MINORITY REPORT

D7.2 – Project Outreach Plan

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DELIVERABLE 7.2
Project Outreach Plan

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Authors List

Leading Author			
First Name	**Last Name**	**Beneficiary**	**Contact e-mail**
Mija	Susnik	DMO	mija@demobv.nl
Co-Authors(s)			
First Name	**Last Name**	**Beneficiary**	**Contact e-mail**
Mohamed	Elagiry	DMO	mohamed@demobv.nl

Reviewers List

Reviewers			
First Name	**Last Name**	**Beneficiary**	**Contact e-mail**
Dimitra	Xidous	TCD	xidousd@tcd.ie
Markus	Pahlow	UoC	markus.pahlow@canterbury.ac.nz
Luca	Bianconi	STAM	l.bianconi@stamtech.com

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Executive Summary

This deliverable describes in detail all the stages and relevant activities of the Project DCE strategy, including strategies for raising target audience awareness, maximizing the dissemination of the Minority Report results and activities performed in the project, including website. It is first due in M6, and an updated version will be delivered in M12, M18, M24, M30, M36, M42.

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List of Acronyms and Abbreviations

Term	Description
CDE	**Communication, Dissemination & Exploitation**
KER	**Key Exploitable Result**
KPI	**Key Performance Indicator**
OEM	**Original equipment manufacturer**
RD&I	**Research, Development and Innovation**
SO	**Strategic Objective**
WP	**Work Package**

1 Introduction

1.1 Scope and objectives of the deliverable

The Project Outreach Plan is a deliverable that outlines the communication, dissemination and exploitation strategy of the project. The main objective is to promote activities and facilitate the exchange of knowledge between the main stakeholders while ensuring that the project outputs will be fully exploited in the most effective manner. A well elaborated project outreach plan can support the successful implementation of the project. The plan will be evaluated and updated in the following versions of this deliverable which will be submitted every six months.

1.2 Structure of the deliverable

The deliverable starts with the definition of terms and obligations according to the Grant Agreement. Next, it presents the measures to maximise the impact of the project, the so-called dissemination and communication strategy and further on the dissemination means and channels are listed. An important part of the deliverable is the list of Key Performance Indicators which will be constantly monitored throughout the project using the DEC management tools, presented in the chapter that follows. The key target stakeholders are identified next, and the preliminary exploitation plan and business models are shown as the last chapter just before the conclusion, which wraps up the deliverable.

1.3 Relation to Other Tasks and Deliverables

This relation of this deliverable spans across the whole project, as it is related to all partners, tasks and deliverables. All partners are expected to be familiar with the strategy presented in this report in order to maximise the impact of the project and foster the uptake and replication of KERs.

2 Definitions

This deliverable presents the Communication, Dissemination and Exploitation (CDE) plans and strategy. The common strategy ensures that the results of the Minority Report project are widely distributed to the appropriate target communities, at the appropriate times, through the appropriate channels, so that they can contribute to the most effective use of its results.

It is important to distinguish between the three terms, as they each play a different role in increasing the impact of the project [1].

2.1 Communication

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

2.2 Dissemination

Dissemination activities are mainly intended to make knowledge and results publicly available to scientists, public authorities, policymakers, or the civil society. This can be achieved by for example publishing results in scientific journals, attending and presenting at scientific or targeted conferences, and sharing results in open access databases, but also by presenting results to the general public through public events in for example public library, town hall or university. Compared to communication activities, dissemination only starts once the results are available and it can last up to several years after the project ends. Such activities contribute to the advancement of world-class knowledge and make scientific results a common good.

2.3 Exploitation

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

3 Grant Agreement rules and DEC guidelines

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

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

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

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

Beneficiaries which have received funding under the grant must up to four years after the end of the action use their best efforts to exploit their results directly or to have them exploited indirectly by another entity, in particular through transfer or licensing. If, despite a beneficiary's best efforts, the results are not exploited within one year after the end of the action, the beneficiaries must use the Horizon Results Platform to find interested parties to exploit the results. If results are incorporated in a standard, the beneficiaries must ask the standardisation body to include the funding statement in the standard.

3.1 Visibility and Disclaimer

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

Figure 1 European flag and funding statement

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

"This project has received funding from the European Union's Horizon Europe research and innovation programme under the grant agreement number 101147385. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them."

