



## D1.3 – Plan for the Communication, Dissemination and Exploitation of Results

**Document Author(s)** G. Sakellariou (EASN-TIS), G. Anagnostopoulos (EASN-TIS)  
**Document Contributor(s)** G. Sakellariou (EASN-TIS), G. Anagnostopoulos (EASN-TIS)

### Abstract

The CLAIM project consortium is steadfastly committed to the efficient dissemination, communication, and exploitation of the research findings generated within the project. This deliverable presents a report on the planned dissemination and communication activities, strategically aimed at maximizing awareness regarding the project's implementation and outcomes. The Communication and Dissemination Plan outlines the strategic goals, objectives, identified target audiences, key messages, communication channels, and dissemination tools tailored for each message and target group. This report also outlines the process for evaluating the Communication and Dissemination Plan's implementation progress. Last but not least, the deliverable encompasses the strategy for exploiting the project's results throughout and beyond the project's lifecycle.

### Keywords

Dissemination, Exploitation, Communication, Plan, Toolbox, Activities, Monitoring

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## Authoring & Approval

Prepared by		
Name & Organization	Position and title	Date
Giota Sakellariou (EASN-TIS)	D&C Team	2024-01-18
George Anagnostopoulos (EASN-TIS)	D&C Team	2024-01-18

Reviewed by		
Name & Organization	Position and title	Date
Helen Szöke-Erös (DLR)	Project Coordination Team	2024-01-31
Patrick Ratei (DLR)	Project Coordination Team	2024-01-31

Approved for submission by		
Name & Organization	Position and title	Date
Prajwal Shiva Prakasha (DLR)	Project Coordination Team	2024-01-31

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## Table of Acronyms and Abbreviations

Acronym	Description / Meaning
SMR	Short and Medium Range
D&C	Dissemination & Communication
HER	Hybrid Electric Regional
PDC	Dissemination & Communication Plan
IFAR	International Forum for Aviation Research
EASA	European Union Aviation Safety Agency
ICAO	International Civil Aviation Organization
CAEP	Committee on Aviation Environmental Protection
ASD	Aerospace and Defence Industries Association of Europe
EREA	Association of European Research Establishments in Aeronautics
EASN	European Aeronautics Science Network
ACARE	Advisory Council for Aeronautics Research in Europe
KPIs	Key Performance Indicators
IPR	Intellectual Property Rights
CSA	Coordination and Support Action
EOSC	European Open Science Cloud

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## 1. INTRODUCTION

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CLAIM, a Horizon Europe EU-funded project under the Clean Aviation Joint Undertaking Programme, is spearheaded by a compact consortium of five (5) entities, including research centres and an association.

Its primary goal is to establish metrics for a -30% reduction in net greenhouse gas emissions by analysing global scientific insights on climatology, atmospheric sciences, and aviation climate impact, and by identifying knowledge gaps for guiding future research on green and zero-emission aircraft technology. Additionally, it aims at compiling an inventory of aeronautical advanced research and relevant technology areas, incorporating inputs from various sectors such as reviewing literature on disruptive aircraft concepts, greener aircraft, and climate-neutral aviation. The project will propose an approach, emphasizing assumptions and metrics for reconciling performance improvements, categorize concepts by aerodynamics, structure, systems, and propulsion technologies, and conduct a preliminary performance assessment for Short and Medium Range (SMR) and Hybrid Electric Regional (HER) aircraft based on proposed assumptions and criteria.

As a prerequisite, it is mandatory for EU-funded projects to outline a comprehensive strategy for dissemination, communication, and exploitation initiatives. The paramount objective of the CLAIM consortium is to ensure the effective dissemination of project accomplishments and leverage research findings. This plan delineates the consortium's approach and specific measures for disseminating, communicating, exploiting, and safeguarding the foreground generated during the project. Serving as a practical guide, it directs the consortium in executing dissemination, exploitation, and communication activities within the project context.

It's crucial to note that the dissemination and communication efforts of the CLAIM project will align and synchronize with those of Impact Monitor (GA #101097011), initiated on 01/02/2023. This collaborative approach ensures a cohesive and synchronized effort in communicating and leveraging outcomes across both projects.

