platform for showcasing your research results, finding collaboration opportunities and getting inspired by the results of others.
- [Horizon results booster](#) - free consulting services including a portfolio dissemination and exploitation strategy, business plan development and go-to-market support.
- [Horizon Standardisation Booster](#) - a dedicated support service for Horizon Europe and Horizon 2020 projects to increase and valorise your project results through standardisation.
- [Innovation radar](#) - an initiative that strengthens connections between EU-funded innovators, European investors, and policymakers in member states to help high-potential innovations to reach the market.

3.1 Visibility and Disclaimer

Any activity or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement.



Funded by the
European Union



Co-funded by the
European Union

Figure 1 European flag and funding statement

The project's templates and material are equipped with the emblem and the following disclaimer:



"This project has received funding from the European Union's Horizon Europe research and innovation programme under the grant agreement number 101147722. The European Union is not liable for any use that may be made of the information contained in this document, which is merely representing the authors' view."

If a beneficiary breaches any of its DEC obligations, the grant may be reduced.

4 Measures to maximise the impact

The Dissemination, Communication and Exploitation strategy of the AccesS project will build on the powerful and diverse association of partners to ensure the high impact of and interest in Key Exploitable Results (KERs).

AccesS will apply an impact-driven dissemination, exploitation and communication strategy consisting of three major phases to reach, engage and synergize key target audiences and stakeholders, maximizing the potential short-term outcomes and long-term impacts of the project and the wide-scale roll-out of Key Exploitable Results (KERs).

Phase I – Raise awareness/interest among key stakeholders (Y1): During this phase, AccesS focuses on establishing a common project identity, raising awareness and interest regarding the project's expected results (e.g., by promoting the project's website and distributing tailored D&C material). A Stakeholder Management Plan (SMP) is being developed to ensure the organized and effective engagement of key stakeholders in order to collect insights for the proper definition of AccesS requirements and concepts.

Phase II – Enhance acceptance of KERs (Y2-Y3): During this phase, AccesS will focus on disseminating its KERs to demonstrate the benefits of the proposed novel solutions, supporting future exploitation of results. Key activities to be conducted during Phase II include publications about project results, the organization and participation at conferences, events, workshops and participatory activities promoting knowledge exchange.

Phase III – Foster uptake and replication of KERs (Y3 and beyond): During this phase, AccesS will focus on promoting the final KERs and BMs developed, creating the preconditions in order to stimulate broader scalability/replication and engage new end-users and wider audiences. The end goal of Phase III is to facilitate the market uptake of its KERs and ensure that the project's results will continue to be disseminated after the project's end. The website will be maintained until 2030 and partners are expected to present the achieved results in relevant conferences, events etc. after the end of the project.

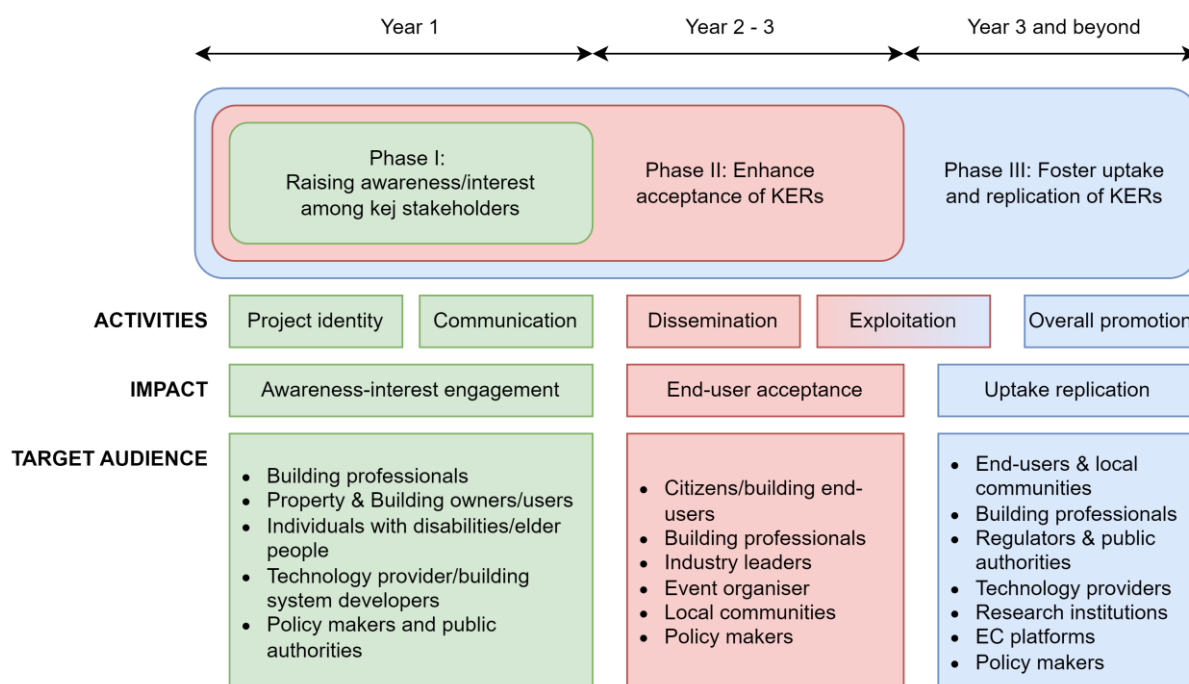


Figure 2 DEC Strategy

DMO is the communication and dissemination manager, however, all beneficiaries must contribute to the promotion of the project and its results by providing targeted information to multiple audiences (including the media and the public) in a strategic, coherent and effective manner. This can be achieved through using different kinds of media, such as press releases and journalistic articles, promoting the project through social media or through conferences and other events, inviting media to the events of the project etc.

4.1 Networking

An important approach to maximizing the impact of the project is networking, which includes finding synergies with other EU-funded projects and initiatives. Connecting with other projects (ongoing or completed) from the beginning increases the opportunities for cross-fertilization and creating common results which could have an even greater impact.

The importance of this aspect is reflected in having a dedicated task within the WP14 and WP15, focusing on Liaising with other projects, initiatives and partnerships, led by LAMA. Through this task, the consortium will seek liaison with the most relevant EU communities involving potentially interested stakeholders, including the relevant platforms/networks/associations/initiatives such as EeB, BPIE, BRIDGE, ECTP, etc as well as major national and European networks (e.g., Eurocities). The consortium will also seek liaison and collaboration with other H2020 and Horizon Europe projects to complement project activities with synergies and disseminate results. In particular, efforts will be made to support the bridge-building between the ongoing [Built4People](#) Partnership projects.

The first step of this task was already made, and that is the formation of a connection with a sister project, funded under the same call and topic - *InclusiveSpaces: Designs, tools & frameworks for creating an accessible & inclusive built environment for all, for now & for the future*. Their description, logo and link have been added to the project's website under the page Network.

4.2 Project's Operational Objectives

The project's DEC strategy is designed in a way that it will increase the impact and expected outcomes of the project and reach a wide range of stakeholders. The Operational Objectives (OO) of the project are setting the guidelines for the DEC strategy, and for the activities that are needed to reach this goal. Below, the Operational Objectives (OO) of the project are listed:

- [OO#1]: Formulate the basis of a user-centered design approach for social inclusion and accessibility in Smart Cities and Smart Buildings;
- [OO#2]: Deliver digital innovations for the design of accessible, inclusive and sustainable Built Environments;
- [OO#3]: Promote inclusive, adaptive and sustainable building operation and mobility management under the Smart City context;
- [OO#4]: Standardized Framework for Inclusive and Accessible Built Environments in the European Union;
- [OO#5]: Fostering Innovation, Public Awareness, and Industry Collaboration for Accessible Built Environments;
- [OO#6]: Demonstrate and evaluate the Universal Accessibility Initiative in Smart Cities.

5 Stakeholder Management Plan (SMP)

The key target stakeholder groups to be addressed by the project have been identified together with an explanation of why the project results are relevant to them. The overview is presented in the table below.

Table 1 Key target groups

WHO: Policy-Making Bodies and Governance	
WHY	This group affects the accessibility and inclusion regulatory environment and assessment. Results can be part of the methodology and specifications for evaluating the accessibility, inclusiveness and social cohesion of the built environment. This group can boost the exploitation of the project's results and the realization of the long-term impact of the project, can affect accessibility applications on the market, can help overcome barriers and promote sustainable development. Policymakers can draw insights into goals and policy statements. Stakeholders/Target groups: Regional, National and International policymakers and public authorities (i.e., industrial committees, ministry and regional councils), EU Commission, Regulators, and Standardization bodies.
WHO: Building Industry	
WHY	This group can act as collaborators and catalysts for delivering AccesS and can help improve the proposed framework and services. The Building Services Industry is affected by the legislation on accessibility and energy efficiency of buildings for their future technological services, accessibility assessment and certification linked with energy comfort and energy efficiency can be among the most important services offered by ESCOs and professional consultants. Stakeholders/Target groups: Building professionals (i.e., Engineers, Architects, Designers), ESCOs, SME contractors, Construction companies, and Consultancy firms.
WHO: Citizens/ Building End-users	
WHY	This target group are the main beneficiary of the solutions of AccesS, The AccesS Suite will raise awareness of citizens/ building users' different changing needs and can facilitate the design and realization of an accessible and inclusive built environment considerate for all. Stakeholders/Target groups: Building users/owners/managers, Relevant stakeholders at the Pilot Sites. Key messages shall focus on the success cases of the demonstration and replication, as well as the benefits of the additional AI services of the AccesS platform.
WHO: Technology providers and Suppliers	
WHY	AccesS will open new markets to relevant technology providers, as well as foster innovative approaches to their technologies, being a key target audience. Software tool Developers develop and sell software for the implementation of accessible, inclusive and energy-efficient buildings based on the respective standards adopted by the National legislation. Building technology and product developers are affected by the legislation on building assessment and energy efficiency for their future product development pathways. Stakeholders/Target groups: Software tool Developers, Designers, and Building systems manufacturers.
WHO: Scientific Community (e.g., STEM and SSH disciplines, researchers and scientific community)	

WHY	This target group corresponds to research and academic organisations, scientific journals, committees, internet forums, and working groups in research fields related to AccesS work. This group can support novel technologies, pass on knowledge and boost and distribute innovation, including social innovation, while at the same time, it can develop potential synergies to maximize impact. Researchers/Academia/R&D sector may support the development of the methodology and perform further research upon request from competent Authorities.
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6 Dissemination means and channels

6.1 Visual identity / Branding

One of the most important first steps is the creation of a common public image/branding for the project, which allows an easier identification by the public and ensures visibility. Visual identity includes project logo and theme image, which are then used on all the other communication and dissemination materials, such as reports, presentations, newsletters, flyers, posters etc.

6.1.1 Project logo

To develop the logo, two options were compared, both taking into consideration the main topic and focus of the project. The proposed options were presented during the kick-off meeting of the project and can be seen in Figure 3.