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

4 Measures to maximise the impact

The Dissemination, Communication and Exploitation strategy of the Minority Report will build on the powerful and diverse association of partners to ensure the high impact of and interest in Key Exploitable Results (KERs). DMO is a communication and dissemination manager, but all beneficiaries must contribute to the promotion of the project and its results by providing targeted information to multiple audiences (including the media and the public) in a strategic, coherent and effective manner. This can be done by attending conferences and seminars where information material, such as brochures, leaflets, posters, presentations, etc., is shared.

With measures defined in this report, the two Strategic Objectives (SO) are addressed, namely:

- **SO7 -** Develop an ambitious exploitation plan, based on the knowledge created during the project and support stakeholders across the EU to uptake Minority Report people-centric solutions and
- **SO9 -** Creating awareness of the Minority Report people-centric, co-creation framework, to promote sustainability and circularity within the construction and renovation value chain for climate change mitigation and disaster management.

To ensure the long-term impact of the project and wide-scale roll-out of Key Exploitable Results (KER), a communication, dissemination & exploitation (CDE) strategy with a view to reach, engage and synergize key target audiences and stakeholders has been defined. The strategy has two approaches, both in more detail presented below.

1. **<u>Strategy – timeline:</u>**

The CDE strategy follows the approach of raising awareness and interest among key stakeholders first, then focusing on the enhancement of the acceptance of the KERs and lastly, the consortium should foster the uptake and replication of KERs. This is depicted in

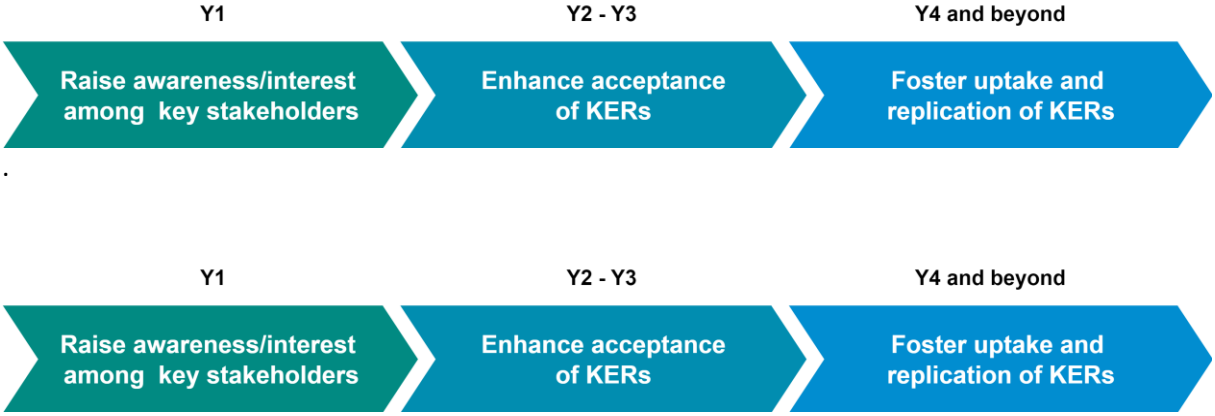

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Figure 2 Strategy – timeline

- **Raise awareness/interest among key stakeholders (Y1):** During this phase, the Minority Report focuses on establishing a common project identity, raising awareness and interest regarding the project's expected results (e.g., by promoting the project's website and distributing tailored D&C material). A Stakeholder Management Plan (SMP) is being developed to ensure the organized and effective engagement of key stakeholders in order to collect insights for the proper definition of the project's requirements and concepts.
- **Enhance acceptance of KERs (Y2-Y3):** During this phase, the Minority Report will focus on disseminating its KERs to demonstrate the benefits of the proposed novel solutions, supporting future exploitation of results. Key activities to be conducted include publications

about project results, the organization of conferences, events, workshops and participatory activities promoting knowledge exchange.

- **Foster uptake and replication of KERs (Y4 and beyond):** During this phase, the Minority Report will focus on promoting the final KERs and Business Models developed, creating the preconditions in order to stimulate broader scalability/replication and engage new end-users and wider audiences. The end goal is to facilitate the market uptake of its KERs and ensure that the project's results will continue to be disseminated after the project's end. The website will be maintained after the project's end and partners are expected to present the achieved results in relevant conferences, events etc, after the end of the project.

2. Strategy – the four phases:

Here the four phases are defined, focusing on four different pillars, each equally important to maximise the project's impact. The phases are not time-bond; however, some phases are more relevant at the beginning of the project (Phase I and Phase VI), and others (Phase II and Phase III) towards the end of the project. For each phase, the communication, dissemination and exploitation activities are identified. The four phases are summarised in Figure 3 and in more detail presented in the text below.