This document is structured into two main chapters:

Chapter 2, the Dissemination & Communication Plan, outlines a comprehensive strategy for spreading the project's achievements among specific audiences, including the scientific community and industry. The diffusion operations aim to provide these audiences with the technical knowledge needed to apply the project's outcomes. Simultaneously, communication activities target the broader public and regulatory bodies, raising awareness of the project's ongoing operations and delivered results. Emphasis is placed on highlighting the associated environmental and societal impacts. The detailed D&C plan includes the methodology for effective dissemination and communication, covering its goals and objectives, the targeted audiences, key messages, communication tools, metrics for evaluating effectiveness, and the consortium's dissemination approval process.

Chapter 3, the Exploitation Plan, presents the project's exploitation strategy, depicting its scope, core objectives, and a provision for effective intellectual property management.

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## 2. DISSEMINATION & COMMUNICATION PLAN

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### 2.1 Scope

For optimal impact, advancement of European research, and significant reach towards the project's target audiences, all EU-funded initiatives must enact an efficient communication and dissemination plan. Throughout the project's duration (18 months), communication and dissemination activities aim to engage relevant audiences, consistently conveying CLAIM project progress, achievements, and outcomes.

The CLAIM consortium prioritizes dissemination and communication as crucial elements supporting project objectives, ensuring partner focus, and stakeholders' engagement. Early initiation of these efforts is imperative to heighten awareness, maximize impact, and cultivate a substantial community.

To ensure CLAIM project longevity and success, this plan's primary goal is to develop and implement a precise dissemination and communication strategy. This strategy organizes tasks effectively, supporting the implementation of impactful dissemination and communication activities. Utilizing suitable tools and channels, the plan aims to effectively convey project goals and results to diverse audiences, enhancing the project's anticipated impact on both European and global levels.

The D&C Plan's primary objectives are:

- **Raise Awareness:** Increase awareness and visibility of the project's goals, progress, and outcomes among relevant stakeholders, including the aviation industry, research community, policymakers, and the general public.
- **Knowledge Transfer:** Facilitate the transfer of technical knowledge and innovations generated within the project to key stakeholders, ensuring that the broader community can benefit from the advancements made.
- **Targeted Audience Engagement:** Identify and engage specific target audiences, such as aviation professionals, researchers, regulatory bodies, and potential end-users, tailoring communication strategies to meet their informational needs.
- **Highlight Impact:** Emphasize the project's societal and environmental impact, showcasing how it contributes to sustainability, safety, and innovation within the aviation sector.
- **Dissemination of Best Practices:** Share best practices, methodologies, and lessons learned throughout the project's lifecycle, promoting knowledge exchange, and fostering collaboration within the aviation community.
- **Media Engagement:** Actively engage with media outlets to secure coverage, interviews, and articles that communicate the project's significance, breakthroughs, and contributions to the aviation industry.
- **Online Presence:** Establish and maintain a robust online presence, including a project website, social media channels, and other digital platforms to disseminate information, updates, and multimedia content.

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- **Events and Workshops:** Organize and participate in relevant events, workshops, conferences, and webinars to present project findings, share insights, and network with key stakeholders.
- **Collaboration Building:** Foster collaboration with other EU-funded projects, industry partners, and research institutions to amplify the project's impact and promote a cohesive approach to aviation advancements.
- **Feedback Mechanism:** Implement a feedback mechanism to gather input and insights from stakeholders, enabling continuous improvement in communication strategies and addressing specific informational needs.

The dissemination strategy is based on a concrete methodology, which incorporates three basic pillars; goals and objectives, targeted audiences, and key messages, as illustrated in Table 1.

**Table 1. CLAIM project Communication and Dissemination methodology**

Goals and objectives	Targeted audiences	Key messages
<b>Achievable:</b> Should be within reach and feasible with the available resources and constraint	<b>Segmented:</b> Should be clearly defined on relevant criteria	<b>Tailored:</b> Should be customized to suit the characteristics and preferences of the target audiences
<b>Relevant:</b> Align with the overall mission and purpose of the project, contributing meaningfully to its success	<b>Relevant:</b> Ensure that the chosen audiences are pertinent to the project's goals and objectives	<b>Clear:</b> Ensure that messages are easily understood, avoiding unnecessary complexity or ambiguity
<b>Time-Bound:</b> Establish specific timeframes for achieving goals and objectives, creating a sense of urgency and accountability	<b>Responsive:</b> Should have the potential to respond positively to the project's message	<b>Consistent:</b> Maintain a uniform and coherent message across various communication channels for a unified project image
<b>Strategic:</b> Ensure that goals and objectives are aligned with the overarching strategy of the project, guiding actions toward the desired outcomes	<b>Strategic:</b> Align the selection of target audiences with the overall strategic goals and mission	<b>Strategic:</b> Align with the overarching strategy of the project, reinforcing its core themes and goals

