



D15.1 – Dissemination, Exploitation and Communication Plan II

Project Acronym: AccesS

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The Universal Accessibility Suite Initiative

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DELIVERABLE 15.1

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Executive Summary

This deliverable presents the updated Dissemination, Exploitation and Communication (DEC) Plan of the project at M24. Building upon the initial strategy presented in M6 (D14.1), this document updates the project's dissemination, exploitation and communication strategies based on the activities performed during the first 24 months of the project and the evolving needs of the consortium.

This report serves as a practical reference document for partners when planning and implementing DEC activities related to the project results. It further refines the workflows, responsibilities, communication channels, and internal coordination procedures established in the first version of the DEC Plan.

This report also presents a first version of the exploitation plan and the intellectual property rights (IPR) management for the project. As the development activities of the project are still underway, the primary goal of this report is to clearly identify the Key Exploitable Results (KER) that have already emerged or are currently evolving. In addition, the report aims to outline the methodology and specific mechanisms that will be employed for the protection, exploitation, and sharing of these results, ensuring their maximum value and impact.

Additionally, this updated version reflects the transition of the project towards the demonstration, validation, replication and exploitation phases expected during the final stage of the project (M24-36), as well as the long-term impact of the project results beyond the project duration.

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List of Acronyms and Abbreviations

Term	Description
BM	Business Model
BFMULO	Background-foreground-making-using-licensing-other
CA	Consortium Agreement
CAGR	Compound Annual Growth Rate
DEC	Dissemination, Exploitation, Communication
GA	Grant Agreement
KER	Key Exploitable Results

KPI	Key Performance Indicator
OO	Operational Objectives
SaaS	Software as a Service
WP	Work package

1 Introduction

1.1 Scope and objectives of the deliverable

The scope of the updated Dissemination, Exploitation and Communication (DEC) plan consists of updating the first version of this deliverable (D14.1, M6) by refining existing strategies, workflows and procedures. An up-to-date DEC plan supports partners in planning and implementing activities related to the dissemination, exploitation and communication of the project results. Moreover, this deliverable reflects the progress achieved between M6 and M24 and supports the activities foreseen for the remaining project duration. As the project progresses, partners are expected to provide detailed reports on the actual and anticipated utilization of their foreground IPR. This includes sharing their strategies and practical activities for effectively disseminating and exploiting the project's results.

The objective of this deliverable is to provide a practical reference framework for the consortium, ensuring coherent and effective dissemination, exploitation and communication activities across the project. Emphasis is placed on strengthening the exploitation strategy of the project results, supporting their uptake and long-term sustainability beyond the project duration.

1.2 Structure of the Deliverable

Following this *Introduction* section, Chapter 2 (*Grant Agreement: Guidelines*) revisits the definitions and obligations previously presented in D14.1. Next, Chapter 3 (*DEC: Channels and Reporting Activities*) presents the tools and procedures used to monitor dissemination, exploitation and communication activities throughout the project. Chapter 4 introduces the revised *Key Performance Indicators (KPIs)*, followed by Chapter 5 (*Maximising impact and defining stakeholders*), which discusses the status of the project's existing strategy to maximise impact, and revisits the project's stakeholder definition. Exploitation-related activities are covered in the final sections of the deliverable. Chapter 6 (*AccessS: Updates to the Exploitation Plan*) presents the revised exploitation strategy for the project results, while Chapter 7 (*AccessS: Business Model Plans*) addresses the long-term sustainability and potential uptake of the project outcomes beyond the project duration. Finally, Chapter 8 summarises the main conclusions of the deliverable.

1.3 Relation to Other Tasks and Deliverables

This deliverable builds upon the work previously carried out in WP14, particularly Deliverable D14.1 (Dissemination, Exploitation and Communication Plan I, M6), which established the initial strategies, workflows and procedures supporting dissemination, exploitation and communication activities across the project. The present deliverable is also closely connected to Deliverable D14.2 (Dissemination activities and external communication measures I, M18), which reported on the dissemination activities, communication channels and communication materials developed and implemented during the first reporting period of the project.

Within WP15, this deliverable contributes to the continuation of the dissemination, exploitation and communication activities foreseen under T15.1. Additionally, D15.1 is closely linked to Deliverable D15.2 (Dissemination activities and external communication measures II, M36), which will report on the dissemination and communication activities performed during the second reporting period of the project, and Deliverable D15.3 (Exploitation Report and IPR Protection Plan, M36), which will further develop the project's exploitation strategy, business planning activities, and Intellectual Property Rights (IPR) management for the AccessS results.

2 Grant Agreement: Guidelines

In Deliverable D14.1 (Dissemination, Exploitation and Communication Plan I, M6), the definitions of dissemination, exploitation, and communication were presented together with the legal obligations established in the Grant Agreement for beneficiaries of Horizon Europe funding.

2.1 Definitions: DEC Efforts

The definitions of dissemination, exploitation, and communication (presented in detail in D14.1) remain unchanged. In brief, *dissemination activities* refer to the technical dissemination of the project results through participation in conferences and targeted events, publication in scientific magazines, among other relevant pathways. *Exploitation activities*, on the other hand, consist of activities intended to ensure the appropriate use of the project results for commercial, societal, and policy-related purposes. Typically, these activities become more prominent during the later stages of the project. Finally, *communication activities* are mainly intended to inform broader audiences about the project and its outcomes using non-specialised language and accessible communication channels, such as social media, newspapers, etc.

2.2 Grant Agreement Rules

Presented previously in D14.1, this section briefly recalls the rules established in the Grant Agreement, with particular focus on visibility requirements and disclaimer.

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.

2.2.1 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:



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All dissemination, exploitation and communication activities reported by partners up to M24 have acknowledged EU support and displayed the European flag (emblem) and funding statement whenever required and appropriate. Compliance with these requirements has been monitored by the WP15 leaders.

3 DEC: Channels and Reporting Activities

The dissemination, exploitation and communication activities of the AccesS project rely on a set of channels, tools and reporting procedures to maximise the visibility, uptake and long-term impact of the project results. Building upon the strategy established in D14.1, the present chapter revisits visual identity elements, the main communication channels, and the workflows supporting the implementation and monitoring of DEC activities across the consortium.

3.1 Visual Identity & Support Materials

All DEC activities of the project make use of the visual identity established in D14.1, which was inspired by concepts of the New European Bauhaus initiative. For illustration purposes, the logo and theme image are presented in Figure 2.



(a)



(b)

Figure 2 (a) Logo and (b) Theme image of the AccesS project.

To promote consistency throughout the project's DEC activities, templates were created for documents and presentations and thoroughly presented in D14.1. For illustration purposes, two examples are presented in Figure 3.



(a)



(b)

Figure 3 Examples of templates for (a) documents and (b) presentations.

3.2 DEC: Channels

As presented in D14.1 and D14.2, the AccesS Project makes use of several channels to reach different stakeholder groups. The project's website serves as the main source of updates and project results. The social media channels (LinkedIn, X, and YouTube) support the project's outreach and engagement activities. More details are provided in sequence.

Regarding the project's website, a new tab was created to display the tools available within the AccesS Suite. Through this page, users can find more information about each of the eight available tools and

their related deliverables. Furthermore, the “News & Events” and “Project Results” tabs were renamed to “News” and “Results”, respectively to promote a more objective and user-friendly understanding of the website structure. Figure 4 illustrates the homepage of the project’s website.