Figure 3 Proposed logo 1 (left) and proposed logo 2 (right)

Using the voting, the consortium partners chose logo 1, while suggesting slight modifications, including the modification of the colour set. The goal was to choose colours that better match the New European Bauhaus, which is an initiative AccesS project is aligned to. The final logo is presented in Figure 4.



Figure 4 Access final logo design

6.1.2 Colours

The main colours of the project to be used in any communication and dissemination material are based on the New European Bauhaus initiative [3]. It is important to use those colours in every outcome of the project to maintain uniformity and make the identification by the public easier. The colour codes to be used are listed in Figure 5.

	C68 M15 Y0 K0	R67 G171 B226
	C66 M0 Y41 K0	R80 G185 B169
	C45 M0 Y89 K0	R162 G199 B61
	C0 M0 Y100 K0	R255 G237 B0

Figure 5 Colours of the project

6.1.3 Theme image

The same process was repeated for choosing the theme image. The purpose of the theme image is to be used as a background, header, front page etc. The consortium partners were again choosing between two design proposals, which can be seen in Figure 6.



Figure 6 Proposed theme image 1 and proposed theme image 2

Voting showed that the proposed theme image 1 was the preferred option and no modifications were requested.

During the voting session for the logo and the theme image, the consortium partners were presented with the example look of the website using different design options, as seen in Figure 7.

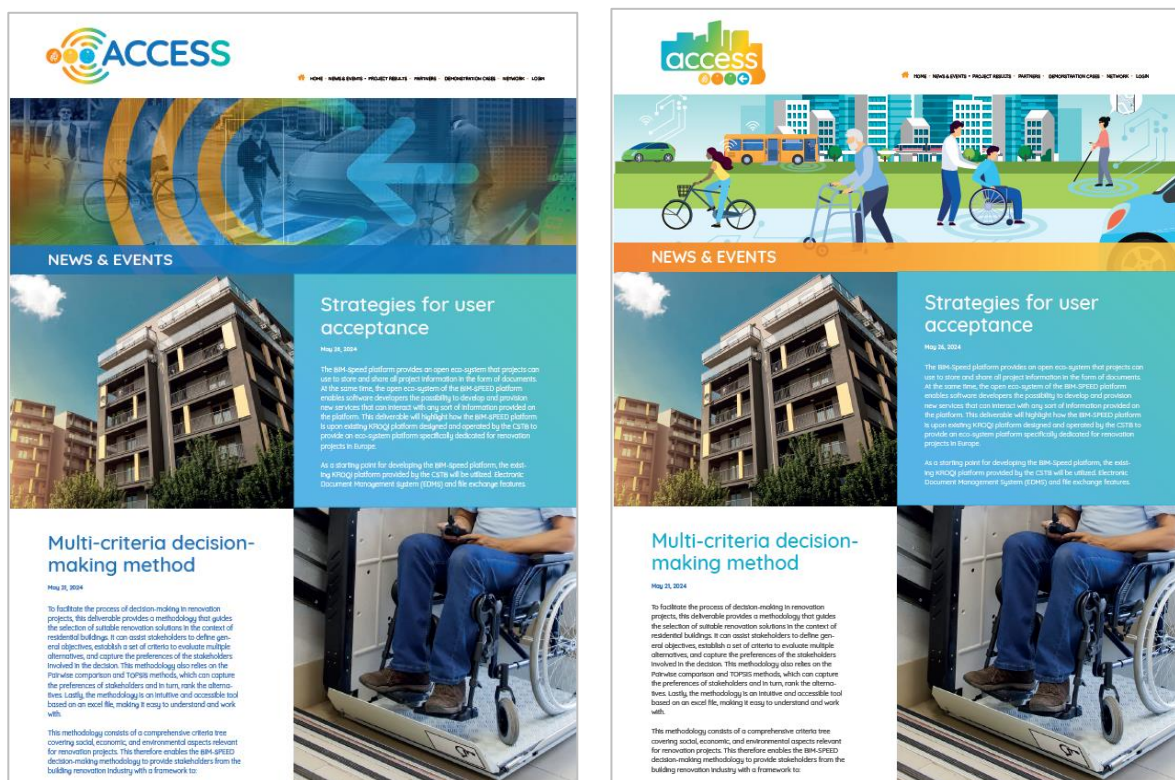


Figure 7 Website design examples using different design options

Results of the voting session during the kick-off meeting of the project are shown in Figure 8.

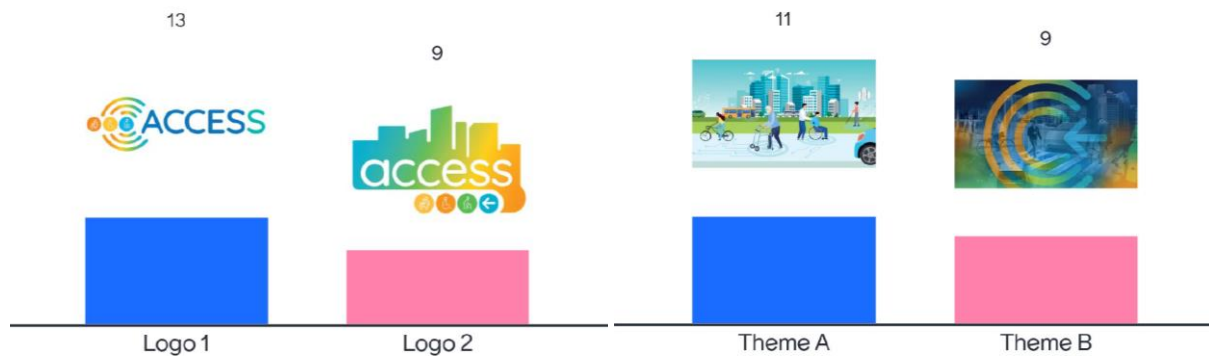
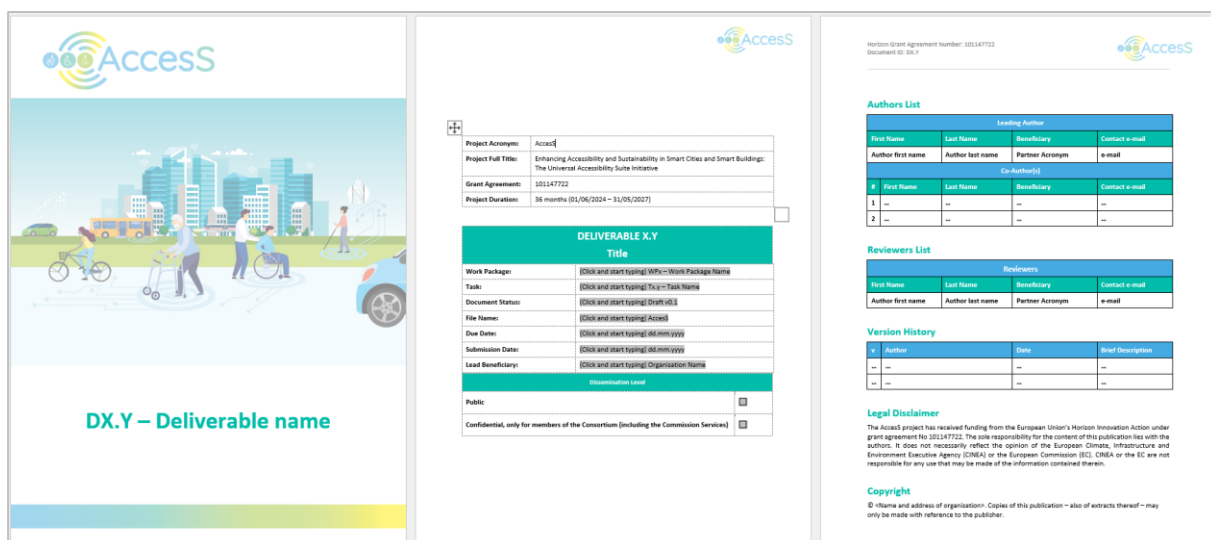


Figure 8 Voting results

6.1.4 Templates

The templates have been developed to maintain uniformity of the project outcomes and to ensure all presentations and deliverables include the defined visual identity of the project. For the partner's use, the Word documents and PowerPoint presentations have been created and uploaded to the project's internal communication website. Partners have access to the following templates:

- AccesS_template_Deliverable.docx
- AccesS_template_ManagementReport.docx
- AccesS_template_ManagementReportCost.docx
- AccesS_template_MeetingMinutes.docx
- AccesS_template_PeerReview.docx
- AccesS_template_PlenaryMeetingAgenda.docx
- AccesS_template_Presentation.pptx



The screenshot displays the 'Deliverable X.Y' template, which includes a header with the AccessS logo and a cityscape illustration. The main content area is divided into three sections: a metadata table, a 'DELIVERABLE X.Y' form, and an 'Authors List' table. The metadata table contains fields for Project Acronym, Project Full Title, Grant Agreement, and Project Duration. The 'DELIVERABLE X.Y' form includes fields for Work Package, Task, Document Status, File Name, Due Date, Submission Date, Lead Beneficiary, and Confidentiality. The 'Authors List' table has columns for First Name, Last Name, Beneficiary, Partner Acronym, and e-mail. Below the authors list is a 'Reviewers List' table with similar columns. At the bottom, there is a 'Version History' table and a 'Legal Disclaimer' section.

Figure 9 Deliverable template



Figure 10 Presentation template

6.2 Digital channels

Special attention will be put to keeping the project's digital channels updated and dynamic, reflecting the activities of the consortium. Public channels include the website, which is the main source of all the project's information and results, and social media channels. Besides, there is an internal channel, which is intended for the consortium's internal communication and collaboration.

6.2.1 Website

The public website was established in M3 of the project, on 15-08-2024 to act as a communication and dissemination channel for the project's results and for involving and enlarging the stakeholder's community. The website can be accessed through the following link: <https://www.euproject-access.eu/en/>

The website consists of the following pages:

- [Home](#): includes a shortcut to the News & Events page, a short description of the project and its objectives, partners, and demonstration cases.
- [News & Events](#): activities of the consortium are reflected through the news and events items
- [Project Results](#): collection of all the project's deliverables, and dissemination materials. Public deliverables can be downloaded while sensitive ones are presented just with a short executive summary. Dissemination materials are divided into:
 - o Newsletters
 - o Promotional materials
 - o Scientific publications
 - o Videos
- [Partners](#): list and a map of all the consortium partners, with their short description, logo and link to their website
- [Demonstration Cases](#): list and map of all the demonstration cases of the project, including a short description and a photo
- [Network](#): project's network, which includes other projects and initiatives, related to AccessS

The Login button on the far right side of the menu redirects you to the project's internal communication page, SharePoint that is therefore intended for the consortium members only.