The development of a concrete methodology constitutes the first step of the Dissemination & Communication Plan (PDC). The next steps include:

**Creation of appropriate communication tools & channels:**

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This step involves the development of the basic informational material and the establishment of the appropriate communication/dissemination channels, as described in Section 2.2.4 of this deliverable.

#### **Development of a detailed plan:**

The CLAIM target audiences are determined under the frame of identifying the best strategy to reach out to these audiences. Common dissemination channels include publication of scientific articles in journals, participation in scientific conferences or other events, and networking activities. There are also numerous options for communication, including the workshops organised in the frame of the project, the release of non-scientific publications, and the publication of project-related news through the digital communication channels. All measures have advantages and limitations; thus, it is crucial to combine them all in the D&C strategy to maximize their benefits and reduce the negative effects of their limitations.

The above-mentioned performed and foreseen dissemination & communication activities are regularly recorded using appropriate templates for gathering this input.

#### **Execution of activities:**

All activities outlined in the D&C Plan are put into practice during the implementation phase. This phase's goals are to:

- implement communication-related activities,
- make the respective channels support bidirectional communication pathways, and
- raise awareness of the CLAIM project, its goals, and anticipated outcomes.

All consortium members are dedicated in implementing such actions, based on their areas of knowledge and influence, from the start of the dissemination and communication phase, to promote further exploitation potential.

#### **Evaluation:**

The monitoring, updating, and assessment of the dissemination and communication activities over the course of the project lifetime are all included in this step. To make sure that all actions are carried out in accordance with the plan, the application of the D&C Plan will be continuously monitored.

All the planned and delivered D&C activities per entity will be recorded via the dedicated templates. The D&C Manager uses the partners' input as a progress indicator on the respective activities and provides a boost whenever needed. As a result, the CLAIM consortium will be able to step in and correct any deviations if considered essential.

To evaluate the effectiveness of the performed activities, this stage also includes the evaluation of the dissemination and communication activities. This way, proper information will be collected to monitor and coordinate the planning of the dissemination and communication actions, intervene as needed, and adjust the techniques used.

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## 2.2 Methodology

Dissemination involves strategically delivering a message to target audiences using diverse channels and impactful tools. Within this framework, the project meticulously identifies the right target audiences, delivering precise information at the opportune moment and in the most fitting language to maximize impact. A streamlined methodology, featuring well-defined goals and objectives, ensures sustained partner engagement, fostering continuity and consistency in actions.

### 2.2.1 Goals & Objectives

The D&C plan's objective is to strategically identify and organize activities, ensuring the project's maximum impact by delivering pertinent information to the right stakeholders, in the right language, and at the right time. This approach considers the evolving dissemination and communication needs at each stage of the project lifecycle.

In alignment with these objectives, the CLAIM consortium aims to:

- Showcase the distinctive approaches of CLAIM and their benefits in assessing aviation R&I procedures.
- Widely disseminate project findings to targeted end users, spanning industry, research institutions, academia, and policy-making authorities, promoting extensive utilization and viability of these outcomes.
- Amplify public awareness of the project's achievements to assessing the impact of aviation R&I across environmental, economic, and societal dimensions.
- Conduct workshops and research studies.
- Execute dedicated communication and dissemination activities in collaboration with Clean Aviation JU.

### 2.2.2 Target audiences

Ensuring optimal communication and dissemination efficacy necessitates the identification of key target audiences before selecting the most fitting channels for message delivery. The critical step of pinpointing these audiences precedes the strategic choice of media. Refer to Table 2 for an overview of the main target audiences.