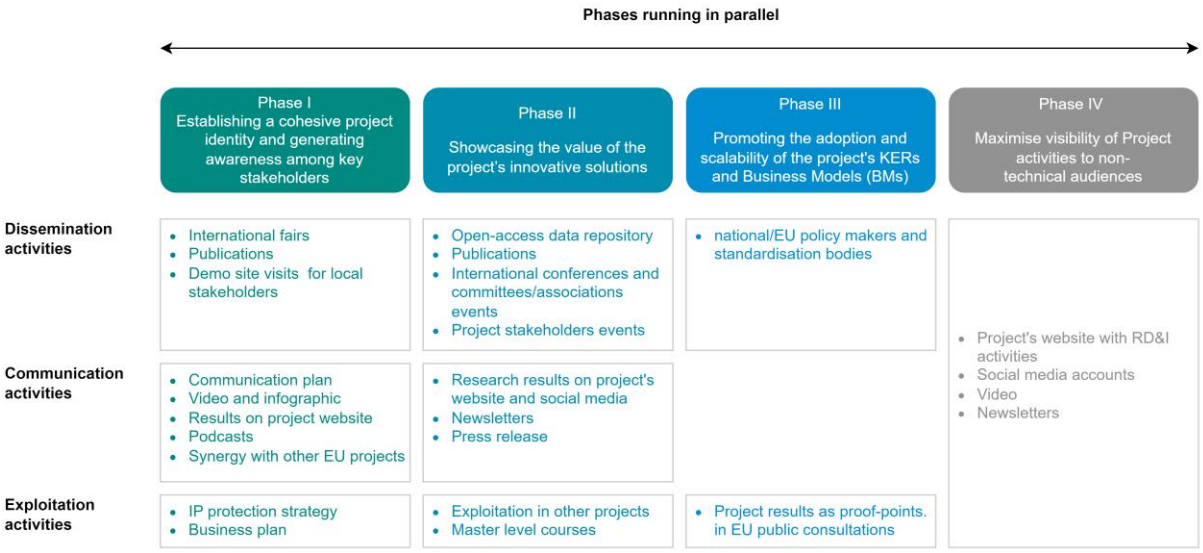


Figure 3 Strategy - The four phases

Phase I - Establishing a cohesive project identity and generating awareness among key stakeholders

Dissemination Measures:

- Presenting Minority Report technologies at international fairs, including:
  - *BIMExpo 2024*
  - *Smart Building Expo 2025*
  - *Resilient FAIR solutions*
- Position articles about the Project technologies in publications
  - *Buildings News Magazine in NZ*
  - *Builders & Contractors*
  - *EG MAGAZINE (Engineering New Zealand)*

- Organise demo site visits involving 20-25 local stakeholders to showcase how the project's people-centric technology platform can support public authorities in enhancing climate change mitigation and disaster resilience.

Communication Measures:

- Set up a dedicated communication plan targeting stakeholders from primary target sectors like construction and renovation, climate tech, and digital tools for urban management, followed by secondary target industries (energy, IoT, etc.);
- Produce an explainer video and Project infographic summarizing the main benefits of Project innovative digital technologies for end-users
- Present non-confidential results of demo sites on the project website, highlighting the direct environmental, economic and social benefits, noticed by end-users, and share publication through Project and partner social media accounts
- Facilitate information exchange and boost synergies with EU projects, from partners' networks.

Exploitation Measures:

- Definition of the IP protection strategy for securing novel technology outputs, e.g., patents, soon after project completion;
- Development of the Minority Report business plan, for the commercialisation of the people-centric technology platform, including a pricing strategy, validated through interviews with target customers for each demo site (during site visits/co-creation workshops).

Phase II – Showcasing the value of the project's innovative solutions

Dissemination Measures:

- RD&I results made available via open access data depository, in compliance with FAIR principles;
- Research outputs will be used to inform the publication of academic papers in international research journals (open-access peer-reviewed papers when possible)
  - *Sustainability,*
  - *Computer-Aided Civil and Infrastructure Engineering (CACAIE),*
  - *International Journal of Disaster Resilience In The Built Environment,*
  - *Journal of Construction Engineering and Management – ASCE,*
  - *International Journal of Building Pathology and Adaptation,*
  - *Built Environment Project and Asset Management,*
  - *Smart and Sustainable Built Environment,*
  - *International Journal of Disaster Risk Reduction,*
  - *Nature Communications,*
  - *Risk Analysis,*
  - *Earth's Future,*
  - *Natural Hazards and Earth System Sciences,*
  - *Earthquake Spectra,*
  - *Earthquake Engineering and Structural Dynamics*;
- RD&I results will be presented at international conferences (total target audience of 3,000+ experts amongst civil and structural engineers, IT experts, urban planners, architects, sustainability and climate change experts) including:
  - *Sustainable Places,*
  - *BIM WORLD Munich,*
  - *Maatschappelijk Vastgoeddag, Monumenten Beurs,*
  - *National Climate Adaptation Conference Australia,*

