



## D4.4 - Exploitation and Sustainability plan - draft



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n° 825189. This document reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.

#### D4.4 - Exploitation and Sustainability

|                              |   |
|------------------------------|---|
| <b>Project Title</b>         | Think tank for the collaboration on NEXt generation internet between EU- US |
| <b>Project Acronym</b>       | Think NEXUS   |
| <b>Grant Agreement No</b>    | 825189  |
| <b>Instrument</b>            | Coordination & Support Action   |
| <b>Topic</b>                 | Industrial Leadership / Next Generation Internet                            |
| <b>Start Date of Project</b> | 1 <sup>st</sup> November 2018   |
| <b>Duration of Project</b>   | 30 Month  |

|  |  |
|--|--|
| <b>Name of the deliverable</b>         | Exploitation and sustainability plan – draft     |
| <b>Number of the deliverable</b>       | D4.4   |
| <b>Related WP number and name</b>      | WP4 - Dissemination, outreach and sustainability |
| <b>Related task number and name</b>    | Task 4.5 Exploitation and sustainability plan    |
| <b>Deliverable dissemination level</b> | Public   |
| <b>Deliverable due date</b>            | 31/10/19   |
| <b>Deliverable submission date</b>     | 30/10/19   |
| <b>Task leader/Main author</b>         | SPI  |
| <b>Contributing partners</b>           | all  |
| <b>Reviewer(s)</b>                     | Inno TSD   |

#### Abstract

This deliverable presents and describes Think NEXUS *exploitation and sustainability plan – draft*, which provides an overview of the strategy and activities that will be implemented to spread out Think NEXUS' results in line with the needs of the target groups and in order to enable them to benefit from the activities and outputs of the project.

**Keywords:** Next Generation Internet; EU-US collaboration; exploitation; and sustainability

## Revisions

| Version | Submission date | Comments                               | Author |
|---------|-----------------|--|--------|
| v0.1    | 20/09/2019      | Table of Contents                      | SPI    |
| v0.2    | 01/10/2019      | Sections developments                  | SPI    |
| V0.3    | 18/10/2019      | Review                                 | INNO   |
| V1.0    | 30/10/2019      | Integration of comments & finalisation | SPI    |

## Disclaimer

This document is provided with no warranties whatsoever, including any warranty of merchantability, non-infringement, fitness for any particular purpose, or any other warranty with respect to any information, result, proposal, specification or sample contained or referred to herein. Any liability, including liability for infringement of any proprietary rights, regarding the use of this document or any information contained herein is disclaimed. No license, express or implied, by estoppel or otherwise, to any intellectual property rights is granted by or in connection with this document. This document is subject to change without notice. Think NEXUS has been financed with support from the European Commission. This document reflects only the view of the author(s) and the European Commission cannot be held responsible for any use which may be made of the information contained.

### Executive Summary

This document is a product of Think NEXUS (Think tank for the collaboration on NEXt generation internet between EU-US) project, which has received funding from the European Union's Horizon 2020 research and innovation (R&I) programme under grant agreement number 825189. More precisely, this document presents Deliverable 4.4 Think NEXUS' *Exploitation and sustainability plan – draft of Work Package 4 - Dissemination, outreach and sustainability*.

Think NEXUS' Exploitation and sustainability plan is intended to detail how the tangible and intangible outcomes of the project can be exploited and further used after the end of the project. Thus, this document proposes actions on how to create added value of the manifold project's activities and outputs during the project timeline and after its completion.

Think NEXUS' exploitation and sustainability strategy has been developed by identifying and describing the project's exploitation objects and approach, target audiences, expected impacts and exploitation results. Furthermore, this document presents a draft of Think NEXUS' action plan for exploitation and sustainability, which is grounded on three axes: (i) dissemination tools, (ii) general exploitation activities, and (iii) individual exploitation activities.

The management and overall implementation of exploitation and sustainability activities is led by SPI (leader of WP4 - *Dissemination, outreach and sustainability*). However, since Think NEXUS will produce results that can be exploited jointly or separately by the partners, all the partners will be involved in the planning and implementation of the project's exploitation activities. Thus, this document is to be used by all the project partners since it defines initial guidelines and actions, which will represent one of the pillars of Think NEXUS' sustainability.

## Think NEXUS project

The Internet of the future should be more open, provide better services, more intelligence, greater involvement and participation. It needs to reflect the European values". EU's Next Generation Internet initiative is a key opportunity to rethink the way the Internet works today and develop a vision involving voices from across Europe, the US, and beyond, an Internet that embodies the values Europe holds dear, such as openness, inclusivity, transparency, privacy and cooperation.

Thinking global, the NGI will be successful only if a worldwide consensus is found. To that end, collaboration between the EU and the US, both areas being strongly committed to develop the future of the Internet, to shape a sustainable landscape for NGI developments. Indeed, the NGI initiative should design specific actions for policy collaboration, shared technology development and interaction between user-communities, with other initiatives in the world where parts of the NGI infrastructure are designed and deployed; and the US are one of the main places where such activities are held.

Think NEXUS aims to reinforce EU-US collaboration, through its dedicated Think Tank, involving major stakeholders (researchers, entrepreneurs, policy makers) from both sides of the Atlantic on NGI-related topics in three Focus Areas: Science and Technology, Innovation and Entrepreneurship and Policy. Its mission is to become an important and lasting entity, involving stakeholders and disseminating NGI visions in a collaborative approach for tackling NGI challenges, and benefit society at large. More specifically, Think NEXUS is expected to boost the strategic research, industrial partnerships and policy compliances among the respective communities of the NGI areas and, thus, result in substantial socio-economic benefits in both the EU and the US.