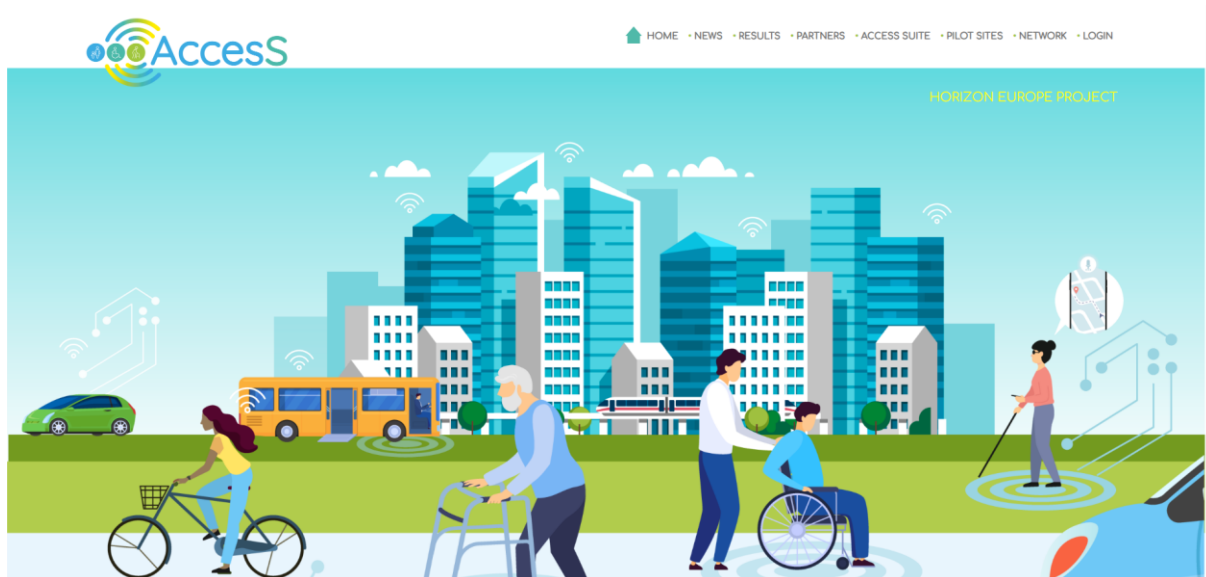


Figure 4 Homepage of the project's website.

The project’s online presence is further strengthened through the dedicated accounts on [LinkedIn](#), [X](#), and [YouTube](#). The social media campaign was updated to increase visibility and engagement, including the introduction of weekly (or bi-weekly) updates on LinkedIn and X. Additional details will be presented in D15.2 (M36), which specifically addresses the performance of social media-related KPIs. The project’s homepage on each platform is presented in Figure 5.



Figure 5 Project's homepage on LinkedIn, X, and YouTube.

Other activities also support the dissemination, exploitation and communication strategies of the project, such as the publication of newsletters, press releases, brochures, and participation in conferences and workshops. Through these activities, partners contribute to the visibility, outreach and promotion of the AccessS project and its results. Further details will be presented in Deliverable D15.2 (Dissemination activities and external communication measures II, M36).

3.3 DEC: Activity Report

The reporting of dissemination, exploitation and communication activities is primarily carried out through AccessS’s internal communication channel, SharePoint (<https://www.euproject-access.org/>). There, partners can report activities under categories such as *Publications*, *Dissemination activity* or *Communication activity*. Relevant information related to each DEC activity is then stored in the project database and contributes to the monitoring of the project KPIs. An example of the reporting process is illustrated in Figure 6 and Figure 7.

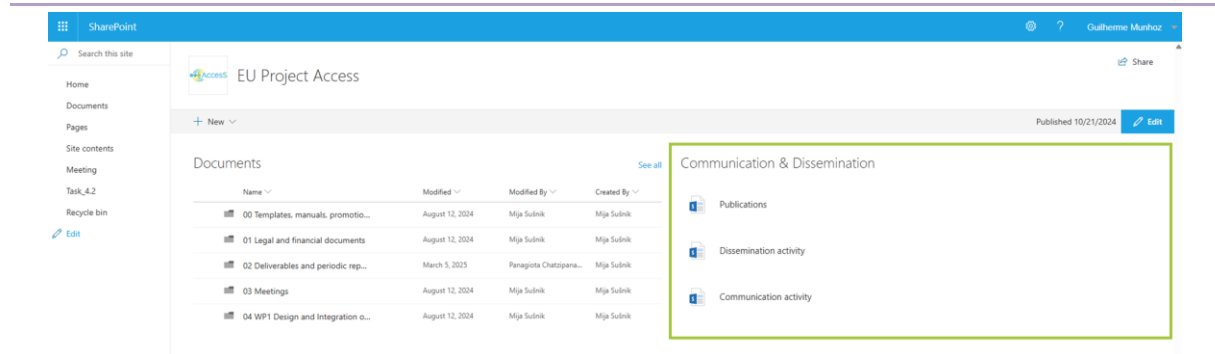


Figure 6 Screenshot of the project's internal communication channel.

Publication tracker

Dissemination tracker

Communication tracker

New item

Type of PID (repository) *

None

PID (publisher version of record) *

Enter text here

PID (deposited publication)

Enter text here

Type of publication *

Select an option

Link to publication

Enter a URL

Enter display text

Authors *

Enter text here

Save X Cancel Copy link

New item

Dissemination activity *

Enter text here

What? Type of dissemination activity *

Select an option

Who? Target audience reached *

Select options

Why? Description of objectives *

Enter text here

Description of objective(s) with reference to a specific project output (max 200 characters)

Status of the dissemination activity *

Select an option

Partner *

Select an option

Save X Cancel Copy link

New item

Communication activity *

Enter text here

Description *

Enter text here

Who? Target audience *

Select an option

How? Communication channel *

Select an option

Outcome *

Enter text here

Status *

Select an option

Figure 7 Reporting tabs for publication, dissemination and communication.

Additionally, partners have access to the DEC tracker, a spreadsheet available in the project's internal communication channel (available [here](#)), managed by the WP15 Leaders and collaboratively updated by all partners.

The tracker contains the most up-to-date list of planned DEC activities, relevant events and trainings, communication posts published on social media and the project's website, as well as management-related information, such as KPIs and important WP15 deadlines. The intro page of the DEC tracker is presented in Figure 8. Each section of the tracker was thoroughly detailed in Deliverable D14.1.

A		B	
1	DEC 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	Coordinator: CERTH		
10	Start date: June 2024		
11	End date: May 2027		
12	Duration: 36 months		
13			
14	Website and social media		
15	Website: https://www.euproject-access.eu/en/		
16	LinkedIn: https://www.linkedin.com/company/eu-project-access/		
17	X: https://x.com/EUprojectAccessS		
18	YouTube: https://www.youtube.com/@EUprojectAccessS		
19			
20			
21			
22			
23			
< >		Intro D&C plan Events Workshops&trainings Posts Web&social media Newsletters KPI WP15	

Figure 8 Intro page of the DEC tracker.

4 Key Performance Indicators (KPI)

Key Performance Indicators (KPIs) were defined at the beginning of the project to ensure that dissemination, exploitation and communication activities are regularly monitored and evaluated, allowing follow-up adjustments whenever necessary. The KPIs initially presented in D14.1 are revisited in Figure 9, including the latest updates up to M24 (May 10, 2026).