**Table 2. CLAIM project target audiences**

Target audience	Description
HORIZON Europe Programmes & Initiatives	Establish synergies with pertinent projects and initiatives (e.g., Clean Aviation, SESAR3, Clean Hydrogen) to share ideas, transfer knowledge, and address common challenges in impact assessment.
Policy makers, regulatory authorities, certification bodies	Involve policymakers like EC, ICAO, EASA, and ACARE in implementing the project, focusing on new disruptive aircraft technologies, operations, policies, and validating the CLAIM framework & toolbox.
Scientific community	Involve the scientific community, comprising academic and research institutions, researchers, innovators, and active PhD/MSc students in project-related fields. Disseminate groundbreaking knowledge and expertise within this community, forming the foundation for subsequent scientific advancements, applications, and accomplishments.
Technology Transfer organizations, Networks & Associations	Notify entities such as ASD, EREA, EASN, IFAR, ACARE, SEA, and ECN about the project's outcomes, which will serve as facilitators in acquiring new knowledge and competencies, enriching education in the field.
Industry, SMEs, Start-Ups	Engage stakeholders from the aviation industry interested in aircraft technology with regular updates on the project's technical outcomes, since their work significantly influences the industrial landscape.
General public	Educate EU citizens without specialized knowledge, about the CLAIM project's environmental and societal impact by focusing on project activities, achievements, and added benefits like job opportunities.

### 2.2.3 Key messages

The dissemination and communication strategy aims to optimize the project's impact by precisely organizing tasks, ensuring the right information reaches the intended audience at the right time, using the suitable language. This strategy adapts to the project's dissemination needs throughout its lifecycle.

Effective dissemination, a critical success factor, focuses on concentrated, self-contained, accurate, and comprehensive main messages aligned with the anticipated impact of the CLAIM project. Key messages for each target audience are summarized in the table below (Table 3), emphasizing clarity and consistency.



Table 3. Key messages per target audience

Target audience	Key message
<b>HORIZON Europe Programmes &amp; Initiatives</b>	<u>Driving Innovation, Sustainable Solutions</u> : Harnessing the power of HORIZON Europe for impactful advancements in research and innovation through the exchange of ideas, knowledge transfer, and collaborative discussions on common challenges among programmes & initiatives dealing with impact assessment.
<b>Policy makers, regulatory authorities, certification bodies</b>	<u>Pioneering Aviation Solutions</u> : The project offers valuable insights into new disruptive aircraft technologies, operations, and policies.
<b>Scientific community</b>	<u>Elevating Scientific Understanding</u> : The project shares novel concepts, knowledge, and technical scientific results offering valuable data as a catalyst for innovation.
<b>Technology Transfer organizations, Networks &amp; Associations</b>	<u>Enabling Collaboration</u> : Facilitating knowledge exchange, collaboration, and innovation
<b>Industry, SMEs, Start-Ups</b>	<u>Driving Industry Progress</u> : Delivering project objectives and impactful technical results to industry
<b>General public</b>	<u>Inspiring Understanding</u> : Communicating the environmental and societal impact of the project's activities and achievements, creating job opportunities, and enriching awareness for the general public

## 2.3 Communication channels

Employing a diverse set of communication channels, the CLAIM project ensures a strategic and widespread diffusion of information. From traditional means to digital platforms, the project ensures a comprehensive approach to communicate information. This varied communication strategy aims to engage and inform the target audiences already mentioned, fostering awareness, and understanding of the project's objectives, achievements, and broader societal impacts.

The main communication tools and channels that will be used for this purpose are shown in Table 4, per target audience.

Table 4. Main communication tools to be used for each target audience group at CLAIM project

Target audience	Digital & printed communication material	Website / Social media	Media Coverage & Video	Publications	Workshops
<b>HORIZON Europe Programmes &amp; Initiatives</b>	✓	✓	✓	✓	
<b>Policy makers, regulatory authorities, certification bodies</b>		✓	✓	✓	
<b>Scientific community</b>	✓	✓	✓	✓	✓
<b>Technology Transfer organizations, Networks &amp; Associations</b>	✓	✓	✓	✓	✓
<b>Industry, SMEs, Start-Ups</b>	✓	✓	✓	✓	✓
<b>General public</b>	✓	✓	✓	✓	✓

The following subsections give a quick overview of the various communication channels that will be utilized during the project as part of the CLAIM D&C plan, beginning with the visual identity of the project which has determined the overall design of the utilized tools. It is important to highlight that all communication means comply with the regulations described in the project's Grant Agreement, including the visibility guidelines.

### 2.3.1 Visual identity

In the project's initial phase, core elements are developed to establish a cohesive visual identity. This identity comprises a distinctive logo showcased in Figure 1, as well indicative document templates (Figure 2) which will be consistently utilized in all external and internal communications. The project's visual identity serves as a focal point to enhance awareness of the CLAIM project.