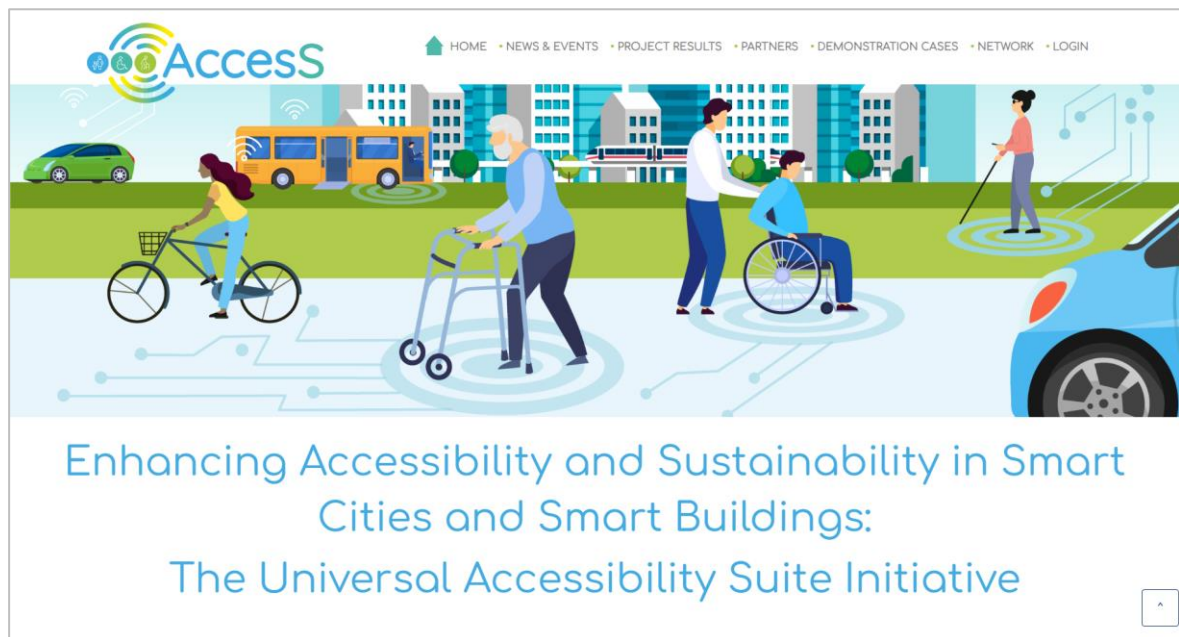


Figure 11 Project's website

6.2.2 Internal website

Besides the public website, an internal communication website has been created, namely SharePoint. This can be used for partners' collaboration and internal communication. To ensure confidentiality, each member received their own username and password to enter SharePoint.

SharePoint can be accessed through the following link: <https://www.euproject-access.org/SitePages/Home.aspx>

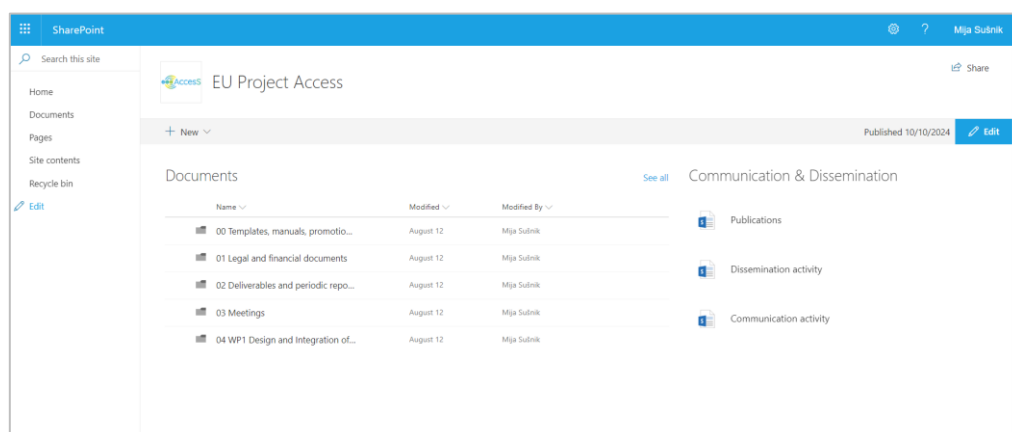


Figure 12 Project's SharePoint Home page

SharePoint's Home page had a preview of collaboration folders and a section for Communication and Dissemination reporting, which is in more detail presented in chapters 8.1 Communication activity, 8.2 Dissemination activity and 8.3 Publication activity.

In SharePoint's Documents page, 19 folders are created, accommodating all kinds of documents for partners' use and a contact list of all the partners. Besides the folders for each WP, there is a folder for:

- Templates, manuals, promotional material
- Legal and financial documents
- Deliverables and periodic reports
- Meetings

Each WP folder is further divided into folders for each individual task within the WP. Management of each task folder is the responsibility of the task leader.

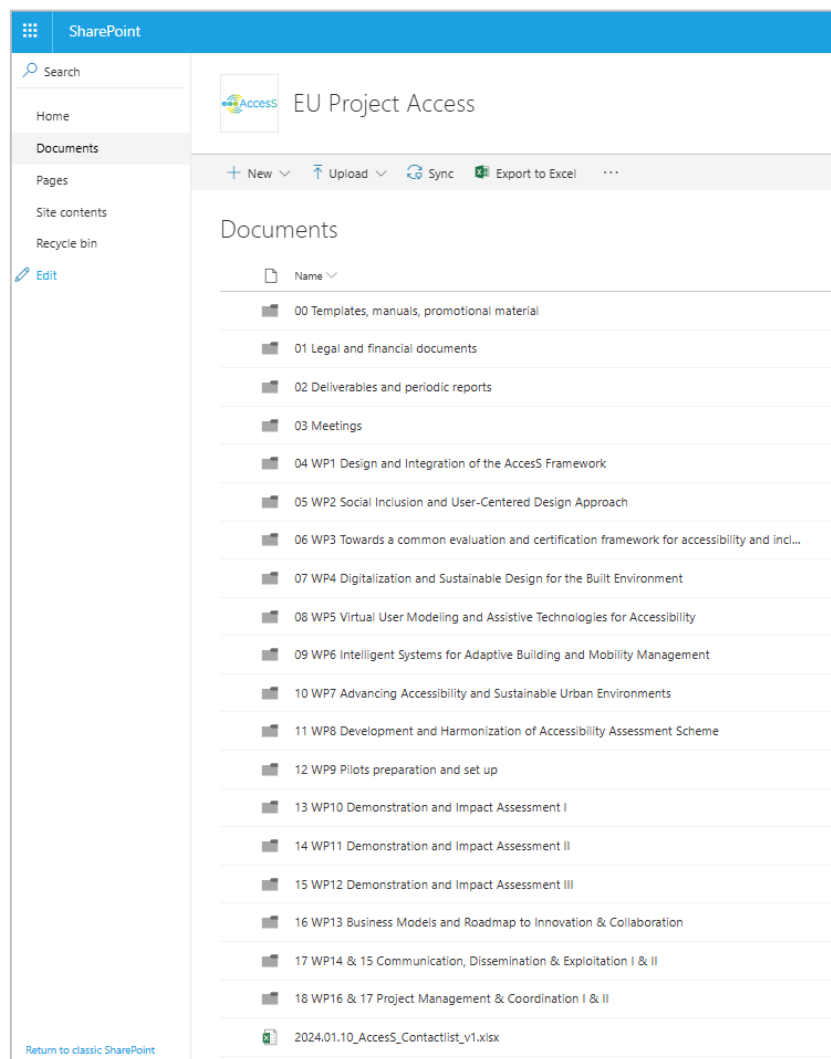


Figure 13 SharePoint's Documents page

6.2.3 Social media

Social media plays an important role in the project's outreach to various stakeholders. For this reason, it was decided to create an AccessS profile on LinkedIn, X and YouTube.

LinkedIn channel is a social media platform, used for professional networking and career development. Users can create their personal profiles, as well as company profiles, create events, follow different

learning programs, join groups etc. Such an environment creates opportunities for interactions, connections, and knowledge and ideas exchange and is therefore aligned with the needs of the EU-funded project.

X, on the other hand, is a social networking service mainly intended for short messages. This could be beneficial for the project as it would share the information in a brief and cohesive way but at the same time, it would create more traffic to the project's website.

YouTube is an online video-sharing platform and thus an appropriate tool for sharing videos created during the project. Videos allow a combination of visuals, text and audio, making complex or new and innovative topics easier to explain and understand. In the case of the AccessS project, it also allows the addition of an accessibility layer, such as sign language.

Below are the links to the social media accounts of the AccessS project:

- LinkedIn: <https://www.linkedin.com/company/eu-project-access>
- X: <https://x.com/EUprojectAccessS>
- YouTube: <https://www.youtube.com/@EUprojectAccessS>

Throughout the project duration, regular posts will be produced to keep the profiles dynamic and to ensure that the followers have the latest information on the developments and results of the projects. This way, the project can grow its audience and synergise with interested parties.

6.3 Promotional channels and materials

Graphic promotional materials will be developed to promote the project at selected events providing general information and preliminary results, addressing both technical and non-technical public results. The timeline of delivery of each promotional material is available in the DEC tracker tool. The tool is further explained in chapter 8.4 DEC tracker.

This material includes newsletters every half year, brochures, roll-up banners with general information about the project, two videos, one at the beginning of the project to introduce the objectives, partners and scope and one towards the end of the project, to illustrate the project's results after their assessment in the demonstration cases.

When necessary, the material will be translated into the local language of the demo sites to facilitate local engagement. All the promotional material will be uploaded to the project website in electronic format and will be available for downloading.

6.3.1 Publications and presentations at events

The project's results will be published in the international scientific/technical literature, such as:

- [Accessibility of Buildings and the Built Environment](#)
- [Journal of Accessibility and Design for All](#)
- [Building and Environment](#)
- [Energy and Buildings](#)
- [IEEE](#), [EPRI](#), [ASME](#) and [ELSEVIER journals](#)

as well as in relevant technical literature at the national level. In addition, the project will seek to publish articles in specialised press to ensure optimal outreach of the (technical) solutions to specific target groups like building professionals.

During the whole duration of the project, results will also be presented at relevant conferences, seminars, workshops, and other events and the project will apply to lead at least 3 workshops at professional events (e.g., The Accessible & Inclusive Design Conference, European Sustainable Energy Week (EUSEW), Sustainable Places (SP2022), Enlit Europe, WSED, CLIMA, etc.). All partners will

promote the project among their industrial, research and community networks and at least one or two national events will be organised per partner country.

A final event will be organised in Brussels (potentially in cooperation with other projects & initiatives).

All the promotional activities and materials will be monitored throughout the project duration to make sure that the defined KPIs of the project are met. The whole list of KPIs that includes the above-presented numbers is presented in chapter 7.

6.3.2 Newsletters

Project newsletters will be produced in order to share relevant results and news with interested audiences and provide comprehensive evidence of the advantages of the AccesS project. Newsletters will be issued every 6 months and will be available on the project's website for download. The project's website offers a link through which users can subscribe to newsletters.