Key Performance Indicators					
#	Item	Expected			Achieved
		Y1 (M1-M12)	Y2 (M13-M24)	Y3 (M25-M36)	Phase 2 (M13-M24)
1	Website visits per year	2000 sessions	4000 sessions	8000 sessions	6100
2	Website material (e-publications) downloads	25 downloads	50 downloads	75 downloads	317
3	Number of blog posts/articles on the project website per year	12 posts	24 posts	36 posts	29
4	Social Media followers (all social media combined)	300	600	1000 followers	260
5	Number of posts on social media platforms (LinkedIn, X, YouTube)	24 posts	48 posts	72 posts	124
6	Press release	1	2	3	2
7	Number of Brochures distributed	50	100	150	367 (distributed and downloaded)
8	Project video views	50	100	150	159
9	Number of papers/articles submitted	<4 = poor; 4-8 = good; >8 = excellent			4
10	Number of events/conference presentations	<4 = poor; 4-8 = good; >8 = excellent			8
11	Leading workshops	At least 3			10
12	National events	At least one or two per partner country (9)			6
13	Attendees per workshop at professional events	<35 = poor; 35-60 = good; >60 = excellent			30.3
14	Attendees per national event	<15 = poor; 15-30 = good; >30 = excellent			17.7
15	Attendees at the final event	<50 = poor; 50-100 = good; >100 = excellent			N/A

Figure 9 Progress of the KPIs up to M24.

As shown in Figure 9, three KPIs require additional attention: Social media followers, Number of papers/articles submitted, and Attendees per workshop at professional events. Nevertheless, mitigation actions and improvement strategies have already been implemented for all three indicators.

Regarding the number of *Social media followers*, an updated social media campaign was introduced in M21, resulting in a 23.8 % increase in followers over the last three months and indicating a positive trend for this KPI. Concerning the *Number of papers/articles submitted*, an internal alignment held during M21 encouraged partners to strengthen their scientific dissemination efforts, and four papers/articles are currently under development. Finally, to improve the KPI related to *Attendees per workshop at professional events* rating, partners were encouraged to prioritise participation in high-outreach events and activities.

5 Maximising Impact and Defining Stakeholders

Maximising the impact of the AccesS project requires a combination of targeted dissemination, communication and exploitation activities aligned with the project's timeline and stakeholder needs. Building upon the strategy established in D14.1, this chapter revisits the approach adopted to maximise impact and briefly reviews the defined stakeholder groups.

5.1 Maximising impact: Phase plan

In addition to the KPIs, D14.1 introduced a set of measures intended to maximise the impact of the project. Structured into three phases according to the different stages of the project's timeline, these actions focus on communication, dissemination and exploitation activities, as illustrated in Figure 10. The status and progress of each phase are updated below.

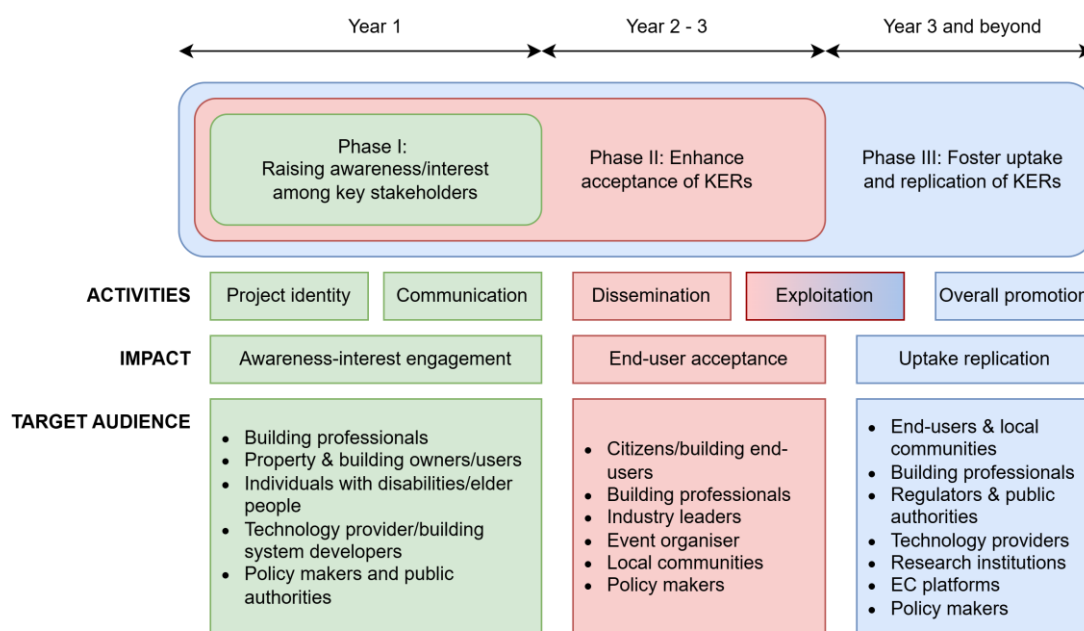


Figure 10 Strategy to maximise the project's impact.

- Phase I – Raise awareness/interest among key stakeholders (Y1):** During this phase, AccesS focused on creating the DEC framework that would guide the project throughout its duration. The main activities consisted of establishing a common project identity, raising awareness and interest regarding the project's expected results (mainly through participation in events and online presence), and evaluating potential pathways for the exploitation of Key Exploitable Results (KERs) considering relevant stakeholder groups.
- Phase II – Enhance acceptance of KERs (Y2-Y3):** During this phase, the expected results started to become more tangible, particularly through the development of the tools included in the AccesS Suite. At this stage (M24), the focus lies on demonstration activities carried out in cooperation with pilot site managers. In parallel, the benefits of the proposed solutions are being showcased in events, publications, and communicated online, supporting future exploitation of results.

As Y2 comes to an end, the key activities to be conducted during Phase II – Y3 include publications related to project results, the organisation and participation in conferences, events, workshops and participatory activities promoting knowledge exchange. Moreover,

the ongoing consolidation of KERs is particularly important at both a partner and project level in order to define the most suitable and impactful exploitation pathways.

- **Phase III – Foster uptake and replication of KERs (Y3 and beyond):** Continuing the activities introduced at the end of Phase II, this stage will focus on promoting the final KERs and related business models, creating the conditions necessary to stimulate broader scalability and replication while engaging end-users and the general public.

The main objective of Phase III is to support market uptake of the previously identified KERs and ensure that the project results continue to be disseminated beyond the project duration. The project's website, for example, is expected to remain online until at least 2030, continuously showcasing the achieved results and participation in relevant conferences and events even after the end of the project.

Apart from the internal strategies adopted to maximise the project's impact and exploitation potential, additional activities have also supported the dissemination and uptake of the AccesS results, particularly through clustering and collaboration with sister and relevant projects.

AccesS is part of the [Built4People](#) network and is aligned with the sister projects: [InclusiveSpaces](#), [ACCESSTECH](#), [Ren+Homes](#), [SHIFT](#), and [BuildON](#). Such collaboration represents an important approach to maximising the project's impact, increasing opportunities for cross-fertilisation, knowledge exchange and shared results. Detailed updates regarding clustering and liaison activities are expected by M36, in Deliverable D15.4 *Project initiatives, partnerships and liaising with other projects II*.

As explained in D14.1, the project's DEC strategy was designed in alignment with the Operational Objectives (OO) of the project, promoting public awareness and maximising impact through digital innovations supporting the design of accessible, inclusive and sustainable built environments.