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Figure 1. The official CLAIM project logo in colour and white format

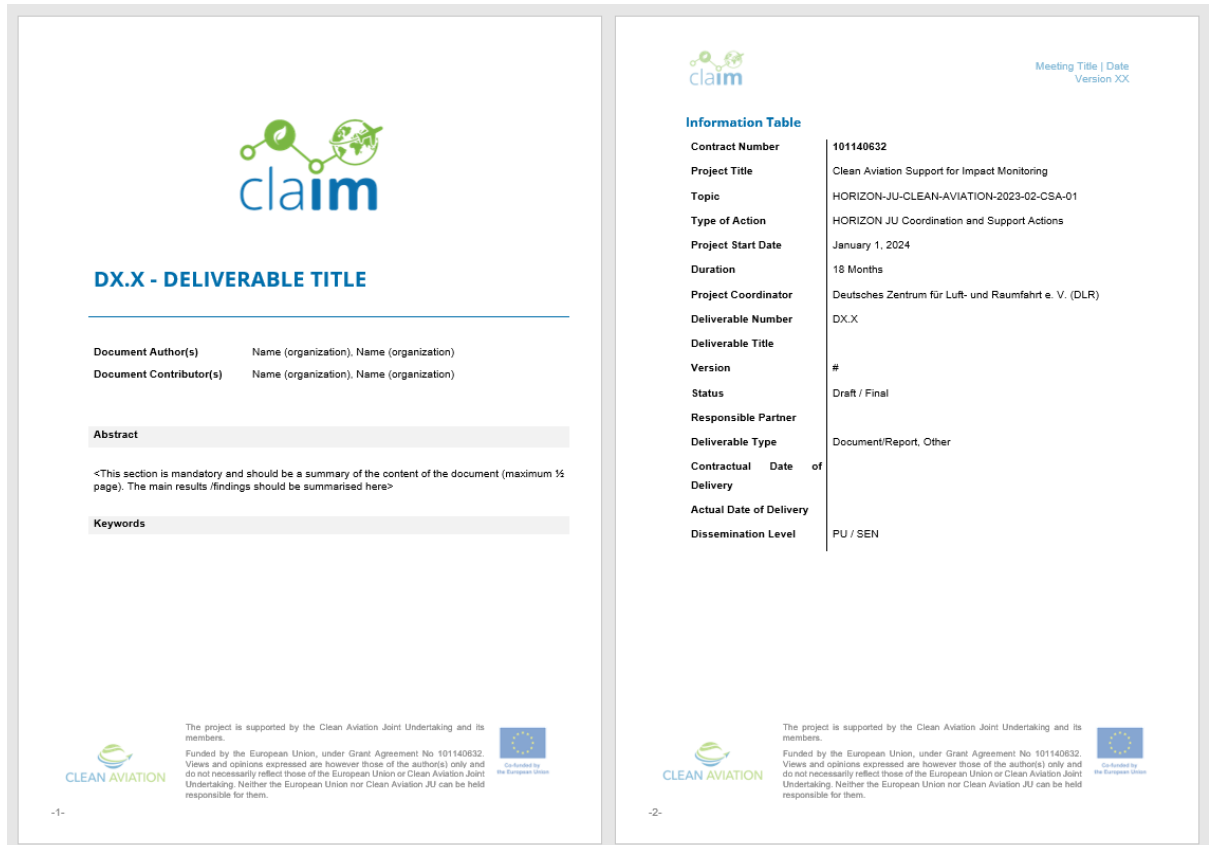
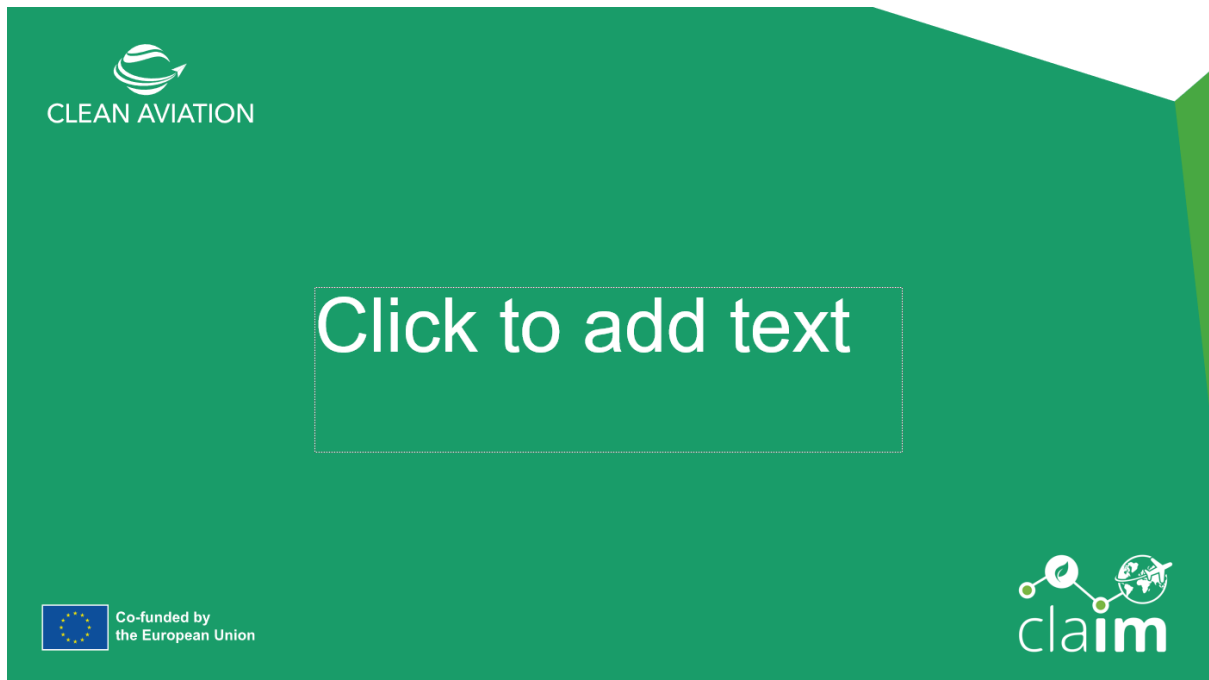