    - *Apopo Annual Conference New Zealand - Infrastructure Professionals New Zealand,*
    - *Transport Research Board (USA),*
    - *Conferences and events of the International Society of City and Regional Planners (ISOCARP),*
    - *Events by Built4People,*
    - *Placemaking Week Europe,*
    - *Urban Transitions Mission,*
    - *International Conference on Application of Statistics and Probability in Civil Engineering (ICASP);*
    - *International Conference on Structural Safety and Reliability (ICOSSAR);*
    - *UIA World Architects' congress 2026*
    - *Building Digital Twin International Congress,*
    - *World Conference on Earthquake Engineering (WCEE)*;
- Participation in at least 3 events organized by committees/associations
    - *ECTP,*
    - *buildingSMART,*
- organisation of Project stakeholder events, as follows:
    - [E2ARC/DMO, WP7] Project international events (organised with GAs) + Final international stakeholders event
    - [WCC/PI/IESRD, WP1/WP4] co-creation workshops + site visits + Modular engagement activities for Co-Design Requirements for the Minority Report Technology Platform (in-person/hybrid in NZ)
    - [DCC/PI/IESRD, WP1/WP4] site visits + co-creation workshops + Modular engagement activities for Co-Design Requirements for the Minority Report Technology Platform (in-person/hybrid in NZ)
    - [RWG/PI/IESRD, WP1/WP4] site visits + co-creation workshops + Modular engagement activities for Co-Design Requirements for the Minority Report Technology Platform (in-person/hybrid in NZ)

Communication Measure:

- Provide information for accessing research results on the Project website;
- Amplify Project results via the Project website and social media;
- Promoting results at scientific conferences, symposia, Project Newsletters and yearly press releases.

Exploitation Measures:

- Research outputs will be used to support RD&I activities in 2 to 4 national and EU projects running in parallel to Minority Report (including cross-fertilization with other projects targeting the same topic);
  The demo sites and insights will be used to illustrate Project results and potential applications in Master level courses**.**

Phase III - Promoting the adoption and scalability of the project's KERs and Business Models (BMs)

Dissemination Measures:

- Presenting results at national/EU policymakers and standardisation bodies technical working groups/committee meetings and themed conference sessions.

Exploitation Measures:

- Consortium will respond to EU public consultations on policy matters targeting future adoption of digital technologies in the construction and renovation sector, using Project results as proof points.

Phase IV - Maximise visibility of Project activities to non-technical audiences

Communication Measures:

- Develop and maintain a dedicated Project website, hosting information about the R&I activities, key objectives and results, and information about partners' activities. Target is to secure >2,500 visitors, >2 minutes spent on the website.
- Create and maintain dedicated Project social media accounts, e.g., LinkedIn, and X, for amplifying Project outreach. The target is to secure +200 followers per account
- Publish an online newsletter every 6 months, providing updates on project progress, highlighting key achievements, and promoting forthcoming public events.

4.1 Networking

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

The importance of this aspect is reflected in having a dedicated task within WP7, focusing on External outreach Activities & Clustering with other R&D Projects, led by E2ARC. This task will among other activities foster the engagement of other R&D projects and alternative projects through the consortium's extensive R&D professional network. Besides, it will work on the integration with existing EU initiatives and project clustering. Some of the initially identified R&D projects whose objectives are relevant to those of Minority Report are listed below in Table 1.