5.2 Stakeholder Management Plan (SMP)

Identifying relevant stakeholders is essential to maximise the impact, uptake and long-term sustainability of the project's results. Different stakeholder groups play distinct roles in the development, validation, dissemination and exploitation of the project outcomes, influencing aspects such as regulatory uptake, market replication, technological implementation and social acceptance. Therefore, the Stakeholder Management Plan (SMP) was presented in D14.1.

The Stakeholder Management Plan (SMP), presented in detail in D14.1, was structured around five main stakeholder categories relevant to the AccesS project:

- (i) **Policy-Making Bodies and Governance**, supporting regulatory alignment, standardisation activities and long-term policy impact;
- (ii) **Building Industry**, including professionals and companies involved in the implementation of accessible, inclusive and energy-efficient solutions;
- (iii) **Citizens and Building End-users**, representing the main beneficiaries of the AccesS solutions and demonstration activities;
- (iv) **Technology Providers and Suppliers**, contributing to the development, integration and future uptake of innovative technologies and services;
- (v) **Scientific Community**, supporting knowledge transfer, research collaboration and the dissemination of scientific results.

The stakeholder categorisation and overall SMP structure remain unchanged in this updated version of the DEC Plan and continue to support the dissemination, communication and exploitation activities of the project, particularly regarding stakeholder engagement, uptake potential and long-term impact of the AccesS results.

6 AccessS Exploitation Plan

This section presents the updated Exploitation Plan for the AccessS project. Building upon the initial exploitation framework established in D14.1, this section reflects the maturation of the project's Key Exploitable Results (KERs) in terms of KER Inventory and IPR Background, characterisation of final KERs (M12–M20), progress in their technical development, and the preliminary collection of partner exploitation intentions through the Background-foreground-making-using-licensing-other (BFMULO) methodology.

6.1 Key Exploitable Results (KERs)

Since the initial KER set was defined in the Description of Action, a continuous refinement process has been carried out, driven by progress across the technical work packages, partner contributions, and opportunities identified during implementation. The preliminary KERs have been validated and further detailed through structured inputs from KER owners, covering technical maturity, exploitation potential, and alignment with market needs. Alongside this refinement, new exploitable results have been identified. The EV Charging Optimizer is a clear example: it extends the project's principles into the domain of energy flexibility in e-mobility systems, a dimension that gained relevance as the technical work progressed.

During this period M1-M24, KER identification has followed a two-phase process. The first phase involved identifying any additional results themselves and the partners responsible for them (presented in Table 1); the second involved a thorough examination of each result's content, characteristics, market prospects, and exploitation roadmap, including the KERs already identified and the new ones. However, KER identification is treated as a living process, and new results may emerge -and have emerged- as the project matures. Afterwards, each KER will be analyzed from an exploitation perspective, focusing in particular on how they are placed and how they relate to the current market and the benefits that they provide to the users and customers with respect to the solutions already available on the market.

Table 1. List of KERS identified

KER Nº	KER Type	KER Title	Means of Exploitation/Owners
KER 1	S/W, SaaS	Access Suite	Copyright, Direct selling to relevant stakeholders; / CERTH, UNIS
KER 2	S/W, SaaS	Energy Efficient & Sustainable Design Tool	Copyright, Direct selling to relevant stakeholders; Licensed for stand-alone solution, Re-use, re-purpose in future research / QUE
KER 3	S/W, SaaS	Energy Comfortness Tool	Copyright, Direct selling to relevant stakeholders; Licensed for stand-alone solution, Re-use, re-purpose in future research / UNIS
KER 4	S/W, SaaS	ErgoFlow	Copyright, Direct selling to relevant stakeholders; Licensed for stand-alone solution, Re-use, re-purpose in future research / CETEM
KER 5	S/W, SaaS, Methodology	VUMs and VUM-based Virtual Humans	Copyright, Direct selling to relevant stakeholders; Licensed for stand-alone solution, Re-use, re-purpose in future research / FORTH, CERTH
KER 6	S/W, Process	3D Scenarios Simulator	Copyright, Licensed for stand-alone solution, Re-use, re-purpose in future research / CERTH

KER 7	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
KER 8	S/W, Process	Accessibility score methodology implemented in RE GIS	Copyright, Direct selling to stakeholders/ DMO
KER 9	S/W, SaaS	EV charging optimizer	Copyright, Direct selling to relevant, stakeholders; Licensed for stand-alone solution, Re-use, re-purpose in future research/ HIVE
KER 10	S/W, SaaS, Methodology	Accessibility Assessment Tool	Copyright, Direct selling to relevant, stakeholders; Licensed for stand-alone solution, Re-use, re-purpose in future research / FORTH, FRC
KER 11	Proof-of-concept design	Cargo E-Bike Design	Patent, Prototype/ VAIMOO

This document also provides the integration of KERs with all tools and services developed across WP4–WP7 and their integration into the platform. This iterative process has also brought greater clarity on ownership and responsibilities across the consortium, sharper definition of target users and markets for each result, a clearer mapping of dependencies between results and a more rigorous assessment of technological maturity and TRL progression.

The AccesS Suite was described in detailed in D7.2 where two layers of tools can be distinguished: A core Platform, which tools are the infrastructure and enabling components of the AccesS Suite itself; and an integrated technical tools and services, which are those domain-specific tools developed in WP4–WP7 and further integrated into the platform. Table 2 provides the complete mapping from each tool or component to the corresponding KER.

Table 2. AccesS Suite components and KERs

D7.2 Component / Tool	WP / Partner		Maps to KER
CORE PLATFORM TOOLS (Access Suite infrastructure)			
Unified web platform (React frontend, Node.js backend, TimescaleDB database)	WP7 CERTH)	(UNIS,	KER 1 – Access Suite
Buildings Management System (BMS) and BIM/IFC Viewer	WP7 CERTH)	(UNIS,	KER 1 – Access Suite
Central API and Common Information Model (semantic interoperability layer)	WP7 CERTH)	(UNIS,	KER 1 – Access Suite
Dynamic Service Integration framework (register new tools without redeployment)	WP7 CERTH)	(UNIS,	KER 1 – Access Suite
API Access management module (18 registered API clients)	WP7 CERTH)	(UNIS,	KER 1 – Access Suite
User Support and Feedback Tools (Contact Messages, Report an Issue, Bug Reports)	WP7 CERTH)	(UNIS,	KER 1 – Access Suite

INTEGRATED TECHNICAL TOOLS AND SERVICES (integrated through AccesS Suite)		
Energy Efficient and Sustainable Design Tool (EESDT) – IFC-based renovation scenario assessment, SRI, energy KPIs	WP4 (QUE)	KER 2 – EESDT
Energy Comfortness Tool (ECT)* – multi-dimensional indoor comfort assessment and energy related with time-series visualisation	WP4 (UNIS)	KER 3 – ECT
ErgoFlow Evaluation Tool and Library – evaluation of the ergonomics and accessibility of furniture and 3D furniture model catalogue with ergonomic scores and compliance assessment	WP4 (CETEM)	KER 4 – ErgoFlow
Virtual User Models (VUMs) and Virtual Humans (VHs) interfaces – parametric digital human creation	WP5 (FORTH, CERTH)	KER 5 – VUMs and VUM-based Virtual Humans
3D Simulation Environment – scenario editor, step-by-step scenario execution in 3D environments (SANTO authoring tool and 3D simulator)	WP5 (CERTH, FORTH)	KER 6 – 3D Scenarios Simulator
Building Operation and Management System (BOMS) – multi-building sensor monitoring, indoor environmental conditions, energy measurements	WP6 (CERTH)	KER 7 – BOMS
RE GIS module – geospatial accessibility scoring and visualisation of locations	WP6 (DEMO)	KER 8 – Accessibility Score / RE GIS
EV Charging Optimizer (EVC) – real-time load balancing, peak demand reduction, grid stability support for EV charging	WP6 (HIVE)	KER 9 – EV Charging Optimizer
Accessibility Assessment Tool – criterion-based building accessibility scoring and methodology	WP7 (FORTH, FRC)	KER 10 – Accessibility Assessment
HARDWARE / INDUSTRIAL DESIGN (outside AccesS Suite platform)		
Cargo E-Bike – innovative accessible cargo e-bike design developed in the project's micromobility framework	WP6 (VAIMOO)	KER 11 – Cargo E-Bike design

* The Energy Comfortness Tool (ECT) is considered here as a standalone KER as described in D4.2 (standalone version) rather than the integral component of the AccesS Suite platform (KER1), given its tight coupling with BOMS sensor data streams and the platform's building management infrastructure in order to explore a viable standalone market pathway.