## Content

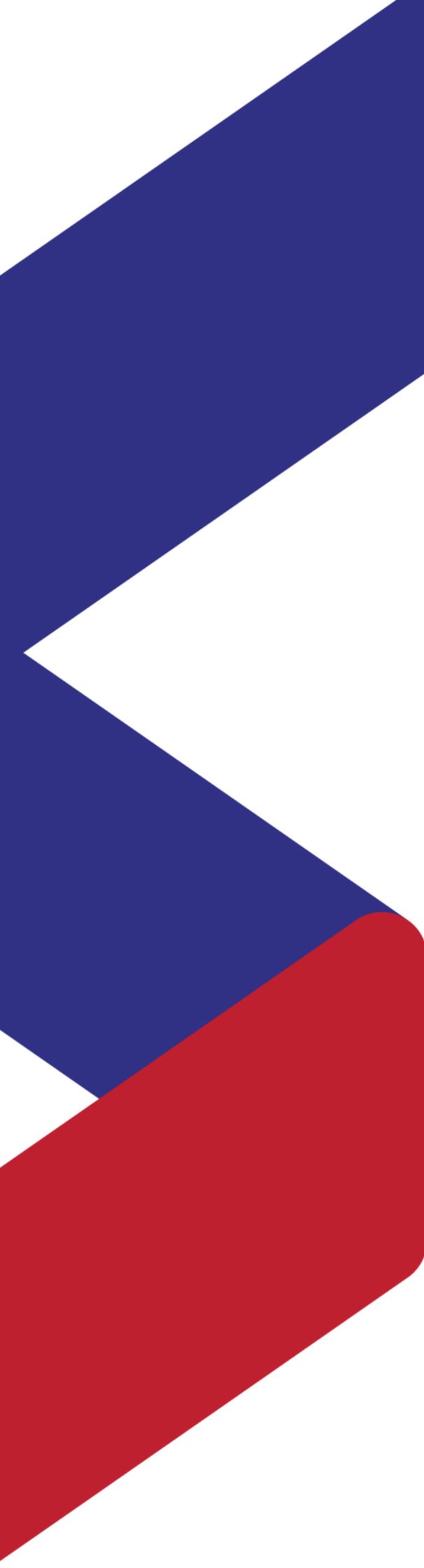
|   |    |
|---|----|
| 1. Introduction & Purpose.....                            | 2  |
| 2. Overall Exploitation and Sustainability Strategy ..... | 4  |
| 2.1. Exploitation Approach.....                           | 5  |
| 2.2. Target Audiences.....                                | 6  |
| 2.3. Expected Impacts .....                               | 7  |
| 2.4. Exploitable Results .....                            | 9  |
| 3. Action Plan .....                                      | 13 |
| 3.1. Dissemination Tools .....                            | 13 |
| 3.2. General Exploitation Activities .....                | 14 |
| 3.3. Individual Exploitation Activities .....             | 15 |
| 4. Next Steps and Monitoring .....                        | 19 |
| 5. Final Remarks .....                                    | 22 |

## Index of Figures

|   |          |
|---|----------|
| <b>Figure 1 Think NEXUS' exploitation and sustainability framework.....</b> | <b>4</b> |
|---|----------|

## Index of Tables

|   |           |
|---|-----------|
| <b>Table 1 Think NEXUS Target Audiences.....</b>  | <b>6</b>  |
| <b>Table 2 Think NEXUS' Expected Impacts.....</b>                                       | <b>7</b>  |
| <b>Table 3 Think NEXUS Exploitable Results .....</b>                                    | <b>9</b>  |
| <b>Table 4 Think NEXUS' Deliverables' Contribution to the Exploitable Results .....</b> | <b>10</b> |
| <b>Table 5 Think NEXUS Dissemination Tools .....</b>                                    | <b>13</b> |
| <b>Table 6 Think NEXUS General Exploitation Activities .....</b>                        | <b>14</b> |
| <b>Table 7 Individual Exploitation Plans.....</b>                                       | <b>15</b> |
| <b>Table 8 Next Steps .....</b>   | <b>19</b> |
| <b>Table 9 List of Performance Indicators .....</b>                                     | <b>20</b> |



# **CHAPTER 1 - Introduction & Purpose**

### 1. Introduction & Purpose

This document is developed as part of the Think NEXUS (*Think tank for the collaboration on NEXt generation internet between EU- US*) project, which has received funding from the European Union's (EU) Horizon 2020 research and innovation (R&I) programme under grant agreement number 825189. The **Exploitation and sustainability plan – draft** represents Deliverable 4.4 of Work Package 4 (WP) - Dissemination, outreach and sustainability.

WP4's main objective is to develop and implement outreach activities to create awareness and disseminate the project and its results, and to ensure the long-term sustainability of the project and its outcomes. WP4's specific objectives are:

- Define and implement outreach activities, complemented with dissemination activities, and based on a specific plan;
- Develop and animate a web platform to ensure the project's online presence, to engage and make available relevant information to stakeholders;
- Prepare and implement an international NGI EU / United States (US) symposium;
- Develop a plan for the exploitation of the project results by partners or external stakeholders; and
- Develop a plan for the long-term sustainability of the project to ensure that collaboration between the EU and US as fostered in the project continues beyond its conclusion.

Furthermore, *D4.4. Exploitation and sustainability plan – draft* is a public document that aims to provide a first plan of Think NEXUS' exploitation and sustainability goals and activities. An interim (D4.5 Exploitation and sustainability plan – update) and a final (D4.6 Exploitation and sustainability plan – final) versions will be provided in M24 and M30. In addition, this document aims to provide an initial overview about how Think NEXUS' tangible and intangible outcomes can be exploited and further used after the project's completion.

The development of the *Exploitation and sustainability plan – draft* is led by SPI (leader of WP4 - Dissemination, outreach and sustainability); however, all project partners will be involved in the exploitation activities, since the project will produce results that can be exploited jointly or separately by the partners.



## **CHAPTER 2 - Overall Exploitation and Sustainability Strategy**

## 2. Overall Exploitation and Sustainability Strategy

Think NEXUS' exploitation and sustainability strategy aims to provide the target audiences with updated information about the project's outcomes in order to maximise its impact during and after the project's lifetime. More precisely, Think NEXUS' exploitation and sustainability strategy refers to the planning and implementation of activities of mainstreaming and multiplication of the project results.