Figure 14 Subscribing to newsletters

The design for the newsletter is already completed and presented in the figure below. The November 2024 edition includes the introduction text to the reader, a section with general information about the project including the links to the website and social media channels, a presentation of the submitted deliverables and a section presenting the news and events of that period. The bottom of the newsletter accommodates all the partners' logos, the EU emblem and the acknowledgement and links to the project's digital channels.



The yearly press release will be prepared to be shared with the broader audience to share key information and results of the project, boost visibility and support branding, but mainly to drive engagement and spark interest through media coverage. The first press release of the project has already been prepared and shared through social media channels and the local newspapers of the consortium partners. The press release is uploaded to the website and can be accessed through the following link:

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6.3.4 Roll-up banner

The roll-up banner has been created in an editable version, so any partner can use it and adapt it to their needs. There is a dedicated area in the roll-up design that partners can modify, for example, add information about the event the partner is attending or add information about the specific result that should be presented in the roll-up. The editable file is uploaded to SharePoint and, therefore, available to all the partners. The fixed part of the design is created using the project's visual identity (logo, theme image and colours) and includes a general description of the project.

7 Key Performance Indicators

To ensure that the communication and dissemination objectives defined in this action plan are met, regular monitoring and evaluation must take place. All activities will be regularly checked and evaluated, and follow-up adjustments to the strategy will be made if necessary. Monitoring focused on communication and dissemination activities is vital as the impact of those activities contributes to the successful implementation of the project. Items to be checked on a continuous basis are summarised in the table below. The values are shown for each year of the project, and each year represents a sum of all the values up to that point.

Table 2 List of Key Performance Indicators

#	Item	Y1	Y2	Y3
1	Website visits per year	2000 sessions	4000 sessions	8000 sessions
2	Website material (e-publications) downloads	25 downloads	50 downloads	75 downloads
3	Number of blog posts/articles on the project website per year	12 posts	24 posts	36 posts
4	Social Media followers (all social media combined)	300	600	1000 followers
5	Number of posts on social media platforms (LinkedIn & Twitter)	24 posts	48 posts	72 posts
6	Press release	1	2	3
7	Number of Brochures distributed	50	100	150
8	Project video views	50	100	150
9	Number of papers/articles submitted	<4 = poor, 4-8 = good, >8 = excellent		
10	Number of events/conference presentations	<4 = poor, 4-8 = good, >8 = excellent		
11	Leading workshops	At least 3		
12	National events	At least one or two per partner country		
13	Attendees per workshop at professional events	<35 = poor; 35-60 = good; >60 = excellent		
14	Attendees per national event	<15 = poor; 15-30 = good; >30 = excellent		
15	Attendees at the final event	<50 = poor; 50-100 = good; >100 = excellent		

By performing regular monitoring of the activities, it is possible to assess if the action plan is being carried out properly and on time. It will also be possible to see which activities have the biggest impact. The conclusions from these evaluations will be considered in the updated version of the DEC plan.

8 DEC management tools

To facilitate proper implementation and monitoring of communication and dissemination activities and to know the impact of the actions carried out, DEC management tools have been set up. These tools help partners record their performed communication, dissemination and publication activities, monitor past and upcoming events and have general information on the DEC actions and materials.

The tools are divided into two parts. The first is intended for recording communication, dissemination and publication activity of consortium partners and can be found on the Home page of SharePoint as seen in Figure 16. These tools are further explained in chapters 8.1, 8.2, and 8.3.

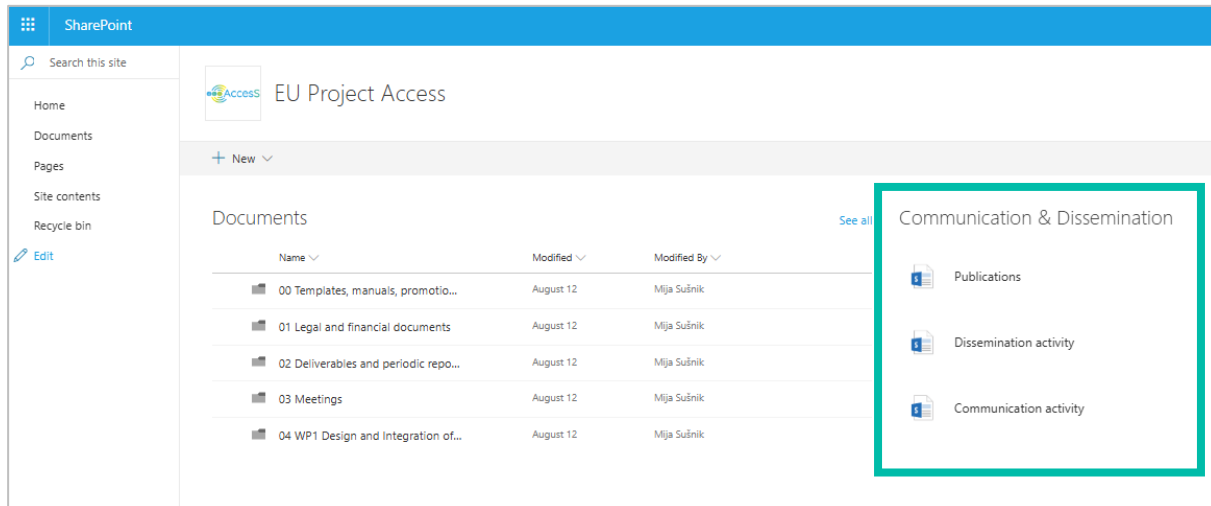


Figure 16 Communication, Dissemination, Publication activity

The second set of DEC tools can be found on SharePoint in the folder of WP14 and WP15 as seen in Figure 17. These are two live documents, namely the AccessS – DEC tracker and the AccessS – Post schedule. Both tools are further explained in chapters 8.4 and 8.5.

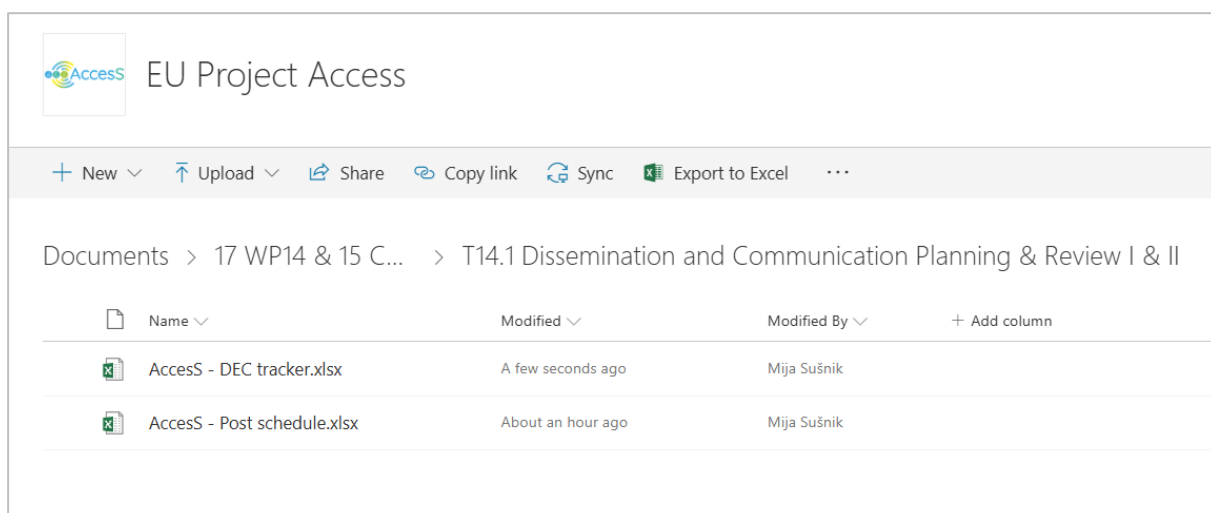


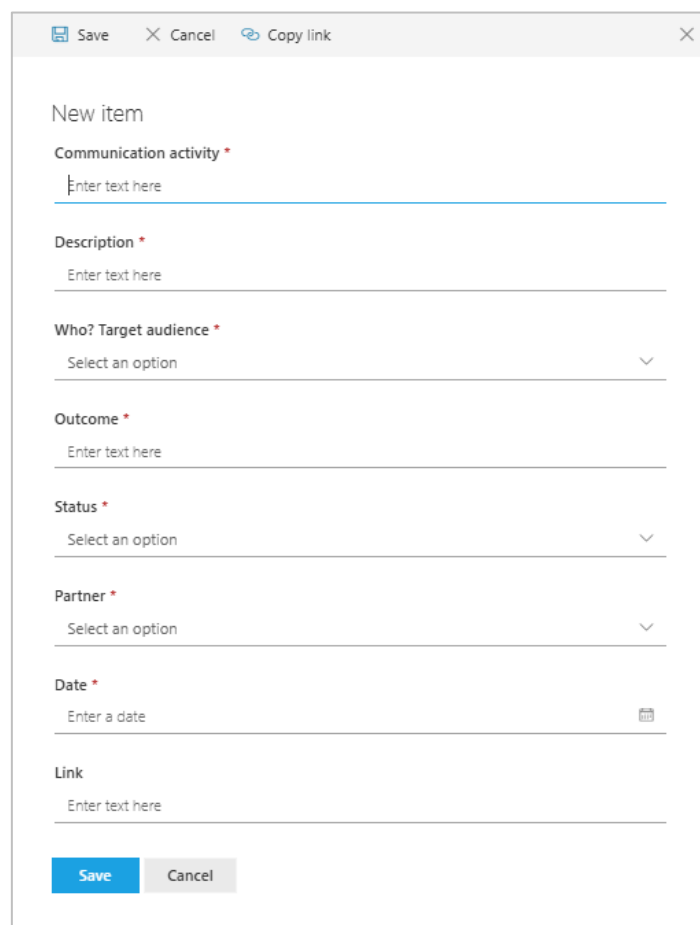
Figure 17 DEC tracker and Post schedule

8.1 Communication activity

The Communication activity tool allows partners to enter their communication activity by clicking on the +New button. A pop-up window appears where information can be entered, as shown in Figure 18.

- Communication activity: a short label describing the activity, for example, Website article, Newspaper article, Facebook post, LinkedIn post, Newsletter
- Description: free text to add more information to the activity description
- Who? Target audience: a drop-down menu where one of the listed audiences should be selected
- How? Communication channel: a drop-down menu where one of the listed means should be selected
- Outcome: free text to explain the outcome of the performed activity
- Status: a drop-down menu where partners can choose between Cancelled, Delivered, Ongoing or Postponed
- Partner: a drop-down menu with the list of all the partners
- Date: date of the activity performed
- Link: link to the post/website/newsletter, if available

All entries except the Link are marked with a red star, meaning that entry must be provided.