6.2 Exploitation Strategy

The AccesS exploitation strategy is centred on the AccesS Suite as the primary vehicle for commercial deployment. The Suite integrates the individual tools and methodologies developed across WP4–WP8 into a coherent, user-facing platform, shown as services for the user. This architectural decision simplifies the route to market by offering a unified solution rather than individual and separated tools.

Under the context of the integrated AccesS Suite, the exploitation approach will be organised considering three complementary axes:

- Commercial exploitation, through the integration of technological results into the AccesS Suite platform and its subsequent market deployment;
- Policy and standardisation uptake, through contributions to EU accessibility frameworks, the European Accessibility Act, and relevant standards bodies;
- Scientific and knowledge exploitation, through publications, open datasets, and integration into academic curricula.

Following these axes, the strategy can distinguish two different categories of exploitable results:

- Technology-based KERs: software tools and systems with direct commercialisation potential, to be integrated into the AccesS Suite or exploited as standalone components.
- Methodology and design-based KERs: outputs with exploitation paths oriented towards standardisation, licensing, policy uptake, or spin-off product development.

The detailed business model definition and commercialisation roadmap will be consolidated in the final Exploitation Report (D15.3, M36), once pilot results and market validation data are available. At this stage, a table for each KERs is presented showing the IPR status updated to reflect each partner declarations received through this period.

KER 1 – AccesS Suite	
Description	Integrated platform consolidating all AccesS tools and modules into a unified, user-facing product. It provides: A unified web-based interface accessible to users with disabilities Centralised identity and access management (SSO across all integrated tools – users authenticate once and access all modules) Building and BIM data management (Buildings Management System + IFC Viewer for 3D building model visualisation) A Central API with a Common Information Model ensuring semantic interoperability between all integrated tools A dynamic service framework enabling new tools to be registered and activated without platform redeployment Indoor comfort monitoring and assessment through the integrated ECT
Asset Type	Software / SaaS integrated platform/ Methodology, Data, Design
TRL	Current: TRL 6 (CERTH card) / TRL 6, validated in Droom je Thuis pilot (UNIS card for ECT component). Target M36: TRL 7–8.
Lead Owner(s)	CERTH (lead developer and IP owner of core platform), UNIS (methodology, support design)
IPR	CERTH: experience and data from previous H2020 projects. UNIS: Energy Comfortness Tool and Unified ECT Framework (pre-existing IP owned by UNIS).

KER 2 – Energy Efficient & Sustainable Design Tool	
Description	Decision-support tool integrating life-cycle assessment analytics and user comfort metrics for sustainable design of built environments. It compiles a catalogue of energy conservation measures and smart readiness products from which it generates alternative renovation strategies. It combines OpenBIM interoperability (IFC), energy performance simulation, and SRI

	assessment in a web-based SaaS environment, enabling designers, engineers, and facility managers to explore and compare renovation and smartification scenarios before implementation.
Asset Type	Software (web application / SaaS)
TRL	Current: TRL 6. Target M36: TRL 7.
Lead Owner(s)	QUE
IPR	Background IP includes QUE's proprietary data management framework, orchestrator, UI, IFC model checker, and Scenario Generator, as well as EnergyPlus (LBNL, open-source).

KER 3 – Energy Comfortness Tool

Description	A tool optimizing energy efficiency and user comfort via machine learning and indoor sensor data that • Address thermal, air quality, acoustic, and visual comfort. • Address the “Energy Comfortness” concept with following 4+1 class system to introduce “Comfortness”, an index of overall comfort. • The overall comfort score ($\bar{S}_c$) is calculated as: $\bar{S}_c = \frac{\sum_{i=1}^N s(c_i) * w_i}{\sum_{i=1}^N w_i}$ • Support architects, designers and civil engineers with data-driven models
Asset Type	Software (web application / SaaS)
TRL	Current: TRL 6. Target M36: TRL 7.
Lead Owner(s)	UNIS (Primary developer and rights holder of the core Energy Comfortness Framework and tool implementations)
IPR	Copyright protected - Source code, documentation, and architectural designs are protected under copyright law. Limited third-party dependencies include Open-source libraries (Streamlit, scikit-learn, EnergyPlus) under compatible licenses, Standards implementation (ISO 7730, EN 12464-1, etc.) for comfort calculations.

KER 4– ErgoFlow

Description	ErgoFlow is a tool for ergonomics and comfort design evaluation incorporating human-factors data and simulation-based assessment. It is an interactive web application that allows designers and manufacturers to assess the ergonomic and accessibility performance of furniture products using 3D models. The Library provides ready-to-use models for 3D design and simulation environments. The Evaluation Tool extends this to custom submissions, providing scores and evaluation reports.
Asset Type	Software (web application), Methodology (ergonomic assessment methodology), Data (parameter tables and reference databases), Design (UI, 3D model viewer).
TRL	Current: TRL 7– validated in relevant environment, prototype tested with real users. Target M36: TRL 8.

Lead Owner(s)	CETEM (lead developer, coordination, integration; 3D models and digital assets); BHA (user testing, validation, end-user feedback, exploitation analysis)
IPR	Software copyright and database right (software, UI, datasets). Trademark protection for 'ErgoFlow' name and logo.

KER 5 – VUMs and VUM-based Virtual Humans

Description	The VUM/VH tool is the parametric human modelling layer of the AccessS platform. FORTH has developed a formal ontology integrating anthropometric parameters and human factors that influence digital and physical accessibility. This enables simulation of diverse user profiles (age, disability type, mobility characteristics). The Semantic Annotation Tool adds a layer of realism to simulations by enabling VHs to interact meaningfully with annotated 3D environment objects.
Asset Type	Software + Methodology
TRL	Current: TRL 7. Target M36: TRL 8.
Lead Owner(s)	FORTH (creator of the formal ontology, VUM editor, VH toolchain, and Semantic Annotation Tool); CERTH (contributor to 3D simulation)
IPR	Trade secret + Scientific publication (FORTH)

KER 6 – 3D Scenarios Simulator

Description	Tool enabling 3D simulation of accessibility scenarios in built environments for design-phase compliance and inclusive design validation. It orchestrates the synthesis of 3D environments, the integration of virtual humans, and the generation of simulation scenarios. It enables architects, engineers, facility managers, building owners, and public authorities to perform test scenarios iteratively against diverse VUM profiles to evaluate building accessibility before any physical intervention, providing quantifiable empirical data that supports evidence-based, inclusive design decisions and reduces the risk of costly physical retrofitting
Asset Type	Software Tool, methodology
TRL	Current: TRL 6. Target M36: TRL 7–8
Lead Owner(s)	CERTH (developer and main IP owner), FORTH (creator of Virtual Humans, contributor to 3D simulation)
IPR	Copyright + Scientific publication (CERTH)

KER 7 – Building Operation & Management System (BOMS)

Description	BOMS aims to improve building energy efficiency by dynamically balancing comfort levels, user behaviour patterns, and cost savings. It incorporates forecasting models providing predictions about energy generation and consumption based on user behaviour, environmental factors, and historical data. It provides recommendations for maximising energy efficiency, cutting expenses, and maintaining high occupant comfort standards. It mainly targets building/facility managers, building designers, and tenants/owners.
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Asset Type	Software System, methodology
TRL	Current: TRL 6. Target M36: TRL 7–8.
Lead Owner(s)	CERTH (developer)
IPR	Software Copyright + Scientific publication (CERTH). Background IP: CERTH experience and data from previous H2020 projects.