Figure 2. Indicative CLAIM project templates



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### 2.3.2 Digital communication material

For effective communication throughout the project's brief timeline (18 months), the emphasis will be placed on the creation of digital media exclusively. This digital approach aligns with the dynamic nature of the project's objectives and the pursuit of environmental-friendly means of communication.

Notably, a comprehensive two-fold leaflet and banner will be meticulously designed to convey key project information. These digital assets will be made readily accessible through the CLAIM project website, ensuring easy dissemination and visibility for stakeholders, and interested parties.

### 2.3.3 Website

In alignment with its distinctive visual identity, the CLAIM project is actively advancing the development of its official website. This website is envisioned to serve as the central hub for communication, effectively conveying the project-related messages and acting supportively for the workshops that are scheduled. The website will not only facilitate communication but also provide a channel for visitors to directly contact the consortium.

Furthermore, the website will undergo continuous evaluation processes, and analytics reviews to ensure optimal functionality and engagement. With a dedicated domain already secured ([www.claim-project.eu](http://www.claim-project.eu)), the forthcoming official website is poised to become a comprehensive and dynamic resource for stakeholders, fostering awareness, transparency, and active participation in the CLAIM project.

### 2.3.4 Social media

To broaden the project's impact, CLAIM has established a dedicated profile on [LinkedIn](#). A YouTube channel is also in the pipeline and will be launched upon the availability of specific outcomes. The primary goals of the social media channels are to swiftly garner followers, engage the target audiences, and provide direct links to the official CLAIM website. Participation is encouraged from both targeted audiences and project partners.

To ensure ongoing engagement, CLAIM will maintain an active social media presence, sharing updates on project progress, news, and events. The platforms will also be leveraged to reach out to bloggers, journalists, and project-related associations, encouraging the dissemination of project-related information.

### 2.3.5 Publications

Despite the rather short duration of the CLAIM project (18 months), all partners will be responsible for publishing project results via various communication channels. These publications might take the shape of project-related writings press-releases, newsletters etc. The D&C Manager will keep track of all findings that have been published and, in cooperation with the project coordinator, will act accordingly when results that have been deemed publishable do not get the required attention.

Furthermore, news about the project's progress will be shared through the quarterly EASN newsletter, which has more than 10,000 subscribers and is managed by the D&C Manager.