The screenshot shows a 'New item' pop-up window with a title bar containing 'Save', 'Cancel', and 'Copy link' buttons. The form contains the following fields:

- Communication activity ***: A text input field with the placeholder 'Enter text here'.
- Description ***: A text input field with the placeholder 'Enter text here'.
- Who? Target audience ***: A dropdown menu with the placeholder 'Select an option' and a downward arrow.
- Outcome ***: A text input field with the placeholder 'Enter text here'.
- Status ***: A dropdown menu with the placeholder 'Select an option' and a downward arrow.
- Partner ***: A dropdown menu with the placeholder 'Select an option' and a downward arrow.
- Date ***: A date input field with the placeholder 'Enter a date' and a calendar icon.
- Link**: A text input field with the placeholder 'Enter text here'.

At the bottom of the form are 'Save' and 'Cancel' buttons.

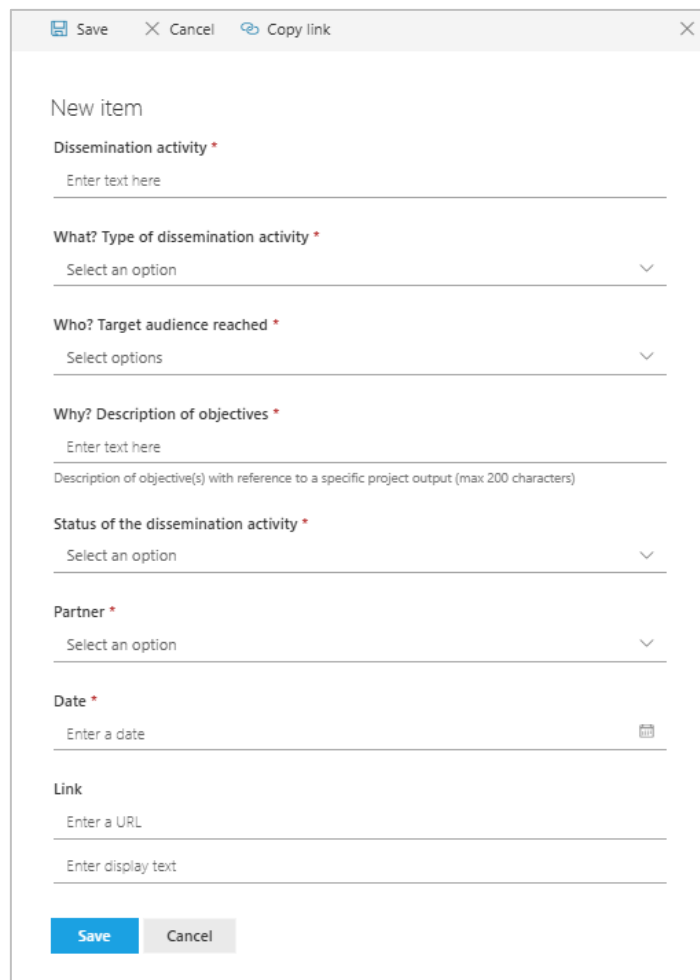
Figure 18 Entering Communication activity

8.2 Dissemination activity

Similar to Communication, the Dissemination activity tool allows user to register their dissemination activity. After clicking the +New button, the pop-up window appears with the following entries:

- Dissemination activity: a short label describing the activity, for example, the name of the event
- What? Type of dissemination activity: a drop-down menu where one of the listed types should be selected
- Who? Target audience Reached: a drop-down menu with a list of audience, where multiple selections can be made
- Why? Description of the objective(s) with reference to a specific project output (max 200 characters): free text to add more information to the activity description
- Status of the dissemination activity: a drop-down menu where partners can choose between Cancelled, Delivered, Ongoing or Postponed
- Partner: a drop-down menu with the list of all the partners
- Date: date of the activity performed
- Link: link to the event/website/newsletter, if available

All entries except the Link are marked with a red star, meaning that entry must be provided.



The screenshot shows a 'New item' pop-up window with a title bar containing 'Save', 'Cancel', and 'Copy link' buttons. The form contains the following fields:

- Dissemination activity ***: A text input field with the placeholder 'Enter text here'.
- What? Type of dissemination activity ***: A dropdown menu with the placeholder 'Select an option'.
- Who? Target audience reached ***: A dropdown menu with the placeholder 'Select options'.
- Why? Description of objectives ***: A text input field with the placeholder 'Enter text here' and a subtext 'Description of objective(s) with reference to a specific project output (max 200 characters)'.
- Status of the dissemination activity ***: A dropdown menu with the placeholder 'Select an option'.
- Partner ***: A dropdown menu with the placeholder 'Select an option'.
- Date ***: A date input field with the placeholder 'Enter a date' and a calendar icon.
- Link**: Two input fields, the first with the placeholder 'Enter a URL' and the second with the placeholder 'Enter display text'.

At the bottom of the form are 'Save' and 'Cancel' buttons.

Figure 19 Entering Dissemination activity

8.3 Publication activity

In the same manner, the publication activities are recorded through the Publication tool. The required entries are presented below:

- Type of PID (repository): a drop-down menu to choose one of the listed PIDs
- PID (publisher version of record): free text to provide information about PID
- PID of deposited publication: free text to provide information about PID
- Type of publication: a drop-down menu where one option can be selected
- Link to publication: data to be completed only if DOI is not available
- Title of the scientific publication: for the book chapter, the title of the chapter, not the book
- Authors: data to be completed only if DOI is not available
- Title of the Journal or equivalent: free text to provide information about the title
- Number
- ISSN or eISSN
- Publisher
- Month of publication
- Year of publication
- Was the publication available in open access through the repository at the time of publication: Yes/No question
- Peer-reviewed: Yes/No question
- PID of Book
- Book title
- Did you charge OA publishing fees to the project: Yes/No question
- Article processing costs that will be charged to the project
- License type: a drop-down menu to choose one of the listed licenses

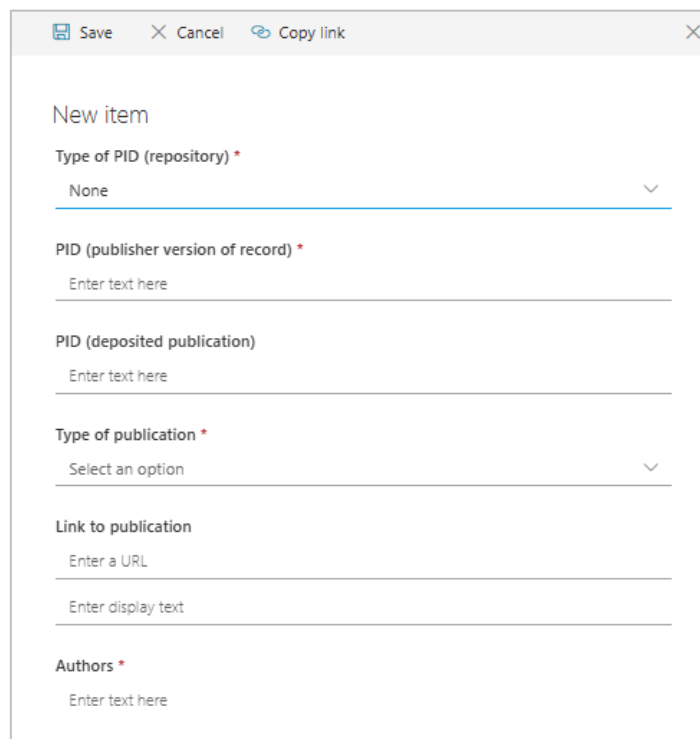


Figure 20 Entering Publication

8.4 DEC tracker

DEC tracker is a live document stored in SharePoint for all partners to use. It intends to make the management of DEC activities easier by providing and collecting all relevant information about communication and dissemination materials, events, workshops, social media posts, newsletters etc. It is an Excel file with nine tabs; however, this can be adapted according to the needs of the project. Each tab and its intended use are presented in more detail below.

Intro

The introduction page collects all the general information about the project, such as the short description of the project, general data (name, coordinator, start and end date, duration) and links to the website and social media. This tab is read-only, as the information provided here is not to be changed throughout the project. The password for this tab is stored by DMO.

	A	B	C	D	E
1	CDE tracker				
2					
3					
4	AccessS in short				
5	The Universal Accessibility Suite represents a groundbreaking initiative that aims to revolutionize the accessibility and inclusivity of smart buildings and smart cities. By leveraging advanced technologies and innovative solutions like AI, BIM and GIS, AccessS aims to create barrier-free environments, facilitate smooth mobility, and enable equal access to essential services and facilities. AccessS aspires to deliver innovations supporting accessible and inclusive design by providing advanced analytics for life-cycle assessments, optimizing energy, environmental, and user comfort aspects, incorporating simulation-based testing and compliance with accessibility guidelines for designing user-friendly and safe products and built environments. The project aims also to explore the relationship between comfort and energy consumption to promote sustainable practices and incorporates virtual user models and simulation environments. Furthermore, AccessS aspires to deliver innovations supporting inclusive, adaptive and sustainable operation of the built environment in order to optimize building operations in an adaptive manner depending on the needs of its users and addresses e-mobility and micro-mobility to facilitate accessible and inclusive transportation options. A particularly important aspect is the development of an Accessibility Assessment Scheme to define clear and measurable criteria, guidelines, and performance indicators for assessing accessibility. The demonstrators have been grouped under 6 case studies, focused on 3 different types of buildings/ uses (cultural heritage buildings, people care facilities, public services buildings) and in 5 different locations in 5 European Smart Cities (Bulgaria, Italy, Spain, Netherlands and Switzerland) in order to maximize impact and address numerous real-life situations. 22 partners from 9 European countries will collaborate and provide their expertise and resources within the 36 months of AccessS lifetime.				
6					
7	General data				
8	Project name: Enhancing Accessibility and Sustainability in Smart Cities and Smart Buildings: The Universal Accessibility Suite Initiative				
9					
10	Coordinator: CERTH				
11					
12	Start date: June 2024				
13	End date: May 2027				
14					
15	Duration: 36 months				
16					
17	Website and social media				
	< > Intro CD items Events Workshops&trainings Web&social media Posts Newsletters KPIs				

Figure 21 DEC tracker: Intro

CD items

The CD items page is a timeline that lists all the items to be developed within WP14 and WP15, which includes communication and dissemination materials and deliverables. With this overview, partners can easily follow the development of the materials they might use for communication and dissemination purposes. The green colour is used for the items already developed and submitted, including the date of the submission, and the orange colour presents the items that still need to be created. To ensure this timeline is aligned with the Grant Agreement and no information about the expected deliveries gets lost, this tab was made read-only. The password for this tab is stored by DMO.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	CDE items																
2																	
3	Items	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16
4		Jun/24	Jul/24	Aug/24	Sep/24	Oct/24	Nov/24	Dec/24	Jan/25	Feb/25	Mar/25	Apr/25	May/25	Jun/25	Jul/25	Aug/25	Sep/25
5	Logo & theme	20/06/2024															
6	Templates			12/08/2024													
7	Website			15/08/2024													
8	SharePoint			16/08/2024													
9	Social media			02/08/2024													
10	Press release	20/06/2024															
11	Newsletter						To Do						To Do	To Do			
12	Video							To Do									
13	Roll-up			16/08/2024													
14	Brochure																
15																	
16																	
17	D14.1 - Dissemination, Exploitation and Communication Plan I (DMO)						To Do										
18	D14.2 - Dissemination activities and external communication measures I (DMO)																
19	D14.3 - Project initiatives, partnerships and liaising with other projects I (LAMA)																
20	D15.1 - Dissemination, Exploitation and Communication Plan II (DMO)																
21	D15.2 - Dissemination activities and external communication measures II (DMO)																

Figure 22 DEC tracker: CD items

Events

The Events tab lists all the identified events that could be relevant for the consortium to participate. Partners can review it, add new events to the list and mark down whether they have participated or not. With this, it is ensured that all partners are aware of the possible events and at the same time, a record of past events is kept.