KER 8 – Accessibility Score Methodology (RE GIS)

Description	The Accessibility Score Methodology scores implemented within a GIS-based framework for spatial analysis at building and urban scales. It combines a criterion-based scoring methodology (developed with CERTH and FRC contributions) with its GIS-based spatial implementation in the RE GIS module. Citizens and building users can score the accessibility of buildings based on a questionnaire by selecting the building on the map, enabling city-scale accessibility intelligence
Asset Type	Software, methodology
TRL	Current: TRL 6. Target M36: TRL 7.
Lead Owner(s)	DMO (DEMO Consultants) – main exploiter and IP owner of the RE GIS background and foreground; FRC (contributors to the accessibility scoring methodology)
IPR	The RE GIS is built on DMO's existing RE Suite background IP, which is commercially exploited by DEMO Consultants

KER 9 – EV Charging Optimizer

Description	Tool for optimising EV charging strategies treating electric vehicles as active building elements and supporting accessible e-mobility. The EV Charging Optimizer manages EV charging sessions using optimisation algorithms to mitigate peak demand and balance local grid capacity via load shifting. It embeds accessibility as a core requirement – a distinctive feature not found in comparable commercial tools. Two user interfaces are provided: a lightweight web interface for EV drivers (intuitive, accessible, decision support); and a data-intensive dashboard for Charging Point Operators (CPOs) with analytics supporting day-to-day management and long-term planning.
Asset Type	Software Tool
TRL	Current: TRL 5. Target M36: TRL 8.
Lead Owner(s)	Hive Power – developer and primary IP owner; CERTH, VAIMOO (contributors)
IPR	To be defined; HIVE POWER declarations pending. Non-registered soft IP measures (code confidentiality).

KER 10 –Accessibility Assessment Tool (Universal Accessibility Assessment)

Description	Scalable system for accessibility assessments across large building portfolios and urban environments, aligned with the AccesS Assessment Scheme. It consists of two distinct but complementary contributions: ◦ FORTH's software component: simulation-based testing to rigorously evaluate proposed designs and ensure compliance, safeguarding user safety and usability, reducing risk of accidents and errors. ◦ FRC's methodological component: a structured accessibility assessment scheme with multiple dimensions, based on two main pillars – 'Disability Type' and 'Assessment Dimension' – interrelated with Evaluative Criteria and appropriate weighted values for representative building accessibility certification. Together they provide a complete system covering both the assessment methodology and its software implementation.
Asset Type	Software System and methodology
TRL	Current: TRL 6 (FORTH software) / TRL 4 (FRC methodology). Target M36: TRL 8 (FORTH) / TRL 7 (FRC).
Lead Owner(s)	FORTH (creator, software); FRC (creator, methodology – structured accessibility assessment scheme)
IPR	Trade secret (FORTH, software); Copyright/methodology (FRC); joint foreground

KER 11–Design of Innovative Cargo E-Bike

Description	The Cargo E-Bike design addresses the gap between two existing vehicle categories: tricycles/quadracycles offering load capacity and stability but with large footprint and poor manoeuvrability; and traditional two-wheeled bikes offering small footprint and rideability but poor safety and low load capacity. The proposed design aims to cover this gap with particular attention to the elderly population and inclusive mobility needs.
Asset Type	Method, Data, Design, Brand
TRL	Current: TRL 3. Target M36: TRL 5-6.
Lead Owner(s)	VAIMOO
IPR	Patent (pending) + Copyright + Industrial secret (VAIMOO). Key design drivers: inclusiveness, climate resilience, sustainability, and digitalisation of service delivery. Background IP: VAIMOO's engineering and product management know-how. VAIMOO's strategy is to develop a physical prototype to test designed functionalities and implement an industrial and commercial plan aimed at disseminating the developed model.

6.3 IPR Management

Ownership of results follows the principle of generation: results are owned by the partner(s) that generated them, with joint ownership established by mutual agreement for jointly developed results. IPR management in AccesS follows the provisions set out in the Grant Agreement (Article 16) and the Consortium Agreement. The following table (Table 3) summarises the IP types declared by partners.

Table 3. IPR declared for all KERS

KER	Partner	IP Type Declared	Notes
KER 1 – AccesS Suite	CERTH	Copyright + Industrial secret	Background from H2020 projects; technical expertise
KER 2 – Energy Efficient & Sustainable Design Tool	QUE	Industrial secret	Background knowledge confirmed; foreground as trade secret
KER 3 – Energy Comfortness Tool	UNIS	Copyright + Source code + architectural design	Source code, documentation, and architectural designs are protected under copyright law.
KER 4 – ErgoFlow	CETEM	Copyright	ErgoFlow will be exploited both commercially and in further research activities. Commercially, it will be delivered as a Software-as-a-Service (SaaS) solution, providing designers and manufacturers with online access to an interactive platform for assessing the ergonomic and accessibility performance of furniture products using 3D models.
KER 5 – VUM-based Virtual Humans Simulation	FORTH	Trade secret + Scientific publication	Core algorithms protected as trade secret
KER 6 – 3D Scenarios Simulator	CERTH	Copyright + Scientific publication	Foreground generated through project tasks
KER 7 – BOMS	CERTH	Copyright + Scientific publication	Background from H2020; foreground as project output
KER 8 – Accessibility score methodology implemented in RE GIS	DMO	Copyright	Intended to be used by citizens and users of buildings to score the accessibility
KER 9 – EV Charging Optimiser	HIVE	Copyright + Scientific publication	Foreground generated through project tasks
KER 10 – Large-Scale Accessibility Assessment	FORTH	Trade secret + Scientific publication	Core methodology protected as trade secret
KER 10 – Large-Scale Accessibility Assessment	FRC	Copyright methodology IP	/ Foreground contribution to assessment framework
KER 11 – Cargo E-Bike Design	VAIMOO	Patent (pending) + Copyright + Industrial secret	Strongest IP protection profile; patent application under preparation

A key strategic decision of the AccesS consortium is the consolidation of all technological KERS and developed tools within the AccesS Suite (KER 1). At M24, the first version of Suite has been delivered (M22) while an updated version is expected in M32 reflecting upgrades and improvements in project tools. All technical use cases have been described in D1.2 for all tools and in the next period M24-M36

the Suite will be deployed in real conditions as part of the Demonstration and Impact Assessment work packages (WP10, WP11 and WP12). The Cargo E-Bike design (KER 10) will be exploited through complementary pathways.