Table 1 Identified R&D projects

Title	Website	Coordinator	Contact
Climate-Resilient Development Pathways in Metropolitan Regions of Europe	www.carmine-project.eu		contact@carmine-project.eu
Leadership for Climate Resilient Buildings	www.climres.eu/	SINGULARLOGIC	info@climres.eu
Dynamic Decarbonization Pathways Framework: Integrating Technological, Social, and Policy Innovations for Sustainable Renovations in the Built Environment	www.deco2-project.eu	IEECP	
Multi-hazard low-carbon resilient technologies and multi-scale digital services for a future-proof, sustainable & user-centred built environment	www.multicare-project.eu	TUDELFT	info@multicare-project.eu

Title	Website	Coordinator	Contact
Multi-hazard and sYstemic framework for enhancing Risk-Informed mAnagement and Decision-making in the E.U.	https://www.myriad project.eu/	STICHTING VU	
Creative Drivers for sustainable living heritage landscapes	https://www.palimp sest-project.eu/	POLIMI	info@palimpsest-project.eu
Pathways2Resilience: Co-developing pathways towards Climate resilient regions in Europe	www.pathways2resil ience.eu	EIT Climate-KIC	hello@pathways2r esilience.eu
Urban Adaptation and Alert Solutions for a TIMEly (re)Action	https://retime-project.eu/	ISTAR_ISCTE	info@retime-project.eu
Re-Valuing Urban Quality & Climate Neutrality in European Waterfront Cities	https://re-value-cities.eu/	NTNU	info@revaluecities.com
City-centered approach to catalyze nature-based solutions through the EU Regenerative Urban Lighthouse for pollution alleviation and regenerative development	https://www.upsurg e-project.eu/	E-Institute	info@upsurge-project.eu
Urban Planning and design ready for 2030	https://up2030-he.eu/	FRAUNHOFER IAO	contact@up2030-he.eu

5 Dissemination means and channels

5.1 Visual identity / Branding

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

5.1.1 Project logo

To develop the logo, several options were prepared, taking into consideration the topic and focus of the project. The proposed options were presented during the project's kick-off meeting and in an open discussion, feedback was collected in order to adjust the logo and develop the final version.

Figure 4 Minority Report logo design

5.1.2 Theme image

Once the logo was defined, the theme image was developed, again taking into account the main topic and goal of the project. The purpose of the theme image is to be used as a background, header, front page etc.

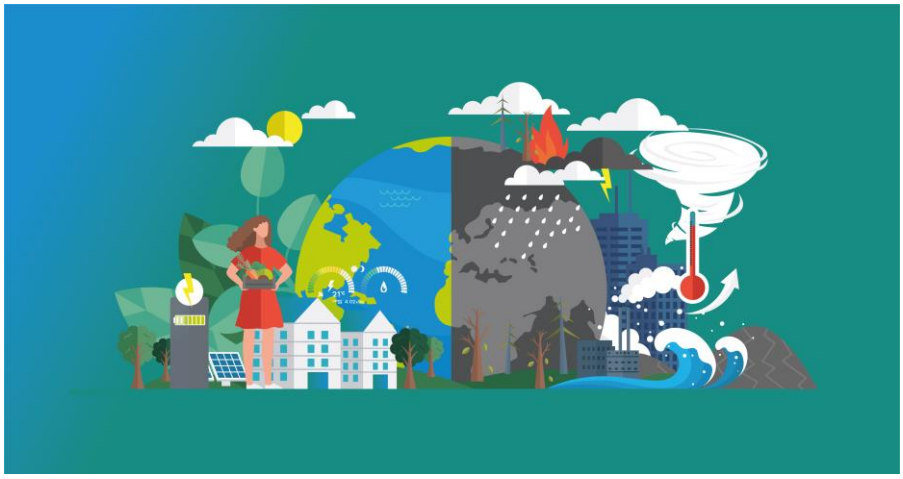


Figure 5 Minority Report theme image

5.1.3 Templates

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

- MinorityReport_template_Deliverable.docx
- MinorityReport_template_ManagementReport.docx
- MinorityReport_template_ManagementReportCost.docx
- MinorityReport_template_MeetingMinutes.docx
- MinorityReport_template_PeerReview.docx
- MinorityReport_template_PlenaryMeetingAgenda.docx
- MinorityReport_template_Presentation.pptx