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### 2.3.6 Workshops

Throughout the 18-month duration of the CLAIM project, a series of workshops and studies are planned to foster collaboration, identify state-of-the-art approaches, and explore win-win opportunities, common interests, methods, metrics, and barriers. These workshops serve as crucial forums for comprehensive discussions and knowledge-sharing.

The project will host workshops focused on climate impact and technology impact. These sessions aim to illuminate key insights, share best practices, and facilitate a deeper understanding of the impact assessment landscape. In pursuit of broader collaboration, a workshop designed to engage third countries through the International Forum for Aviation Research (IFAR) will be organized. This initiative seeks to enhance global perspectives and foster international cooperation in aviation research.

These carefully planned workshops and collaborative sessions within the CLAIM project aim to facilitate knowledge exchange, align efforts with international partners, and contribute valuable insights to the broader aviation community.

## 2.4 Dissemination Tools

The dissemination plan includes an effective mix of dissemination channels, which are briefly presented on the following chapters and depicted in Table 5.

**Table 5. Main dissemination tools to be used for each target audience group at CLAIM project**

Target audience	Scientific Publications /Whitepaper/ Recommendation reports	Conferences / Workshops / Exhibitions / Trade Fairs / Other events	Networking Activities
<b>HORIZON Europe Programmes &amp; Initiatives</b>	X	X	X
<b>Policy makers, regulatory authorities, certification bodies</b>		X	
<b>Scientific community</b>	X	X	X
<b>Technology Transfer organizations, Networks &amp; Associations</b>	X	X	X
<b>Industry, SMEs, Start- Ups</b>		X	X
<b>General public</b>		X	

### 2.4.1 Scientific Publications

All consortium partners will be responsible for publishing project results in scientific journals. It is worth mentioning that special emphasis will be placed on publishing project-related information in Open Access journals which provide access to scientific information free of charge. A list of the scientific journals to be targeted for the publication of the project's research results are shown on the following Table 6.

**Table 6. List of the scientific journals to be targeted for the publication of the CLAIM's outcomes**

Journal Name	ISSN
Climate Policy	1752-7457
Aerospace	2226-4310
Aerospace Science and Technology	1626-3219
International Journal of Sustainable Aviation	2050-0475

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### 2.4.2 Conferences / Workshops / Exhibitions / Trade Fairs / Other events

Active engagement in conferences and workshops within the project's domain is crucial. In addition to participating in these events, the project will proactively arrange specialized workshops. These sessions aim to foster discussions and collaboration with stakeholders, focusing on identifying win-win opportunities, exploring common interests, addressing barriers, and collectively devising solutions for enhanced cooperation in research and technology development. The outcomes of these workshops will contribute valuable recommendations for future actions and initiatives.

A list of events of interest for CLAIM project is displayed in Table 7.

**Table 7. Representative conferences/exhibitions/events to be exploited for dissemination**

Conferences / Workshops / Exhibitions / Trade Fairs / Other events	Schedule year
ICAS Congress	2024
European Aerodays	2024
IFAR Summit (Connection with Global Research Organization)	2024
International EASN Conference series	2024
Farnborough International Airshow 2024	2024
Impact Monitor Workshops	2024, 2025

### 2.4.3 Networking activities

To foster meaningful stakeholder engagement with Impact Monitor innovations, the establishment of Communication Partnerships is identified as a paramount strategy. Collaborative ties with established networks, associations, and communities such as:

- Clean Aviation JU,
- SESAR JU,
- Aerospace and Defence Industries Association of Europe (ASD),
- Association of European Research Establishments in Aeronautics (EREA),
- European Aeronautics Science Network (EASN),
- Advisory Council for Aeronautics Research in Europe (ACARE)

are integral to this approach.

By aligning with these pre-existing networks, the CLAIM message gains resonance and reach, avoiding the need to cultivate an audience from the ground up.

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## 2.5 Assessment of the communication & dissemination strategy

The efficacy of the dissemination and communication plan, along with its corresponding activities, will be monitored using a set of Key Performance Indicators (KPIs). These KPIs will be derived from website and social media tracking, encompassing metrics such as visitor traffic, content views, and materials distribution. Additional indicators include the citation index of scientific publications, non-technical articles about the CLAIM project, and the extent of participation in conferences and workshops. These indicators may undergo optimization and refinement throughout the project's evolution.