	A	B	C	D	E	F	G
1	Events						
2							
3	Name of the event	Date	Place	Website	Description	Participated?	Partner
4	ENLIT Europe 2024	22-24 Oct 2024	Milan	https://www.enlit-europe.com/	Event on decarbonised and digitalised energy system for the energy transition	No	NA
5	Sustainable Places 2025	TBD	TBD	TBD	TBD	TBD	TBD
6	BIM World Munich	26-27 Nov 2024	Munich	https://www.bim-world.de/	The international platform in the construction, real estate and facility management industries	Planned	DMO
7	2nd Build4People Clustering event	19/11/2024	Brussels		Clustering activity	Yes	CERTH
8	SMART ACCESSIBILITY 2025	18-22 May 2025	Nice, France	https://www.iaria.org/conferences2025/SMART-ACCESSIBILITY25.html	The Tenth International Conference on Universal Accessibility in the Internet of Things and Smart Environments	TBD	TBD
9	AAATE 2025 Conference	10-12 September 2025	Nicosia, Cyprus	https://aaate2025.eu/	Technology for Inclusion and Participation for All: Recent Achievements and Future Directions	TBD	TBD
10	The Zero Project Conference 2025	5-7 March 2025	Vienna, Austria	https://zeroproject.org/conferences/the-zero-project-conference-2025	#ZeroCon25 will be centred around innovative solutions for Employment and ICT	TBD	TBD
11							
12							
13							
14							
15							
16							
17							

Figure 23 DEC tracker: Events

Workshops & trainings

The Workshops & trainings page is intended for the collection of all the workshops and trainings that consortium partners attend or organise. All partners are invited to enter the data once they have attended or organised a workshop.

	A	B	C	D	E	F
1	Workshop & trainings					
2						
3	Title	Date	Place	Partner(s)	Number of people participating	Type of stakeholders
4	Liaising with other projects and initiatives	21/10/2024	GA Florence	LAMA		internal workshop 46 (consortium partners)
5						
6						
7						
8						

< >
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CD items
Events
Workshops&trainings
Web&social media
Posts
Newsletters
KPIs

Figure 24 DEC tracker: Workshops & trainings

Web & social media

The Web & social media page is used to collect the analytics of the project's website and social media channel. This information is used for internal and official reporting and for the KPI monitoring. Since only DMO will be filling in this information, the tab was made read-only. Partners, however, are still welcome to review the numbers to see the progress of our activities on the website and social media channels.

	A	B	C	D	E	F	G
1	Website						
2							
3	Period	Session	Total users	Number of news	Number of deliverables		
4	M1 - M6 Jun 2024 - Nov 2024		498	235	2	2	data acquired on the
5	M7 - M12 Dec 2024 - May 2025						*
6	M13 - M18 June 2025 - Nov 2025						
7	M19 - M24 Dec 2025 - May 2026						
8	M25 - M30 June 2026 - Nov 2026						
9	M31 - M36 Dec 2026 - May 2027						
10	M37 - M42 June 2027 - Nov 2027						
11							
12							
13	Social media						
14							
15	Period	Channel	Followers	Posts			
16	M1 - M6	LinkedIn	62	6	6	data acquired on the 18-11-2024	
17	M1 - M6	X	21	6	6	data acquired on the 18-11-2024	
18	Jun 2024 - Nov 2024	YouTube	26	1	1	data acquired on the 18-11-2024	
19	M7 - M12	LinkedIn					
20	M7 - M12	X					
21	Dec 2024 - May 2025	YouTube					
22		LinkedIn					
23	M13 - M18	X					

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Figure 25 DEC tracker: Web & social media

Posts

The Posts page is intended to help keep track of all the social media posts and website news items for reporting purposes and KPI monitoring. Similar to the Web & social media page, this page will only be filled in by DMO and is therefore protected and read-only, but still available to other consortium partners for review.

	A	B	C	D	E	F	G	H	I	J	K	L
1												
2												
3												
4												
5												
6												
7												
8												
9												
10												
11												
12												
13												
14												
15												
16												

Figure 26 DEC tracker: Posts

Newsletters

The Newsletters page is a planning page for project's newsletters, where the content of the newsletters is listed, together with the deliverables that are included. This ensures that no important information is missed in the newsletters and that all deliverables are mentioned. Once the newsletter is submitted and uploaded to the website, the link will be added to column E. For the future newsletters, partners are invited to suggest which content should be presented in the upcoming issue.

	A	B	C	D	E
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					

Figure 27 DEC tracker: Newsletters

KPIs

The KPIs page lists the agreed KPIs of the project on the topics of communication and dissemination. To make sure no changes are made to this list, this page is read-only. At the end of each year, a column will be added with the numbers at that point, to evaluate whether the defined KPIs have been met.

	A	B	C	D	E	F
1						
2						
3		#	Item	Y1	Y2	Y3
4		1	Website visits per year	2000 sessions	4000 sessions	8000 sessions
5		2	Website material (e-publications) downloads	25 downloads	50 downloads	75 downloads
6		3	Number of blog posts/articles on the project website per year	12 posts	24 posts	36 posts
7		4	Social Media followers (all social media combined)	300	600	1000 followers
8		5	Number of posts on social media platforms (LinkedIn & Twitter)	24 posts	48 posts	72 posts
9		6	Press release	1	2	3
10		7	Number of Brochures distributed	50	100	150
11		8	Project video views	50	100	150
12		9	Number of papers/articles submitted	<4 = poor, 4-8 = good, >8 = excellent		
13		10	Number of events/conference presentations	<4 = poor, 4-8 = good, >8 = excellent		
14		11	Leading workshops	At least 3		
15		12	National events	At least one or two per partner country		
16		13	Attendees per workshop at professional events	<35 = poor; 35-60 = good; >60 = excellent		
17		14	Attendees per national event	<15 = poor; 15-30 = good; >30 = excellent		
18		15	Attendees at the final event	<50 = poor; 50-100 = good; >100 = excellent		
19						
20						
21						
22						
23						

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Figure 28 DEC tracker: KPIs

8.5 Post schedule

The Post schedule document is another live tool to help mainly with communication activities. The intention is, that each month one partner prepares the content to be posted on social media channels, presenting their topic of choice. It can be about something interesting they are working on at the moment or it can be a general presentation of themselves. This document lists which partner is responsible for the content in a certain month and it indicates what the subject could be. DMO as a Communication and Dissemination manager will send timely reminders to responsible partners to ensure the content is delivered on time. This approach will keep the social media channels dynamic and alive, and it will ensure all partners contribute to the sharing of information process on social media channels.

	A	B	C	D	E
1	Posting schedule				
2					
3					
4				Partner	Proposed subject
5	2024	December	M7	CERTH	project introduction
6	2025	January	M8	CETEM	design of AccessS framework (WP1)
7		February	M9	DMO	Project visual identity
8		March	M10	MoG	Demo site presentation
9		April	M11	FLO	Demo site presentation
10		May	M12	BHA	Demo site presentation
11		June	M13	AEM	Demo site presentation
12		July	M14	BARI	Demo site presentation
13		August	M15	MUR	Demo site presentation

Figure 29 Post schedule

9 Exploitation Plan

This section introduces the initial approach to define the most efficient strategy to manage the exploitation of the results and IPR plan, including a preliminary analysis of the Key Exploitable Results (KERs) and the target groups. More detailed analysis and overview of the strategy to manage AccessS exploitation, knowledge and IPR will be described in the following updated versions of this deliverable, based on the general progress of the project, the updates of the results and the planned activities, the final definition of the KERs and their strategy after the end of the project. Besides the update foreseen in D15.1 Dissemination, Exploitation and Communication Plan II (Month 18), this work will be developed in more detail in D15.3. Exploitation report and IPR Protection Plan.

9.1 Exploitation purpose and obligations

Exploitation refers to the utilization of project results for further research, commercial, and societal purposes. This is important because a project's ultimate success is defined by effective exploitation [4]. The European Commission (EC) defines exploitation as the *"use of results in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardization activities"* [5].

Based on Article 8 of the Grant Agreement (GA): *"Results are owned by the Party that generates them"*. It also indicates: *"Joint ownership is governed by Grant Agreement Article 16.4 and its Annex 5, Section Ownership of results with the following additions:*

Where such joint Results are covered by intellectual property rights, the joint owners shall execute a joint ownership agreement regarding the allocation and the terms and conditions of Exploitation of the joint Results as soon as possible and before any industrial or commercial Exploitation.

Unless otherwise agreed:

- *each of the joint owners shall be entitled to use their jointly owned Results for non-commercial research and teaching activities on a royalty-free basis, and without requiring the prior consent of the other joint owner(s).*

Non-commercial research and teaching activities means use for academic/teaching/scientific purposes, or mere internal use, and

- *excludes use in contract research (= rendering a research service against payment to a customer, using the joint Result), even when the charge is mere cost reimbursement without profit;*
 - *excludes use of results for royalty bearing activities (such as licensing) or other activities leading to monetary benefits (e.g., use in developing, creating or marketing a product or process or creating and providing a service or use in standardisation activities);*
 - *includes use in further (funded or unfunded) cooperative research projects. However, where such use leads to a grant of further user rights to others (e.g., project partners) for royalty-bearing or other activities leading to monetary benefits, such further user rights shall not be included in the category of non-commercial research activities under this bullet point,*
-
- *each of the joint owners shall be entitled to otherwise Exploit the jointly owned Results and to grant non-exclusive licenses to third parties (without any right to sub-license), if the other joint owners are given: (a) at least 45 calendar days advance notice; and (b) fair and reasonable compensation.*

The joint owners shall agree on all protection measures and the division of related cost in advance"

Regarding Transfer of Results (8.3 section of GA) *“Each Party may transfer ownership of its own Results, including its share in jointly owned Results following the procedures of the Grant Agreement Article 16.4 and its Annex 5, Section Transfer and licensing of results, sub-section “Transfer of ownership”.*

In case a Party intends to transfer its share of a Result, the other joint owner(s) shall have a pre-emptive right to acquire said Results.

Regarding the IPR, Article 9. Access Rights of the GA establishes the main guiding principles. The overall spirit of access within the Consortium is that: *“the Parties have identified and agreed on the Background for the Project and have also, where relevant, informed each other that Access to specific Background is subject to legal restrictions or limits.*

Anything not identified in Annex 1 of the GA shall not be the object of Access Right obligations regarding Background”. Regarding access to third parties' information and knowledge, each Party shall implement its tasks in accordance with the Consortium Plan and shall bear sole responsibility for ensuring that its acts within the Project do not knowingly infringe third-party property rights.