Furthermore, Think NEXUS' exploitation and sustainability plan complements *D4.1 Dissemination and Outreach Plan* and proposes actions on how to create added value of the manifold project's activities and outputs during the project timeline and after its completion. Therefore, Think NEXUS' exploitation and sustainability strategy has been developed by identifying and describing the exploitable outcomes, the potential target audiences, the activities and the channels through which the project results will be exploitation during and after its lifetime. Figure 1 presents Think NEXUS' exploitation and sustainability framework.

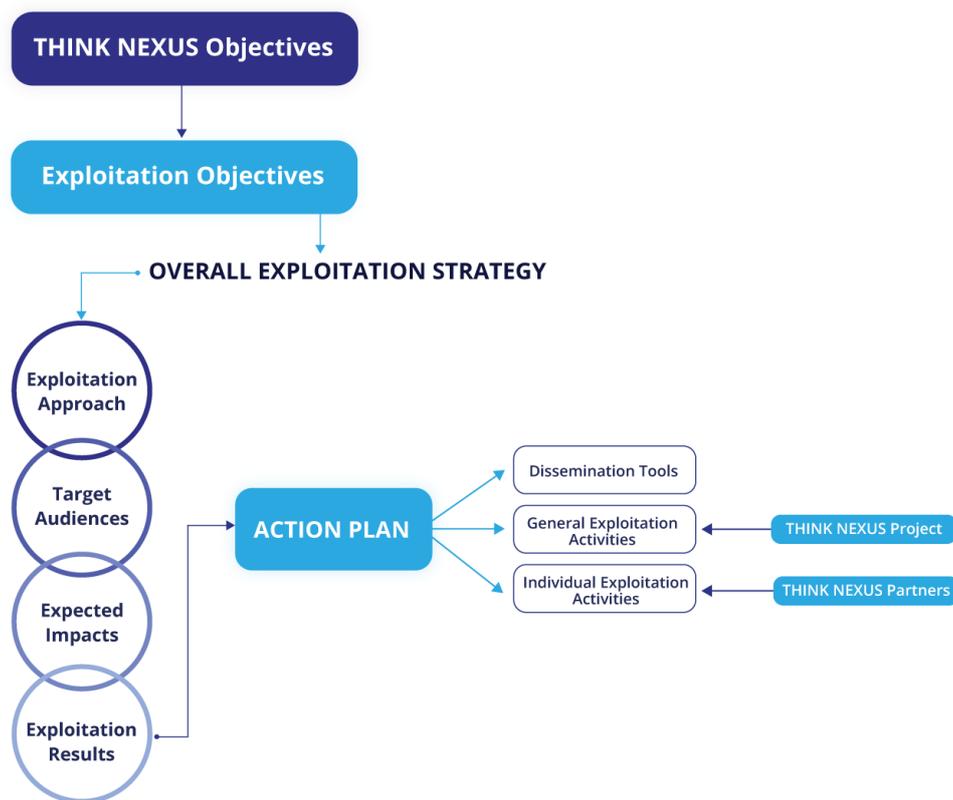


Figure 1 Think NEXUS' exploitation and sustainability framework

### 2.1. Exploitation Approach

The concept of exploitation is different from the concept of dissemination, although an effective exploitation strategy should include both dissemination and exploitation activities. In this context, it is highly important to understand the concepts of dissemination and exploitation.

**Dissemination** is the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including scientific publications in any medium. **Exploitation** is the use of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities<sup>1</sup>.

Even though exploitation and dissemination are different concepts, an exploitation strategy is intrinsically linked to the development of dissemination activities. Therefore, while dissemination is related to making the results of the project visible, the exploitation is responsible for guaranteeing the use of the project results in other activities during and after its implementation.

In this context, Think NEXUS' exploitation and sustainability strategy is focused on exploiting the project outcomes so they can be used in multiple contexts and situations by relevant stakeholders, who will take advantage of these results to further promote EU-US collaboration on NGI-related areas. **Thus, the main aim of Think NEXUS' exploitation and sustainability strategy is to spread the project results to the relevant stakeholders so that the knowledge that is generated by the project has a long run impact on EU-US collaboration.**

In order to achieve its exploitation goal, Think NEXUS has developed an initial set of activities and tools to ensure an effective exploitation of the results during and after the completion of the project. These tools and activities will allow the project target audiences to benefit from the knowledge generated during the project lifetime, which can lead to the development of further EU-US cooperation activities on NGI-related areas. Therefore, the main objectives of Think NEXUS' Exploitation and Sustainability Plan are:

- Ensure the sustainability of the project results after its completion;
- Coordinate all levels and types of exploitation of the knowledge produced during the project lifetime;

---

<sup>1</sup> European Commission, Dissemination and Exploitation in Horizon 2020, [https://ec.europa.eu/research/participants/data/ref/h2020/other/events/2017-03-01/8\\_result-dissemination-exploitation.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/other/events/2017-03-01/8_result-dissemination-exploitation.pdf)

## D4.4 - Exploitation and Sustainability

- Encourage the target stakeholders to provide inputs regarding the project outcomes and results;
- Provide recommendations and guidelines for the continuous use of the project's results after the end of the project; and
- Guarantee that the project developments are communicated to the target stakeholders often through the project dissemination activities.

### 2.2. Target Audiences

The exploitation target audiences are entities or individuals that can benefit from Think NEXUS' tangible and intangible results. Therefore, in order to ensure the sustainability of the project, as well as an effective exploitation of the results achieved, Think NEXUS has selected the following target audiences (Table 1).