Preliminary KPIs, categorized by strategy effectiveness, activity, and presented in Table 8, will serve as benchmarks for ongoing assessment throughout the project's lifecycle.

**Table 8. Representative conferences/exhibitions/events to be exploited for dissemination**

Activity	KPIs	Target
Website & social media	Number of visits	2,000 per year
	Geographic coverage (origins of the visitors)	25 different countries
	Number of downloads	10+ per document
	Number of posts to the social media pages	100+
	Number of followers to the social media pages	200+
	Number of likes to the posts of the social media pages	200+
Dissemination materials	Number of press releases & publications	At least 2 (one per year)
	Number of subscriptions to the project's newsletter	100+
	Number of distributed brochures	500+
Dissemination activities	Number of organized workshops	3+
	Number of presentations to external events	10+
	Number of attendees to project dedicated workshops/events	100+
	Number of scientific publications & policy briefs recommendations	5+

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## 3. EXPLOITATION PLAN

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### 3.1 Scope

The primary aim of this plan is to facilitate the effective exploitation of project outcomes. The outlined activities encompass strategies for safeguarding the knowledge and innovations generated within the project. This involves diligent coordination of Intellectual Property Rights (IPR) matters within the parameters defined by the IP management rules articulated in the Grant Agreement (GA) and the stipulations set forth in the Consortium Agreement (CA). The plan strives to create a comprehensive framework that not only ensures the protection of project-related intellectual assets but also fosters strategic coordination for their optimal utilization and impact in alignment with project objectives.

### 3.2 CLAIM exploitation objectives

The overarching objective of the CLAIM exploitation strategy is to harness and leverage the comprehensive wealth of knowledge, expertise, and capabilities enlightened throughout the project. Each partner within the consortium is self-assured to seamlessly integrate these invaluable assets into their existing portfolios. This strategic combination serves a dual and transformative purpose.

Firstly, the assimilation of these project-derived insights is envisioned to significantly broaden the array of services offered by each partner. This expansion is particularly tailored to align with the ambitious goal of achieving climate neutrality by 2050. Partners, by incorporating these insights, are counterbalanced to offer cutting-edge solutions and services that actively contribute to the overarching mission of climate-conscious practices.

Secondly, the objective is to stimulate continuous development and improvement of these integrated services. This entails not only adopting a forward-looking approach to stay at the cutting edge of technological advancements but also fostering a culture of innovation within each partner organization. By integrating the knowledge and experiences gained from the CLAIM project, partners are encouraged to enhance their capabilities, innovate existing services, and potentially pioneer new solutions that address emerging challenges in the pursuit of climate neutrality.

In essence, CLAIM exploitation strategy seeks to transform the insights gained from the project into integral components of each partner's service offerings, drive them to the forefront of climate-conscious solutions and fostering a spirit of continuous improvement and development.

### 3.3 Management of Intellectual Property Rights (IPR)

The CLAIM project, being a Coordination and Support Action (CSA), focuses on accessing and consolidating research initiatives to draw conclusions about gaps, bottlenecks, and barriers in the field. While the CSA itself doesn't generate research data, the insights derived from the project will be openly accessible. The results will be published in open access, including research data consolidated in the project's white papers or publications.

To facilitate open access, a dedicated community will be established in platforms such as ZENODO (for both publications and open datasets), the European Open Science Cloud

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(EOSC) for hosting and processing research data, and Open Research Europe—an open-access publishing platform for research funded by Horizon 2020. Simultaneously, a well-considered strategy will be implemented for the management and protection of Intellectual Property Rights (IPR). This approach ensures robust IPR protection while enabling the appropriate dissemination of data and information throughout the project's lifecycle and beyond.



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## 4. SUMMARY

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In summary, the CLAIM Plan for the Communication, Dissemination and Exploitation of Results outlines a comprehensive roadmap of the methods and procedures for sharing project outcomes while safeguarding intellectual property rights and ensuring sustained impact post-completion. The strategy incorporates specific metrics to measure the success of dissemination and communication activities, aiming to achieve the defined objectives, such as enhancing stakeholders' awareness, understanding, and exploitation of project results. Beyond serving as an internal guide for the CLAIM consortium, this report establishes critical procedures and methodologies for implementing activities related to dissemination, communication, and exploitation - integral elements for the project's success.

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