In relation to the future and outside the consortium, access rights to the results generated should be kept as open as possible, and as closed as necessary. All this will be defined during the project within the framework of tasks 14.3 and 15.3.

9.2 Exploitation strategy

Starting from M1, the Exploitation Manager (MIW), together with the coordinator and all partners, especially those related to technical or non-technical preliminary Key Exploitable Results (KERs), started to focus on the development of the best strategies for the exploitation of the results. These strategies represent the basis for the AccesS exploitation plan including exploitation activities that will involve all relevant partners, with special emphasis on the industrial and commercial ones.

9.2.1 Preliminary KERs

Since it is only M6 of the project, the task started by analysing and understanding the initial identification of the main KERs as identified in the DoA presented in Table 3.

Table 3 Preliminary KERs

KER N°	KER Type	KER Title	Means of Exploitation/Owners
KER1	S/W, SaaS	AccesS Suite	Copyright, Direct selling to relevant stakeholders; Spin-off / ALL
KER2	Methodology-Process	AccesS Assessment Scheme	Copyright
KER3	S/W, SaaS	Energy-Efficient and Sustainable Design Tool	Copyright / QUE
KER4	S/W, SaaS	Energy Comfortness Tool	Copyright, Direct selling to stakeholders; Licensed for stand-alone solution / UNIS

KER5	S/W, SaaS	Ergonomics and Comfort Design of products	Copyright, Direct selling to relevant stakeholders; Licensed for stand-alone solution, Re-use, re-purpose in future research / CETEM
KER6	S/W, SaaS	VUM-based Virtual Humans Simulation Environments	Copyright, Direct selling to relevant stakeholders; Licensed for stand-alone solution, Re-use, re-purpose in future research / FORTH, CERTH
KER7	S/W, SaaS	Adaptive Building Operation and Management System (BOMS)	Copyright, Direct selling to relevant stakeholders; Licensed for stand-alone solution, Re-use, re-purpose in future research / CERTH
KER8	S/W SaaS	Large Scale Accessibility. Assessment system	Copyright, Direct selling to relevant stakeholders; Licensed for stand-alone solution, Re-use, re-purpose in future research / FORTH, CERTH, FRC

This preliminary list of AccesS KERs does not represent the only results generated in the project. The identified KERs, though, show the highest potential for contributing to meaningful outcomes and long-term impacts. This list must be considered as a dynamic value proposition of AccesS to the digital technology for accessibility and sustainability in the built environment. It will be modified and updated during the life of the project, improving when possible but keeping the backbone and commitments of AccesS with the mentioned market, as set in the CA. The combination of these KERs will generate long-lasting benefits and the overall outcomes and impacts of the AccesS project.

From M12 to M24 an assessment will be planned to check the main updates related to the objectives and the results achieved. The assessment will include questionnaires that the Exploitation Manager (MIW) will prepare and share with the KER owners and contributors.

Table 3 illustrates what these results are and suggests a strategy for their use, providing the project's exploitable results, exploitable results characterization, exploitation routes, IPR relations. Once the KERs are validated, exploitation routes can be tailored to each of these results and related target groups. The exploitable routes revolve around the use for further research, developing and selling new products/services, spin-off activities, cooperation agreements, selling IP rights/Selling IP-related business, licensing IP rights or standardization activities.

9.3 Exploitation and IPR Roadmap

An Exploitation and IPR roadmap will be further developed in T14.3 Exploitation Activities, IPR Management and Post-project Sustainability I and 15.3 Exploitation Activities, IPR Management and Post-project Sustainability II. The strategy is shortly presented below and it includes two main stages.

9.3.1 Stage 1: KERs Inventory and IPR background (M1 - M12)

In this project stage, two main sub-stages will be carried out in parallel, which are essential for the project's progress and for protecting the intellectual property rights of all developments made. Below are the key aspects of each of these tasks:

Sub-stage 1: Identification of Modifications in Preliminary KERs.

1. Review of Preliminary KERs: A thorough analysis of the preliminary Key Exploitable Results (KERs) should be conducted, considering any modifications that may be anticipated during the first 12 months of the project.
2. Analysis of Advances in WPs: This task should take into account the specific progress in Work Packages (WPs) 3, 4, 5, 6, and 7 as these may influence the KERs, particularly through the developments and new insights contributed by the leads of these work packages.
3. Developers' Responsibility: The leads responsible for each WP's developments should identify and report any possible changes to the preliminary KERs with the greatest possible accuracy. This will allow for adjustments to be made in the management and protection of these results as needed.

Sub-stage 2: Analysis of the Background of Developments and Implementation of Freedom to Operate (FTO)

1. Identification of the Origin of Development: An analysis will be conducted on the background of each development used as input for the project. This includes identifying if the development originates from:
 - Project partners, through their own developments
 - Project partners, through third-party developments
 - Other third parties
2. Licenses and Usage Rights: It is essential to verify the licenses and usage rights of each development or technology contributed. This includes both open licenses and any other types of limitations or usage conditions, that we will be include under the tasks related to Freedom to Operate (FTO):

The FTO analysis will be performed within tasks 14.3 and 15.3, ensuring that project developments can be used without infringing on third-party intellectual property rights. FTO involves verifying that any idea, development, product, methodology, process, etc., is not protected by patents, copyrights, trademarks, designs, or any other mechanism that limits its use. To this end, each developing partner will check whether their work relies on protected technologies or ideas and ensure there is freedom to operate within the project context.

The FTO analysis should be performed by each KER partner, coordinated by the Exploitation Manager, MIW and shared with the project coordinator, CERTH. It will enable the consortium to have a clear view of IP risks and to make informed decisions regarding the exploitation of the KERs.

The responsibility for ensuring Freedom to Operate falls on each developing partner, based on the developments they carry out and the technologies on which these may rely. This responsibility includes identifying and verifying any existing type of protection, even in cases of open licenses.

In summary, this stage will require meticulous IP analysis work and close collaboration among project partners to ensure both intellectual property protection and the feasibility of exploiting the results.

9.3.2 Stage 2: Characterization of final KERs (M12 - M20)

At this point, with the analytical, technical, and non-technical work packages completed, it will be time to start defining the KERs in a final or near-final form. These KERs are intended to eventually be turned into tradable products, either as standalone solutions or as components of larger offerings.

In this stage, we will address the KERs characterization template as shown in Table 4.

Table 4 KERs characterisation template

RESULT

KER owner	Partner responsible for the identified KER
Description	Short description
Alternative Solution	Existing substitute or alternative solutions
Unique Value Proposition	competitive advantages, the innovative aspects. What does your solution do better, what are the benefits considering what your user/customer wants, how does your solution solve his/her problem better than alternative solutions, what distinguishes the KER from the competition / current solutions?
Target market	Define the targeted customer segments or potential buyers, eventual early adopters, expected market size of the proposed solution (e.g., geographical location)
Competitors	Who are your "competitors" (note: they are the ones offering "alternative solutions")? What are their strengths and weaknesses comparing to you?
Market trends	Description of market trends and of the hypothetical level of acceptance of the Product/Service by consumers. If applicable include possible risks/reasons why end users might be hesitant in adopting the product/service
GO TO MARKET	
Costs of implementation	Describe the expected costs for solution implementation (e.g., development costs, operational costs)
Time to Market	Expected time for solution marketability
Revenues model	Sources of incomes
Adequateness of consortium staff	Assess the Adequateness of consortium staff
External experts/partners to be involved	Include external Partners and/or experts involved in the implementation of the solution +
IPR Management	
Background IPR	Include the present status and agreement with other partners involved
Foreground IPR	Include the present status and agreement with other partners involved.
EXPLOITATION STRATEGY	
Exploitation means	E.g., direct industrial use, technology transfer, license, publication, standard
Involved partners	Partner's main contributions in terms of know-how, licensing, patents
Financing sources	Description of the foreseen financing sources after the end of the project (venture capital, loans, other grants, etc.)

9.3.3 Stage 3: BFMULO Matrix

The Background-Foreground-Making-Using-Licensing-Other (BFMULO) matrix serves as a tool to register partners' exploitation claims and expectations. The particular exploitation intentions are to be placed in the BFMULO matrix.

- B = IPRs on background information, information brought to the project from existing knowledge (thus prior to the project), owned or controlled by project partners in the same or related fields of work carried out in the research project.
- F = IPRs on foreground information, Information including all kinds of exploitable results generated by the project partners or 3rd parties working for them in the implementation of the research project. To have an F in an exploitable result it is necessary that a partner has a task(s) in the project related to that very result.
- M = Making the products, manufacturing and selling or directly implementing it through own facilities and skills.
- U = Using the result, implemented with own knowledge to develop new ranges of products or newer processing. Furthermore, the direct or indirect utilization of foreground in further research activities other than those covered by the project, or for developing, creating and marketing a product or process, or for creating and providing a service.
- L = Licensing the result, therefore earning from a negotiation towards third parties outside the Consortium.
- O = Other, any other exploitation means (e.g.: consultancy, provide services, etc.)

10 Business plan

As part of the Exploitation Strategy, a Business Plan will be developed and updated during the project, in alignment with the involved partners and the activities of T13.1. These Plans will be part of the D15.3 Exploitation Report and IPR Protection Plan (M36).

Creating a business plan involves delving into variables and circumstances related to the external context and the outcomes we intend to turn into marketable products. The market, including its demand capacity and style, volume and growth will be analysed, as well as its evolution and trends. These analyses will serve as the foundation for defining the strategies. For analysing results, tools such as SWOT analysis, the Business Model Canvas, or Porter's Five Forces Matrix will be used.

10.1 Preliminary analysis of global tech for the accessibility market

The exploitation plan which will be developed in T15.3 will include a comprehensive analysis of competitors and substitute solutions. Given that the various AccessS solutions are diverse in terms of functionality and address specific objectives in different fields (accessibility in public infrastructure, energy efficiency in design, inclusive mobility, etc.), the chosen theme in this preliminary analysis is digital solutions for accessibility in public spaces.

The reasons for this are the following:

- Digital technologies for accessibility represent an innovative field that has been developing increasingly over the past five years (Blue Ocean Strategy [6]) while for example digital technologies for energy efficiency for design are already highly developed (Red Ocean Strategy [6]).
- Digital accessibility tools share the general target user of the AccessS project. Aspects such as business model (whether the applications are free for users or not), the necessary resources (whether additional devices or hardware apart from a mobile phone are required), the need for connectivity, the global number of users and their growth, strategic alliances with stakeholders, etc., are highly relevant information to consider in the development of the KERs.

For these reasons, an outline of the preliminary competitive analysis as part of the Exploitation Plan is presented below.

The global market for digital accessibility software is growing steadily. As of 2024, the market is estimated to be around 754 million \$ globally and is projected to reach approximately 1.3 billion \$ by 2031. This reflects a compound annual growth rate (CAGR) of 8,9% during the period from 2024 to 2031 [6].