Table 1 Think NEXUS Target Audiences

| Target Audiences   | Profile  |
|--|--|
| <b>EU and US policy makers</b>   | EU and US policy makers related with NGI decision-making have been involved in Think NEXUS to guarantee that policy cooperation between the EU and US on NGI is promoted.      |
| <b>Research funding agencies</b>   | EU and US funding agencies that support projects related with NGI-related areas. Think NEXUS will mainly focus its efforts in the EC and the NSF.                              |
| <b>EU and US STI experts/structures on NGI-related fields</b>                      | Research and innovation institutions, incubators and other STI actors related with ICT, and especially NGI, are involved on Think NEXUS activities.                            |
| <b>EU and US associations, networks and public and private partnerships (PPPs)</b> | Representatives of associations, PPPs and research and innovation networks focused on NGI-related topics have been involved in the project (including sandardisation focused). |
| <b>End users</b>   | Think NEXUS aims to engage EU and US end users in the project activities in order to increase awareness on NGI technological and scientific progress.                          |
| <b>Media Groups</b>  | EU and US media groups and communicators will be engaged in order to provide a wider coverage of Think NEXUS and its activities.   |

The identification of the exploitation target audiences allows an easier transfer of the project outcomes, as well as the definition of more focused common and individual exploitation tools

#### D4.4 - Exploitation and Sustainability

and activities. In this context, the planned exploitation tools and activities take into account the profile, needs and expectations of the abovementioned target audiences in order to guarantee that Think NEXUS tangible and intangible results are exploited and, therefore, the project guarantees its sustainability after its completion.

Therefore, to achieve the target audiences detailed on

, Think NEXUS has developed common and individual exploitation and sustainability strategies in line with target audiences' profiles and type of project results.

### 2.3. Expected Impacts

Think NEXUS is expected to generate different types of impacts, which are a result of the project's tasks. More precisely, the project is foreseen to provide relevant stakeholders with highly relevant knowledge about EU-US cooperation on NGI-related topics.

| Expected Impacts   | How Think NEXUS will address the impact  |
|--|--|
| <b>Enhanced EU – US cooperation in NGI, including policy cooperation</b> | <ul style="list-style-type: none"><li>• <b>Task 1.2 and 1.3</b> - Think NEXUS aims to contribute to the enhancement of EU-US cooperation in NGI-related topics by implementing a number of activities and developing tools that build on successful past initiatives and provide the foundation for continuous future cooperation.<br/>This will be facilitated by the establishment of the Think NEXUS think tank, which is foreseen to support linking EU and US NGI related communities and develop recommendations to enable cooperation.</li><li>• <b>Task 2.1</b> - Think NEXUS will also provide an analysis of the current EU-US NGI landscape, identifying relevant policies, regulations and programmes in these areas. Moreover, the project will develop an overview of key industry programmes, priorities, networks and projects. This collection of information will provide Think NEXUS with a valuable framework to improve the expected cooperation, allowing stakeholders from both regions to work under a common direction.</li><li>• <b>Task 2.2</b> - To maximise the information collected, Think NEXUS will establish and operate three Thematic Working Groups focusing on the areas of: (i) Science and Technology, (ii) Innovation and Entrepreneurship, and (iii) Policy. These working groups include EU and US experts that will cooperate closely during the project lifetime. They will convene in project events, including the Thematic Workshops</li><li>• <b>Task 2.3</b> - Think NEXUS will investigate future trends on NGI and</li></ul> |

#### D4.4 - Exploitation and Sustainability

|   |  |
|---|--|
|   | <p>prepare a roadmap to facilitate collaboration between the EU and US.</p> <ul style="list-style-type: none"> <li>• <b>Task 3.1, Task 3.2, and Task 3.3</b> - Think NEXUS will target community builders in order to identify, leverage and create links with different target groups and initiatives between the EU and US with the aim of reinforcing joint cooperation. This will be possible through an agile stakeholder management approach (Task 3.1) and work on the EU (Task 3.2) and US (Task 3.3) ecosystems.</li> <li>• <b>WP4</b> - The organisation of webinars and the international symposium will bring together stakeholders from different regions to discuss cooperation opportunities around topics related to NGI</li> </ul>  |
| <p><b>Reinforced collaboration and increased synergies between the NGI and the Tomorrow's Internet programmes</b></p> | <ul style="list-style-type: none"> <li>• <b>Task 1.2</b> - Think NEXUS will act at a bridge for facilitating exchanges (Task 1.2) between both EU NGI and Tomorrow's Internet programme stakeholders by providing them with up-to-date content and a forum for exchanges with their prime targets.</li> <li>• <b>Task 3.2 and Task 3.3</b> - To reinforce collaboration between NGI and Tomorrow's Internet programmes, Think NEXUS will focus on strengthening the links within the NGI ecosystem in Europe (Task 3.2). It will also engage and explore opportunities with the US ecosystem (Task 3.3). In both scenarios, the project will explore the areas of Science and Technology, Innovation and Entrepreneurship, and Policy; and coordinate with and contribute to other ongoing initiatives in these ecosystems. In doing so, Think NEXUS will be positioned to identify key collaboration areas and opportunities for synergies that can be explored within the framework of project events (workshops, symposium – WP2/WP4) and the development of project outputs (e.g. Future Trends and Collaboration Roadmap).</li> </ul> |
| <p><b>Developing interoperable solutions and joint demonstrators, contributions to standards</b></p>                  | <ul style="list-style-type: none"> <li>• <b>WP2 and WP4</b> - Think NEXUS will act as a facilitator in the definition of potential interoperable solutions and joint demonstrators. This will be possible by the involvement of various stakeholders (starting with the project experts) from the EU and US. Discussions on solutions and demonstrators will be held within the framework of the workshops (WP2) and webinars (WP4).</li> </ul>  |

provides an overview about Think NEXUS' expected impacts and how the project plans to achieve these impacts through its tasks and WPs.