Regarding the Freedom to Operate (FTO), the Key findings at M24 can be summarized:

- All software KERs (KER1–KER10) are built primarily on open-source components under licences compatible with commercial exploitation (MIT, Apache 2.0, LGPL, PostgreSQL licence, BSL 1.1).
- No patent conflicts have been identified to date. Partners will continue to monitor the IP landscape in their respective domains.
- KER11 (Cargo E-Bike) requires a dedicated design rights and patent FTO analysis, to be completed by VAIMOO with the support of VOLTIVA before M36.
- Joint ownership arrangements will be structured through the Consortium Agreement, following Article 8 and Annex 5 of the Grant Agreement if needed

The governance model for the Suite, including ownership, licensing structure, and long-term maintenance, will be addressed in D15.3.

7 AccesS: Business Model Plans

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 WP13. These plans will be part of the D15.3 Exploitation Report and IPR Protection Plan (M36). Creating a business plan involves not only intentions from partners but variables and circumstances related to the external context and the outcomes we intend to turn into marketable products. The market, including its demand capacity, volume and growth, will be analysed, as well as its evolution and trends. These analyses will serve as the foundation for defining the strategies.

7.1 Market Context and Regulatory Drivers

The AccesS KERs operate across three broad and interconnected market domains: accessible and smart built environments, building energy efficiency and renovation, and sustainable urban mobility. These domains are not independent, but are reflected in the type of integrated, multi-functional platform that AccesS has developed and all three are experiencing significant regulatory-driven growth in the European context. Some regulatory developments that affect the market case for multiple KERs are:

- The European Accessibility Act (EAA, Directive 2019/882/EU) [1], which entered into force for products and services from June 2025. It creates mandatory compliance demand for accessibility assessment, scoring, and management tools across both public and private sectors throughout the EU.
- The Energy Performance of Buildings Directive recast (EPBD, Directive 2024/1275/EU) [2], which entered into force in May 2024 and must be transposed into national law by May 2026, requires all new buildings to be zero-emission by 2030 and targets 35 million building renovations across the EU [7], directly creating demand for the energy efficiency tools and reinforcing the case for an integrated platform (such as KER1) as the operational layer that ties accessibility and energy management together.

7.1.1 Smart building management and facility operations

The European Building Management System (BMS) market was valued at approximately USD 7.5 billion in 2024 and is projected to reach USD 30.75 billion by 2034, growing at a CAGR of approximately 15% [11]. The broader European Building Automation System market is projected to reach USD 41.2 billion by 2030 at a CAGR of 10.2% [12], with the building energy management software segment growing at the fastest rate within it (17.2% CAGR). Europe accounts for approximately 37–39% of global BMS market revenue, making it the dominant region. The European Commission's finding that 75% of the EU building stock is energy-inefficient, combined with the Renovation Wave Strategy targeting 35 million renovations, means this market is structurally driven by regulation rather than discretionary spending. Research on digital twin applications in the built environment [4] [5] [9] confirms that smart building monitoring and management is one of the most active areas of digitalisation, with publication growing steadily since 2017.

7.1.2 Building energy efficiency and renovation tools

The European BIM market, the closest market reference for KER2 (EESDT), KER 3 (ECT) given its IFC/BIM-based approach, is projected to grow from USD 2.44 billion in 2025 to USD 3.78 billion by 2030 at a CAGR of 9.2% [13], with the software segment accounting for approximately 66% of market revenue. The Energy Performance of Buildings Directive is the most significant structural demand driver for KERs 2, 3 and 7. Its twin mandates — mandatory SRI requirements for large non-residential buildings from 2025 and minimum energy performance standards that will trigger the renovation of the 16% worst-performing buildings by 2030 — are reshaping how building professionals approach

renovation planning. Energy service companies, energy consultants, and facility managers will demand tools that combine BIM-based renovation scenario analysis with SRI assessment in a single, interoperable workflow. This is precisely the function that KER3 (EESDT) delivers. The scientific literature reinforces this picture: a 2025 systematic review of SRI research identifies the lack of practical decision-support tools as one of the primary barriers to SRI adoption among building professionals [6], and emerging correlation studies between SRI scores and measured energy performance in European non-residential buildings are beginning to establish the empirical foundation that will make SRI-based tools actionable in practice [7] [8]. Recent systematic reviews on digital twin applications in the built environment confirm that real-time sensor-based monitoring of indoor environmental quality and energy performance is one of the most active and commercially relevant areas of smart building digitalisation [9] [10], positioning BOMS (KER 7) squarely within a growing and well-documented market need.

7.1.3 Accessible urban mobility and EV infrastructure

The European e-cargo bike market was valued at approximately USD 1.05–1.88 billion in 2024 and is projected to grow at a CAGR of 5.9–8.8% through 2029–2035 [15] [16]. The commercial delivery segment holds approximately 55% of the European e-cargo bike market and is the fastest-growing end-use category, driven by the proliferation of low-emission zones – more than 320 are currently in operation across European cities according to the European Environment Agency [18]. This regulatory pressure transforms cargo e-bikes from an alternative into an operational necessity for urban logistics compliance, directly opening the market that KER 9 addresses. The EV Charging Management Software market is one of the fastest-growing technology markets globally: estimated at USD 2.41–2.8 billion in 2024–2025, projected to reach USD 7.5–8.35 billion by 2030 at CAGRs ranging from 23% to 30% depending on source [14]. Europe accounts for over 33% of global market share.

7.1.4 Overall market positioning

The AccesS KER portfolio addresses markets that share a common characteristic: demand is not driven by discretionary investment decisions but by regulatory obligations with fixed compliance deadlines. This is a structurally more durable demand signal than market-driven adoption, and it applies to the majority of all KERs. This, together with the proliferation of low-emission zones across European cities will help creating a compliance pressure that building owners, public authorities, energy service companies, and urban mobility operators cannot defer indefinitely.

The project's core hypothesis reflects that accessibility and energy efficiency are not separate challenges but two dimensions of the same built environment transformation challenge facing European cities and buildings over the next decade. Translating this position into a concrete revenue model and competitive strategy will be the primary objective of the Business Model. The AccesS Suite is not competing in a single vertical market – it is the integration layer that connects three compliance domains simultaneously: accessibility, energy efficiency, and building operations. At the moment, there hasn't been found another comparable solution available in the European market that combines these three dimensions in a single, accessible-by-design platform.

7.2 TAM / SAM / SOM Framework

The TAM/SAM/SOM framework is a standard market sizing methodology used to assess the commercial potential of exploitable results in a structured and realistic way. The Total Addressable Market (TAM) represents the theoretical maximum market demand for a product or service, assuming no competition and full market penetration globally. The Serviceable Available Market (SAM) narrows this to the portion of the TAM that the product can realistically reach given geographic, regulatory, technological, and customer-profile constraints – in the AccesS context, this typically means the

European market segment aligned with European legislation and the specific user types targeted by each KER. The Serviceable Obtainable Market (SOM) is the realistic market share that a partner can capture from the SAM within a defined timeframe, accounting for competition, available resources, and existing distribution channels. The three levels form concentric circles: TAM contains SAM, which contains SOM. Table 4 presents a preliminary estimate drawing on market research reports and Eurostat data [17].