In the European Union, the market for digital accessibility software is also expanding rapidly, with a growth rate of around 8,6% per year. This growth is fuelled by regulatory frameworks such as the European Accessibility Act, which mandates that public and private digital services be accessible to all users, including those with disabilities. By 2031, the European market is expected to reach around 83,7 million \$.

The key factors contributing to this growth include the increasing regulatory requirements for accessibility, a growing awareness of digital inclusivity, and the expansion of the digital economy. However, the high cost of implementing accessibility solutions can be a barrier, particularly for small and medium-sized enterprises (SMEs).

Overall, the market's expansion is driven by the push for inclusivity, the rising number of internet users, and the broader commitment to ensuring that digital services are accessible to everyone [7].

10.2 Market size

The TAM, SAM, and SOM model [8] is a method we will use and deliver in Task 15.3 to estimate the potential market size for AccessS results. It will help exploitation partners understand their overall opportunity and realistically define the portion of the market they can target and capture and how to focus our resources effectively.

1. TAM (Total Addressable Market): This is the entire market demand for a product or service, assuming no competition and that all potential customers are captured. It's the theoretical maximum market size.
2. SAM (Serviceable Available Market): SAM represents the portion of TAM that your product or service can address. It narrows down TAM to the subset of the market that is within your geographic, technological, or demographic reach.
3. SOM (Serviceable Obtainable Market): SOM is the realistic portion of SAM that your business can capture, considering competition, market penetration, and your company's resources. It's the market share that you aim to acquire over a specific period.

For these models, the following data sources will be examined:

1. Market Research Reports: For industry size, growth rates, and trends. Sources: Statista, IBISWorld, Grand View Research, MarketWatch.
2. Government and Industry Data: For demographics, market regulations, and infrastructure details. Sources: Eurostat, World Bank, national statistics offices.
3. Competitive Analysis: To assess market competition, customer preferences, and positioning. Sources: Competitor websites, public financial reports, analyst reports.
4. Customer Research: Surveys, focus groups, or interviews with potential customers to estimate demand. Sources: Survey platforms (e.g., Qualtrics), and customer feedback tools.
5. Internal Business Data: Historical sales, customer acquisition costs, and marketing effectiveness. Sources: Internal financial reports, CRM systems, and business intelligence tools.

10.3 Competitive Analysis: Accessibility Software for Public Spaces

In these initial months of the AccessS project, an analysis of the technologies and products in the sector has been initiated. Although not all of them need to be exactly equivalent to the potential project's products, they help in understanding the qualitative aspects, trends, sector maturity, revenue models, and existing competition. List of software and the comparison table are presented below.

Table 5 Competitive analysis

Company/ Product	Description	Target Market	Technology Used	Unique Selling Proposition
Aira	Provides real-time visual interpreting services for the blind or visually impaired, with remote agents helping navigate public spaces	Visually impaired individuals in public spaces	Remote assistance with visual agents and GPS navigation	Real-time, human-powered visual guidance for any environment
Be My Eyes	Connects visually impaired users with	Visually impaired	Live video streaming	Large volunteer network for

	volunteers or companies via a live video call for navigation and real-time assistance	individuals in any situation.	with volunteers	immediate video-based assistance
RightHear	An orientation solution that offers real-time audio cues to help visually impaired individuals navigate indoor and outdoor spaces	Hear impaired in public buildings, shopping centres, campuses	Audio navigation, Bluetooth beacons	Indoor and outdoor navigation with real-time audio cues
Microsoft Soundscape	An audio-based navigation app by Microsoft that uses 3D sound technology to guide visually impaired users in public environments	Visually impaired individuals in public environments	3D audio technology, GPS	3D audio-based spatial awareness and free-to-use service
Braci Smart Hear	A sound recognition platform that functions by recognizing and analysing sounds from the environment and converting these into visual and sensory notifications and alerts	Hear impaired in public spaces.	Deep Learning applied to acoustics.	Without additional hardware (smartphone, portable devices) provides alerts about many indoor and outdoor sounds.
Navilens	A unique performance bidimensional code that can be scanned from a long distance and in movement, providing info in a visual or audible way	Visual impaired people in public spaces, people without an understanding of the local language, cognitive disabilities, mobility disabilities.	Visual Markers. Artificial vision.	The unique bi-di code in the world with the needed performance for being read by totally blind people. Indoor navigation without any signal (wi-fi, Bluetooth etc) connection.

Table 6 Comparison table

Company/ Product	Open Source	Cost for End User	Global Availability	Year Established	Number of Users/Downloads
Aira	No	Subscription model	Yes	2015	100.000+
Be My Eyes	No	Free	Yes	2015	6 million+
RightHear	No	Free	Yes	2016	Unknown

Microsoft Soundscape	No	Free	Yes	2017	Unknown
Braci Smart Hear	No	Free	Yes	2016	100.000+
Navilens	No	Free	Yes	2017	300.000+

10.4 Sharing revenues

Task 15.3 will analyse and set up an initial proposal for sharing revenues among the main players in the market uptake of each KER, obtained from the BFMULO matrix:

- **Developers (Technology Owners):** Developers, as the creators and owners of the intellectual property (IP), would typically earn revenue through royalty fees or licensing agreements. This fee could be a percentage of the final sale or a fixed fee paid by the company. For example, if the licensing fee is 20%, developers would receive 0,20 € for each euro charged to the final customer.
- **Intellectual Property (IP):** In some KERs, intellectual property may be separate from the developers if the IP is held by a different entity (like a parent company or institution). In such a case, a portion of the income generated by licensing would flow to this entity.
- **Companies (Exploiting the Solution):** Companies that license the technology and deliver the final product to customers usually handle marketing, sales, and support. As they carry the operational and business costs, they typically retain a substantial portion of the revenue.
- **Payments for IP Rights:** The remaining portion, if any, could cover other associated costs or additional royalties if there are multi-tier licensing agreements. For instance, if intermediaries are involved in facilitating the IP transfer, they might get a small share of the revenue.

10.5 Charge Structure

Based on available data about software applications for people with disabilities, it's estimated that around 20-30% of these applications charge the end user. The majority of accessibility apps, especially those focused on visual, auditory, and mobility impairments, are either free to use or funded through sponsorships, government initiatives, or corporate partnerships. Many apps aim to increase accessibility and social inclusion, which is why a large percentage are offered without a direct cost to the user.

This is a general breakdown:

- **Free Applications:** The majority (around 70-80%) of accessibility apps are free. These are often funded by public infrastructure owners, corporations, governments, NGOs, or through open-source initiatives, especially apps that focus on providing essential services to users with disabilities.
- **Paid Applications:** Approximately 20-30% of accessibility apps come with a cost, which may include subscription models, one-time purchases, or in-app purchases. These are typically specialized apps with advanced features or those developed by private companies.

This percentage can vary by region and app type, with some markets having more paid options due to commercial interests or limited public funding for accessibility tech.

10.6 Definition of value proposition through Business Model Canvas

In Tasks 14.3 and 15.3, a Business Model Canvas of the main KERs will be delivered.

The Business Model Canvas is a strategic management tool that will help AccesS to visualize and develop business models. It consists of nine key building blocks, providing a structured way to identify all elements of a business. Here's how the Business Model Canvas methodology for an accessibility software product aimed at people with sensory disabilities in public buildings would be applied.

1. Customer Segments

Different groups of people or organizations the product serves will be identified. These can include:

- Public institutions (public infrastructure and buildings, schools, hospitals, government buildings...), needing to comply with accessibility regulations.
- Private organizations (shopping malls, offices, entertainment venues...) aiming to improve inclusivity and customer experience.
- Individuals with sensory disabilities who benefit directly from the product, although the final customers paying are likely the organizations installing the solution.

2. Value Propositions

The unique value that AccesS solutions offer to each customer segment will be identified:

- For Public Institutions: Compliance with accessibility regulations and improved public service.
- For Private Organizations: Enhanced user experience for disabled customers, fulfilling corporate social responsibility, and meeting legal requirements.
- For End Users (People with Disabilities): Greater independence, contextualized information and ease of navigation in public spaces.

3. Channels

The way products reach customers will be outlined. Channels can include:

- Direct sales teams targeting institutions and companies.
- Online presence through a website or app store listings.
- Partnerships with public bodies, disability advocacy groups, or technology vendors.
- Exhibitions and Conferences in technology, smart city solutions, and accessibility sectors.

4. Customer Relationships

How exploiters will interact with customers will be defined:

- B2B: Direct personal relationships with public and private institutions.
- Customer support: Providing ongoing technical support and maintenance.
- Online community: Engaging users through forums or user groups where feedback and updates are shared.
- Accessibility training: Offering training and education for institutions and employees on using the product effectively.

5. Revenue Streams

It will be identified how the result will generate income:

- Licensing fees: Charging organizations for software usage (annual or monthly subscriptions)
- Installation fees: One-time setup or customization charges for large public spaces

-
- Maintenance and Support: Recurring fees for technical support and software updates
 - Government Grants/Subsidies: If public funding or incentives are available for accessibility solutions
 - Freemium Model
 - Etc.

6. Key Resources

The most important resources needed to make the business work will be highlighted:

- Technical team: Software developers, designers, and testers to maintain and update the product.
- Sales team: To build relationships with institutions and sell the product.
- Partnerships with accessibility organizations: To provide expertise and advocacy.
- Infrastructure: Cloud services, databases, and platforms that host the software.
- Etc.

7. Key Activities

The main tasks required for the business to succeed will be identified:

- Software development and maintenance: Continuously improving and adapting the software.
- Marketing and sales: Raising awareness and acquiring customers through various channels.
- Customer support: Ensuring that users and institutions are supported post-installation.
- Partnership management: Collaborating with government agencies and advocacy groups to expand market reach.

8. Key Partnerships

The network of suppliers and partners that will contribute will be defined, for instance:

- Government and regulatory bodies: To ensure your product is compliant and promoted within public institutions.
- Non-profits and disability advocacy organizations: To promote the product and increase adoption among institutions.
- Technology partners: Hardware vendors or IoT service providers to ensure seamless integration in public spaces.
- Accessibility experts and testers: To ensure the product meets real user needs.

9. Cost Structure

The most significant costs involved in running the business will be identified:

- Software development and R&D: Ongoing costs to improve and maintain the product.
- Sales and marketing: Costs associated with acquiring and maintaining customers.
- Customer support: Technical support and training services for institutions.
- Infrastructure costs: Cloud hosting, servers, and other IT-related costs.
- Partnership management and legal compliance: Ensuring the product meets accessibility standards.

11 Conclusions

This report is the first version of the Dissemination, Exploitation and Communication plan and it presents the initial strategy of the project. Following the developments in the project and evaluations of the current plan, the report will be updated to ensure the proposed measures have the highest possible impact. Monitoring and leading DEC actions are the responsibility of the Communication and Dissemination manager; however, all partners are expected to contribute to these actions and help increase the visibility and impact of the project.

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