Table 2 Think NEXUS' Expected Impacts

| Expected Impacts | How Think NEXUS will address the impact |
|------------------|---|
|------------------|---|

|   |  |
|---|--|
| <p><b>Enhanced EU – US cooperation in NGI, including policy cooperation</b></p> | <ul style="list-style-type: none"> <li>• <b>Task 1.2 and 1.3</b> - Think NEXUS aims to contribute to the enhancement of EU-US cooperation in NGI-related topics by implementing a number of activities and developing tools that build on successful past initiatives and provide the foundation for continuous future cooperation.<br/><br/>This will be facilitated by the establishment of the Think NEXUS think tank, which is foreseen to support linking EU and US NGI related communities and develop recommendations to enable cooperation.</li> <li>• <b>Task 2.1</b> - Think NEXUS will also provide an analysis of the current EU-US NGI landscape, identifying relevant policies, regulations and programmes in these areas. Moreover, the project will develop an overview of key industry programmes, priorities, networks and projects. This collection of information will provide Think NEXUS with a valuable framework to improve the expected cooperation, allowing stakeholders from both regions to work under a common direction.</li> <li>• <b>Task 2.2</b> - To maximise the information collected, Think NEXUS will establish and operate three Thematic Working Groups focusing on the areas of: (i) Science and Technology, (ii) Innovation and Entrepreneurship, and (iii) Policy. These working groups include EU and US experts that will cooperate closely during the project lifetime. They will convene in project events, including the Thematic Workshops</li> <li>• <b>Task 2.3</b> - Think NEXUS will investigate future trends on NGI and prepare a roadmap to facilitate collaboration between the EU and US.</li> <li>• <b>Task 3.1, Task 3.2, and Task 3.3</b> - Think NEXUS will target community builders in order to identify, leverage and create links with different target groups and initiatives between the EU and US with the aim of reinforcing joint cooperation. This will be possible through an agile stakeholder management approach (Task 3.1) and work on the EU (Task 3.2) and US (Task 3.3) ecosystems.</li> <li>• <b>WP4</b> - The organisation of webinars and the international symposium will bring together stakeholders from different regions to discuss cooperation opportunities around topics related to NGI</li> </ul> |
| <p><b>Reinforced collaboration and increased synergies between the NGI</b></p>  | <ul style="list-style-type: none"> <li>• <b>Task 1.2</b> - Think NEXUS will act at a bridge for facilitating exchanges (Task 1.2) between both EU NGI and Tomorrow’s Internet programme stakeholders by providing them with up-to-date content and a forum for exchanges with their prime targets.</li> <li>• <b>Task 3.2 and Task 3.3</b> - To reinforce collaboration between NGI and</li> </ul>   |

## D4.4 - Exploitation and Sustainability

|  |  |
|--|--|
| <p><b>and the Tomorrow's Internet programmes</b></p>   | <p>Tomorrow's Internet programmes, Think NEXUS will focus on strengthening the links within the NGI ecosystem in Europe (Task 3.2). It will also engage and explore opportunities with the US ecosystem (Task 3.3). In both scenarios, the project will explore the areas of Science and Technology, Innovation and Entrepreneurship, and Policy; and coordinate with and contribute to other ongoing initiatives in these ecosystems. In doing so, Think NEXUS will be positioned to identify key collaboration areas and opportunities for synergies that can be explored within the framework of project events (workshops, symposium – WP2/WP4) and the development of project outputs (e.g. Future Trends and Collaboration Roadmap).</p> |
| <p><b>Developing interoperable solutions and joint demonstrators, contributions to standards</b></p> | <ul style="list-style-type: none"> <li>• <b>WP2 and WP4</b> - Think NEXUS will act as a facilitator in the definition of potential interoperable solutions and joint demonstrators. This will be possible by the involvement of various stakeholders (starting with the project experts) from the EU and US. Discussions on solutions and demonstrators will be held within the framework of the workshops (WP2) and webinars (WP4).</li> </ul>  |

## 2.4. Exploitable Results

Think NEXUS is expected to generate five main exploitable results. The exploitable results produced by Think NEXUS address the specific needs of the target audiences and represent a competitive advantage over the existing knowledge on EU-US collaboration on NGI-related fields. Thus, Table 3 presents an overview of Think NEXUS' exploitable results, including the target groups and the indicators associated with each one of the exploitable results.

Table 3 Think NEXUS Exploitable Results

| Exploitable result  | Target Groups                                  | Indicator  | Description   | Initial means for exploitation  |
|---|--|--|---|---|
| <p><b>Think Tank (established cluster/ association)</b></p> | <p>All</p>                                     | <p>Number of members (including organisations and individuals)</p> | <p>Analysis of new cluster/ association website members</p> | <ul style="list-style-type: none"> <li>• Project website</li> <li>• NGI Community</li> <li>• Social media</li> <li>• Newsletters</li> </ul> |
| <p><b>Think NEXUS Final recommendations</b></p>             | <p>Policy makers, STI experts/ structures,</p> | <p>Number of actions deriving from recommendations</p>             | <p>Review of new EU actions that are aligned</p>            |   |

#### D4.4 - Exploitation and Sustainability

|  |  |  |   |   |
|--|--|--|---|---|
|  | associations and networks  |  | with the recommendations proposed in the project  | <ul style="list-style-type: none"> <li>• Printed dissemination materials</li> <li>• Engagement with other projects</li> <li>• Presence in relevant events</li> <li>• Think NEXUS International Symposium</li> </ul> |
| <b>NGI Policies, regulations, programmes and networks in EU and US</b> | Policy makers, STI experts/ structures, associations and networks, end users | Number of downloads from Think NEXUS website | Number of times report has been downloaded from the website by different stakeholder groups   |   |
| <b>Think NEXUS website</b>   | All  | Number of views                              | Number of views the website received during the project's lifetime. The website will be running for three years after the end of the project. |   |
| <b>Future Trends &amp; Collaboration Roadmap</b>                       | STI experts/ structures, associations and networks, end users                | Number of new initiatives                    | Number of new initiatives started based on proposed opportunities   |   |
| <b>Think NEXUS's NGI book</b>  | All  | One e-book published                         | Development of an e-book during the project lifetime  |   |

Furthermore, the project deliverables highly contribute to the achievement of the exploitation results detailed in the table above. Thus, Table 4 presents an overview about how the submitted project deliverables contribute to the foreseen exploitable results.