Table 4. TAM/SAM and primary exploitation model for all KERs

KER	TAM (EU, indicative)	SAM (indicative)	Primary Exploitation Model
KER1 – Access Suite	EU BMS/smart building software: USD 7.5Bn (2024) → USD 30.75Bn (2034)	Public buildings + smart city operators, Southern/Eastern Europe	SaaS licensing, institutional procurement
KER2 – EESDT KER3 – ECT	EU BIM/energy software: USD 2.44Bn+ growing with EPBD	ESCOs, building energy consultants in EU	Direct SaaS, ESCO service integration
KER4 – ErgoFlow	Ergonomics software + EU furniture sector	Design firms, furniture manufacturers, accessibility consultants	Direct licensing, B2B compliance services
KER5 – VUM/ VUM-based VHS	EU BIM simulation + human-centred design research	Architectural firms, product design, academic institutions	Licensing, academic, research re-use
KER6 – 3D Scenarios Simulator	EU BIM software: USD 2.44Bn (2025) → USD 3.78Bn (2030), CAGR 9.2%	Architectural firms, research institutes, EAA compliance market	Licensing, academic, research re-use
KER7 – BOMS	EU building automation: USD 25.35Bn (2025) → USD 41.21Bn (2030), CAGR 10.2%	Public buildings, campus management, ESCOs	SaaS licensing, public procurement
KER8 – RE GIS / Accessibility Score	EAA compliance + urban accessibility monitoring market	Municipalities, national agencies (320+ low emission zones in EU [31])	Open methodology + GIS licensing, standardisation
KER9 – EV Charging Optimizer	Global EV charging management software: USD 2.41Bn (2025) → USD 8.26Bn (2030), CAGR ~28%; EU >33% share	Building operators with EV, mobility providers	SaaS, ESCO integration, mobility services
KER10 – Large- Scale Accessibility Assessment	Public authority EAA compliance portfolio management	Municipalities, national agencies across EU	Service model, public procurement, licensing
KER11 – Cargo E- Bike	EU e-cargo bike: USD 1.05–1.88Bn (2024), CAGR 5.9–8.8%	Urban logistics, municipalities, micro-mobility	Design licensing, manufacturing partnership, MaaS

7.3 BFMULO Matrix

To systematically capture and consolidate each partner's exploitation intentions with respect to the project's Key Exploitable Results, the BFMULO methodology will be used, a structured framework widely used in Horizon Europe projects to map how each partner relates to each exploitable outcome. Each letter of the acronym corresponds to a distinct type of exploitation claim or intention:

- **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.)

Table 5 shows a preliminary version. During the last phase of the project, after pilot validation outcomes, partner commercial negotiations, and the finalisation of joint ownership arrangements, it will be updated and finalise for deliverable 15.3 However, it provides a useful overview of the exploitation landscape.

Table 5. Preliminary version of the BFMULO matrix.

KER	Business Model	Financial Model	Market	Users	Licensing	Ownership
KER1 AccesS Suite	–SaaS platform; white-label; enterprise licensing	Subscription (per building / user / module); service revenues	EU smart building and facility management; public authorities (EAA, EPBD driven)	Facility managers, building owners, municipalities, ESCOs, smart city integrators	Proprietary SaaS; open-source infrastructure under permissive licences	CERTH (lead) + UNIS (co-owner); joint exploitation and market transfer
KER2 EESDT	–SaaS (per seat / per user)	Subscription; service fees	EU building energy consultancy and ESCO market; EPBD-driven renovation	Building energy consultants, ESCOs, architects, facility managers	Proprietary (QUE exclusively)	QUE (sole owner); individual exploitation
KER3 – ECT	SaaS (per seat / per user)	Subscription; service fees	EU building energy consultancy and ESCO market; EPBD-driven renovation	Building energy consultants, ESCOs, architects, facility managers	Proprietary (UNIS exclusively)	UNIS (sole owner); individual exploitation
KER4 ErgoFlow	–SaaS; consultancy and certification services	Subscription; discrete fees; flat fee; API licensing	EU furniture and interior design sector; workplace accessibility	Furniture manufacturers, designers, architects, accessibility consultants	Dual: OSS (non-commercial) + proprietary commercial licence;	CETEM (lead) + BHA (interested party); joint exploitation and potential

					ErgoFlow trademark	market transfer
KER5 VUMs/VUM-based VHs	–Proprietary closed-source licensing; academic licensing	Licensing fees; research grants	AEC simulation; human-centred design research	Architects, product designers, researchers, rehabilitation engineers	Proprietary Closed Source (Trade Secrets)	/FORTH (lead) + CERTH; joint exploitation
KER6 – 3D Scenarios Simulator	SaaS; licensed stand-alone; research licensing	Licensing fees; SaaS subscription; research grants	AEC simulation; EAA compliance in building design	Architects, urban planners, accessibility consultants, researchers	Proprietary	CERTH (lead) + FORTH; joint exploitation
KER7 BOMS	–SaaS; licensed stand-alone; technology transfer	Subscription; direct selling; research grants	EU smart building operations; facility management; ESCOs	Facility managers, building operators, energy managers, ESCOs	Proprietary (CERTH)	CERTH (sole owner); individual exploitation / market transfer
KER8 Accessibility Score / RE GIS	–Commercial RE Suite application; SaaS	Pricing by DMO	TBD EU public authority accessibility monitoring; EAA-driven	Municipalities, urban planners, citizens, national accessibility agencies	Proprietary (DMO); access by others requires DMO written consent	DMO (primary IP owner); FRC (methodology contributors)
KER9 Large-Scale Assessment	–Auditing as a service; public procurement licensing	Service fees; licensing fees; public procurement	EU public authority portfolio management; EAA compliance	Municipalities, national accessibility agencies, property managers	Proprietary (FORTH software); open methodology dissemination (FRC); FRC attribution mandatory	FORTH + FRC; joint exploitation
KER10 – EV Charging Optimizer	Cloud-based SaaS	Subscription; pricing TBD	EU EV charging management; smart city mobility operators	Building operators with EV charging, CPOs, municipalities, mobility providers	Proprietary; code confidentiality (no patent intended)	Hive Power (sole owner); individual exploitation
KER11 Cargo E-Bike Design	–Industrial design licensing; manufacturing partnership	Licensing fees; product sales TBD	EU e-cargo bike and urban logistics market	Urban logistics operators, municipalities, micro-mobility providers	TBD; patent industrial design rights under consideration	/VAIMOO (sole owner); individual exploitation

8 Conclusions

This deliverable presented the updated Dissemination, Exploitation and Communication (DEC) plan of the AccessS project at M24. Building upon the strategies and procedures initially established in D14.1 (M6), the present version updated the project's DEC framework according to the progress achieved during the Phase I (Y1) and Phase II (Y2).

The deliverable revisited definitions and Grant Agreement rules mentioned in D14.1, as well as the channels used for DEC activities and the established reporting procedures. Updates over the Key Performance Indicators (KPIs) were reviewed presented up to M24. In addition, measures adopted to maximise impact and the definition of relevant stakeholder groups were revisited to support current and future DEC activities (particularly those related to exploitation), reflecting the transition of the project towards demonstration, validation, replication and business planning activities.

Overall, the DEC and clustering activities carried out up to M24 contributed to strengthening the visibility of the project, consolidating internal workflows and reinforcing dissemination, exploitation and communication efforts. The progress and outcomes of these activities will be further detailed in the final dissemination-, clustering-, and exploitation-related deliverables, namely D15.2, D15.3, and D15.4 respectively.

Finally, the AccessS project has consolidated its portfolio of Key Exploitable Results and completed the first round of systematic partner exploitation intention mapping through the BFMULO methodology. The strategic integration of technological KERs into the AccessS Suite provides a clear and coherent commercialisation path. The detailed business model, joint ownership arrangements, and post-project sustainability plan will be developed during the final project phase and reported in D15.3 at M36.

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