Table 4 Think NEXUS' Deliverables' Contribution to the Exploitable Results

| Deliverable | Dissemination Level | Contribution to the exploitable results |
|-------------|---------------------|---|
|-------------|---------------------|---|

#### D4.4 - Exploitation and Sustainability

|  |  |   |
|--|--|---|
| D1.1 Think NEXUS think tank operational guidelines                   | Public   | <ul style="list-style-type: none"> <li>Initial set of operational guidelines for Think Nexus' Think Tank and Expert Groups.</li> <li>Basic principles and responsibilities of the Think Tank and how the Think Tank should be operated.</li> <li>Initial contribution to the exploitable result: Think Tank (established cluster/ association).</li> </ul>              |
| D1.4 Think tank strategic outline (final)                            | Confidential, only for members of the consortium (including the Commission Services) | <ul style="list-style-type: none"> <li>Final strategic lines of work for the Think NEXUS' Think Tank.</li> <li>Exploitable result: <i>Think Tank (established cluster/ association)</i>.</li> </ul>   |
| D2.1 Overview on NGI access opportunities from EU and US (initial)   | Public   | <ul style="list-style-type: none"> <li>Overview of public funding opportunities in NGI related topics provided by the EU or the US and open to researchers from both regions.</li> <li>Initial contribution to the exploitable result: <i>NGI Policies, regulations, programmes and networks in EU and US</i>.</li> </ul>   |
| D2.3 NGI Policies, regulations, programmes and networks in EU and US | Public   | <ul style="list-style-type: none"> <li>Overview of policy and regulation frameworks for both the EU and the US in NGI-related topics.</li> <li>Contribution to the exploitable result: NGI Policies, regulations, programmes and networks in EU and US.</li> </ul>  |
| D2.4 Thematic Workshop #1 report                                     | Public   | <ul style="list-style-type: none"> <li>Outcomes of the Expert Groups' round tables that occurred during the first Thematic Workshop (Washington DC (US), 10<sup>th</sup> July 2019)</li> <li>Contribution to the exploitable results: <i>NGI Policies, regulations, programmes and networks in EU and US; and Future Trends &amp; Collaboration Roadmap</i>.</li> </ul> |
| 2-pager summary from the first workshop                              | Public   | <ul style="list-style-type: none"> <li>Synthesised outcomes from the first workshop.</li> </ul>   |
| D4.1 Dissemination and Outreach Plan                                 | Public   | <ul style="list-style-type: none"> <li>Think NEXUS' dissemination and outreach strategy, tools and materials.</li> </ul>  |
| D4.2 Dissemination and outreach tools and materials                  | Public   | <ul style="list-style-type: none"> <li>Contribution to the exploitation of all the results.</li> </ul>  |

## CHAPTER 3 – Action Plan

### 3. Action Plan

As mentioned in previous section, Think NEXUS will produce results that can be exploited jointly or separately by the partners. Therefore, a common and individual strategy to exploit Think NEXUS’ results and ensure its sustainability should include three main axes:

- Dissemination tools to support exploitation activities;
- General exploitation activities (focused on the type of results produced); and
- Individual exploitation activities (focused on the role that each partner can play to exploit the results and ensure the project’s sustainability).

These axes are further explained in the subsections below.

#### 3.1. Dissemination Tools

Think NEXUS has established a set of dissemination tools that will be crucial for the exploitation of the project results. In this sense, the project partners will use the following dissemination tools to reach out to the different target audiences and guarantee the effectiveness of Think NEXUS’ exploitation and sustainability strategy (Table 5).

Table 5 Think NEXUS Dissemination Tools

| Tool                            | Exploitation Potential  |
|---------------------------------|---|
| Website                         | Think NEXUS’ results will be exploited through various resources available in the project website, namely: <ul style="list-style-type: none"> <li>• <b>News:</b> <a href="https://thinknexus.ngi.eu/news/">https://thinknexus.ngi.eu/news/</a></li> <li>• <b>Project Deliverables:</b> <a href="https://thinknexus.ngi.eu/repository/project-deliverables/">https://thinknexus.ngi.eu/repository/project-deliverables/</a></li> <li>• <b>Publications:</b> <a href="https://thinknexus.ngi.eu/repository/publications/">https://thinknexus.ngi.eu/repository/publications/</a></li> </ul> |
| NGI Community                   | The NGI Community will be leveraged to spread out Think NEXUS’ results to all the members of the NGI network.   |
| Social media                    | The results of the project will be exploited through its social media accounts in Twitter and in its LinkedIn group.  |
| Newsletters                     | Think NEXUS’ newsletters provide relevant information about the project’s activities and outcomes. The project newsletters are available in the project’s website: <ul style="list-style-type: none"> <li>• <b>Newsletters:</b> <a href="https://thinknexus.ngi.eu/repository/newsletters/">https://thinknexus.ngi.eu/repository/newsletters/</a></li> </ul>  |
| Printed dissemination materials | The development of project roll ups and flyers will enhance the promotion of Think NEXUS and its results. These materials are available in Think NEXUS website:   |

#### D4.4 - Exploitation and Sustainability

|                                       |   |
|---------------------------------------|---|
|                                       | <ul style="list-style-type: none"> <li>• <b>Promotional Materials:</b><br/> <a href="https://thinknexus.ngi.eu/repository/promotional-materials/">https://thinknexus.ngi.eu/repository/promotional-materials/</a> </li> </ul> |
| <b>Engagement with other projects</b> | Think NEXUS will engage with other projects (especially NGI projects) in order to disseminate and exploit the project results.  |

### 3.2. General Exploitation Activities

As mentioned in previous sections, the main aim of Think NEXUS' exploitation and sustainability strategy is to spread the project results to the relevant stakeholders so that the knowledge that is generated by the project has a long run impact on EU-US collaboration on NGI-related fields. In this context, a set of general exploitation activities have been defined to ensure an effective exploitation and sustainability of Think NEXUS' results (Table 6):

Table 6 Think NEXUS General Exploitation Activities

| Activity  | Description  |
|---|--|
| <b>Provide high quality outputs</b>                   | <p>Think NEXUS has and will continue to provide high quality deliverables developed from across the five WPs. The project deliverables have and will be subject to an internal quality procedure in order to ensure the quality of its impact. In total, 28 deliverables will be developed during the project lifetime, out of which 20 will be public and accessible through Think NEXUS' website.</p> <p>Furthermore, project partners will accomplish a list of 10 milestones, which will facilitate the monitoring process of the project and consequent successful achievement of its objectives.</p> |
| <b>Guarantee the sustainability of the Think Tank</b> | <p><i>Task 1.2 Think NEXUS setup, governance and sustainability</i> will outline the framework conditions for the establishment of Think NEXUS as an EU-US NGI Cluster. It will also provide the terms of reference for its long-term operations and a tentative action plan for the near future, which is expected to guarantee the sustainability of the Think Tank.</p>   |
| <b>Establish synergies with relevant projects</b>     | <p>Think NEXUS has started to develop synergies and will continue to join forces with other initiatives and H2020 projects, mainly with NGI projects. In this context, Think NEXUS has and will continue to include in its Expert Groups members from other NGI projects and H2020 projects, which highly contribute to the quality of the round tables.</p> <p>In addition, Think NEXUS has and will continue to leverage its presence in the NGI Forum to establish synergies within the NGI community and, thus, exploit the project results to a broader community.</p>                                |

#### D4.4 - Exploitation and Sustainability

|   |  |
|---|--|
| <b>Implement thematic workshops</b>   | Three thematic workshops will be organised under <i>Task 2.2 Think NEXUS Thematic Workshops</i> . These events will be an opportunity for the members of the Expert Groups to have face to face discussions about EU-US NGI-related topics. Moreover, the results of the three thematic workshops will be an important part of exploitable results detailed in Table 3.                  |
| <b>Ensure the effective dissemination of results during Think NEXUS International Symposium</b> | Think NEXUS will organise an International Symposium (Task 4.4) with the aim of joining EU and US stakeholders related to NGI and fostering discussions on future priorities and collaborations. Thus, Think NEXUS' International Symposium will represent an important opportunity to disseminate the project exploitation results across a relevant network of EU and US stakeholders. |
| <b>Present Think NEXUS in relevant events</b>   | Think NEXUS' partners will attend relevant events during which they will disseminate the project's results through presentations and dissemination materials.  |

### 3.3. Individual Exploitation Activities

Think NEXUS' exploitable results address specific needs of the project's target audiences. Thus, the project's exploitation and sustainability strategy includes individual strategies and activities according to the profile of each partner.

In this context, Think NEXUS partners will contribute to the development and sustainability of an efficient ecosystem and exploit the outcomes within their internal activities and networks. Each of the individual exploitation plans is integrated into the overall exploitation and sustainability strategy, taking into account the assets of those partners involved. All the partners are committed to the exploitation of Think NEXUS' results beyond its completion in order to ensure the sustainability of the results. Table 7 presents the individual exploitation plans of Think NEXUS' partners.

**Table 7 Individual Exploitation Plans**

| Partner     | Individual Exploitation Plan  |
|-------------|---|
| <b>INNO</b> | As consultancy group involved in major EU-US initiatives, inno TSD will build upon its current network and further position itself on US ICT / NGI networks (built upon several successful projects) by being the prime promoter of the Think NEXUS entity, thus reinforcing its capacities in the market concerned and further |

## D4.4 - Exploitation and Sustainability

|                    |  |
|--------------------|--|
|                    | <p>deepening its credentials in innovation schemes putting regulatory stakeholders at the core of the developments.</p> <p>Moreover, inno will capitalise upon its developments in ENRICH in the US network, as well as develop a European network, notably in the framework of TETRA CSA as well as with the research and innovation stakeholders involved in NGI related technologies.</p>   |
| <p><b>ATC</b></p>  | <p>ATC, though its engagement in THINK NEXUS, will focus on several paths for achieving maximum exploitation from all possible angles. The following are some of those expected to be investigated due course of the project:</p> <ul style="list-style-type: none"> <li>• Strategic partnerships: It is already envisaged that through THINK NEXUS's NGI Forum, ATC will cooperate with a large number of EU and, especially, US NGI initiatives and organisations. ATC being one of the leaders of the Expert Groups, foresees to establish and create solid links with these organisations (from the US side) in order to define topics and themes for potential research or industrial collaboration;</li> <li>• Identification of non-EU funding sources for R&amp;D: ATC will investigate options for (i) additional funding (grant) opportunities from the US; (ii) sponsorships from private organisations, in order to extend its R&amp;D activities by utilizing external funding sources.</li> <li>• Collaboration with NGI related organisations in other ICT fields that ATC is not currently active in: ATC will try to exploit any possible synergies which may rise from our engagement to activities of the other Expert Groups, in different technological domains than the ones that we currently excel in. The obvious interconnection that exists between a numbers of technological fields related to NGI, may be the basis of some excellent collaboration opportunities between EU and US organisations and companies.</li> <li>• Extending the network: ATC is committed to further exploit synergies and material developed throughout the Think NEXUS via its networks such BDVA, NESSI or other US targeted initiatives in which ATC is currently active.</li> </ul> |
| <p><b>IINV</b></p> | <p>IINV has been supporting for several years R&amp;D and innovation cooperation with North America, both in the USA and in Canada, mostly via the FIWARE initiative. With the Think NEXUS, IINV intends to continue strengthening and expanding its outreach in the USA, contributing to the structuration and strengthening of EU-US community's links, especially related to the NGI community, within Universities, corporates, SMEs and start-ups. IINV has also participated and chaired several key strategical international instances in the Future Internet area (5GIA, NetWorld2020 European Technology Platform, Celtic-Plus EUREKA, FIRE Advisory</p>   |

#### D4.4 - Exploitation and Sustainability

|             |   |
|-------------|---|
|             | Board, etc.). The Think NEXUS project shall also allow IINV to open up new opportunities of cooperation with the US at strategical level with a high level extended network of contacts.  |
| <b>IMEC</b> | The iStart Incubation & Entrepreneurship programs connect (future) entrepreneurs and researchers, enabling them to join forces and achieve stronger market potential with their ventures. IMEC offers coaching and support through every step of the way towards exciting new high-tech ICT companies for Flanders and beyond. Through Think NEXUS, IMEC will strengthen its US partner network, and leverage those connections in the incubation programmes. IMEC will also include various priorities identified by the working groups to align master courses with the industrial and societal direction set forth in the NGI ecosystem. In this project, the research group IDLab, part of Ghent University, is involved. |
| <b>SPI</b>  | As a consultancy company with a wide geographical scope, SPI will explore project results to leverage contacts established within the project to explore new cooperation opportunities and in the provision of new services and projects. This will be applicable to US and EU contacts.  |



## **CHAPTER 4 - Next Steps and Monitoring**

## 4. Next Steps and Monitoring

Think NEXUS' exploitation and sustainability strategy aims to guarantee that the project outcomes are exploited during and after its lifetime. Therefore, this strategy needs to be adapted to the different stages of the project and take into account that as the project develops and the results are delivered, there will be a higher focus on results and exploitation activities.

Furthermore, *D4.5 Exploitation and sustainability plan – update* (M24) and *D4.6 Exploitation and sustainability plan – final* (M30) will provide more detailed information about Think NEXUS' exploitation and sustainability strategy and the actions that will be implemented during and after the project's lifetime. Table 8 provides an overview of the next steps/actions that will be implemented during M12 and M24.

Table 8 Next Steps

| Actions  | Description   |
|--|---|
| <b>Internal discussion of the exploitation and sustainability strategy</b> | <p>During the project lifetime, project partners will discuss internally Think NEXUS' exploitation and sustainability strategy. In addition, sessions dedicated to exploitation and sustainability will take place in Think NEXUS' consortium meetings so that the interim and the final exploitation and sustainability take into account inputs from all the project partners.</p> <p>SPI (as WP4 leader) will support/guide the internal discussions about exploitation and sustainability and will collect all the inputs from the discussions.</p> <p>It is worth noting here that beyond the involvement of all partners (from Europe and the US) in discussions on the Think NEXUS' exploitation and sustainability strategy, experts (from the three EGs) will also be consulted as their experience might bring a strong added value to this exercise.</p> |
| <b>Definition of further KPIs</b>  | <p>Think NEXUS will update the KPIs defined in the proposal in order to successfully measure the effectiveness of the exploitation of the project results. The KPIs will be discussed internally during the 3<sup>rd</sup> and 4<sup>th</sup> Consortium Meetings and presented in <i>D4.5 Exploitation and sustainability plan – update</i>.</p>   |
| <b>Enlargement of the exploitation and sustainability actions</b>          | <p>The enlargement of the exploitation and sustainability actions will be discussed internally during the 3<sup>rd</sup> and 4<sup>th</sup> Consortium Meetings. The</p>  |

#### D4.4 - Exploitation and Sustainability

|   |   |
|---|---|
|   | results of the discussions will be fed into <i>D4.5 Exploitation and sustainability plan – update</i> .   |
| <b>Use of dissemination and communication tools</b> | Dissemination and communication tools (especially the project website, newsletters, and social media) will be continuously used to disseminate Think NEXUS' results and outcomes. |

Think NEXUS projects activities are and will be monitored and evaluated as part of the ongoing quality control and management. The objective of the performance monitoring of exploitation and is to guarantee that the project achieves the aims defined in the exploitation and sustainability plan. Thus, a brief overview of the indicators that will be used to ascertain the impact of the exploitation strategies planned is presented below.

Moreover, in order to ensure the effectiveness of Think NEXUS' exploitation and sustainability, this strategy needs to be continuously modified/updated in order to incorporate new issues and concerns that may occur during the project implementation. Therefore, Table 9 presents a preliminary list of indicators that may be updated/modified during Think NEXUS' life cycle.

Table 9 List of Performance Indicators

| Tool                                      | Indicators   | Target value                   |
|---|--|--------------------------------|
| <b>Project website</b>                    | • Number of website hits   | • 10,000 (avg. 3,000 / year)   |
|   | • Number of deliverable downloads  | • 20 downloads per deliverable |
|   | • Number of Newsletters subscriptions                                      | • 300 subscribers/readers      |
|   | • Number of Publications and News views                                    | • 200 readers                  |
| <b>Experts' database</b>                  | • Number of experts interested in being part of Think NEXUS' Expert Groups | • 100 experts engaged          |
| <b>Workshop and webinar participation</b> | • Number of experts that attend Think NEXUS' workshops and webinars.       | • 60 experts                   |
| <b>Think NEXUS network</b>                | • Number of synergies established in other H2020 projects.                 | • 15 synergies                 |
| <b>International symposium</b>            | • Number of participants   | • 100 participants             |
| <b>Social Networks</b>                    | • Number of members/followers; and<br>• Level of interaction.              | • 500 followers                |

# CHAPTER 5 – Final Remarks

## 5. Final Remarks

D4.4. *Exploitation and sustainability plan – draft* represents Think NEXUS' first step towards a successful exploitation of its results during the project lifetime and after its completion. Therefore, this document reflects the consortium's current views on the tools and activities that will be developed during the project implementation with the main of exploiting the project results. In addition, this strategy is focused on the current NGI panorama, as well as on the particularities of the knowledge that is expected to be generated and the role that each of the project partners can play to exploit the results.

Considering that this document is being developed in an initial phase of the project (M12), D4.5 *Exploitation and sustainability plan – update* (M24) and D4.6 *Exploitation and sustainability plan – final* (M30) are expected to provide a more detailed set of tools and activities since these documents will be developed further ahead in the course of the project.

Furthermore, the abovementioned documents will provide a clear strategy for the exploitation of the concept of think tank that will be put in place under Think NEXUS. This strategy will also detail how Think NEXUS will ensure the sustainability of the think tank after the end of the project. Thus, the upcoming documents will be based on inputs taken from D1.3 (M12) and D1.4 *Think tank strategic outline* (21).



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n° 825189. This document reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.