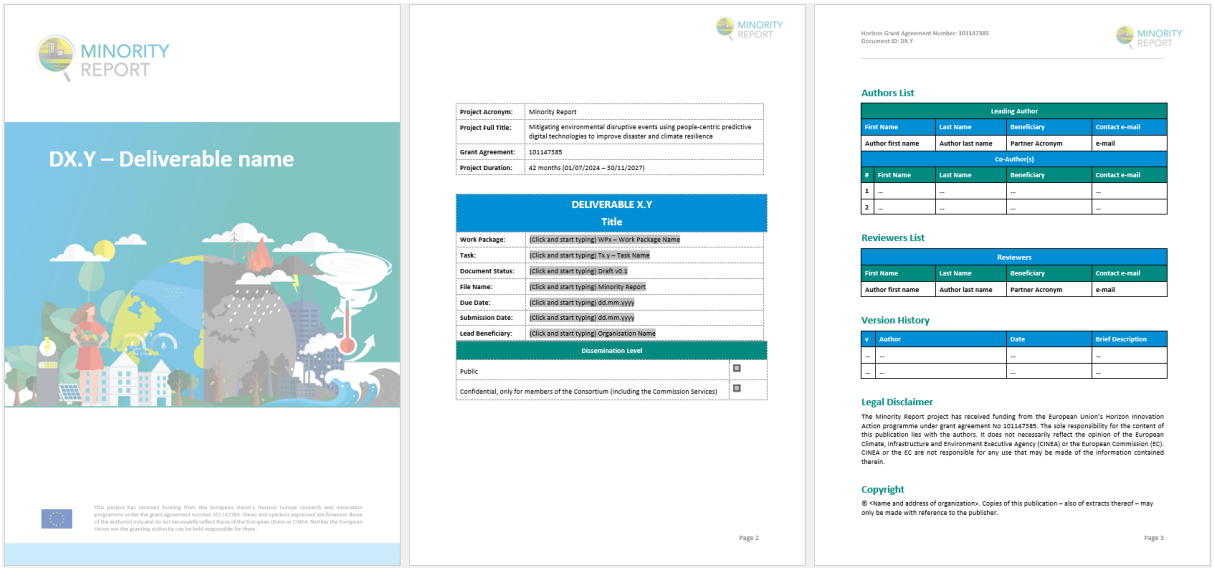


Figure 6 Deliverable template

Figure 7 Presentation template

5.2 Digital channels

Special attention will be put to keeping the project's digital channels updated and dynamic, reflecting the activities of the consortium. Public channels include the website, which is the main source of all

the project's information and results, and social media channels. Besides, there is also one internal channel, which is intended for the consortium's internal communication and collaboration.

5.2.1 Website

The public website was established in M4 of the project, on 02-09-2024 to act as a communication and dissemination channel for the project's results and for involving and enlarging the stakeholder's community. The website can be accessed through the following link: https://www.minorityreport-project.eu/en

The website consists of the following pages:

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

5.2.2 Internal communication tool

For partners' collaboration and internal communication, Microsoft Teams is used. To ensure confidentiality, this channel is set as "private" and only partners of the project have access to it.

For each WP, there is a dedicated folder for partners to use. There is an additional folder called General, where information about project meetings and general project documents are stored. The Teams channel is managed by Project Coordinator IES R&D.

Figure 8 Teams folder structure

5.2.3 Social media

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

LinkedIn channel is a social media platform, used for professional networking and career development. Users can create their personal profiles, as well as company profiles, create events, follow different learning programs, join groups etc. Such an environment creates opportunities for interactions, connections, and knowledge and ideas exchange and is therefore aligned with the needs of the EU-funded project.

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

YouTube is an online video-sharing platform and thus an appropriate tool for sharing videos created during the project. Videos allow a combination of visuals, text and audio, making complex or new and innovative topics easier to explain and understand.

Below are the links to the social media accounts of the Minority Report project:

- LinkedIn: https://www.linkedin.com/company/eu-minority-report
- X: https://x.com/EU_MinorityRep
- YouTube: https://www.youtube.com/@MinorityReport_EU

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

5.3 Promotional materials

Graphic promotional materials will be developed to promote the project at selected events providing general information and preliminary results, addressing both technical and non-technical public results. The timeline of delivery of each promotional material is available in the CDE tracker tool. The tool is further explained in chapter 7.1 CDE tracker.

This material includes newsletters every half year, brochures, roll-up banners with general information about the project, videos, etc. When necessary, the material will be translated into the local language of the demo sites to facilitate local engagement. All the promotional material will be uploaded to the project website in electronic format and will be available for downloading.

Besides, the project's results will be published in the international scientific/technical literature as well as in relevant technical literature at the national level. In addition, the project will seek to publish articles in specialised press to ensure optimal outreach of the (technical) solutions to specific target groups.

Results will also be presented at relevant conferences, seminars, workshops, and other events and the project will apply to lead workshops at professional events. All partners will promote the project among their industrial, research and community networks and national events will be organised in partner countries.

All the promotional activities and materials will be monitored throughout the project duration to make sure that the defined KPIs of the project are

met. The whole list of KPIs is presented in chapter 0

Key Performance Indicators.

5.3.1 Newsletters

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

Figure 9 Subscribing to newsletters

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

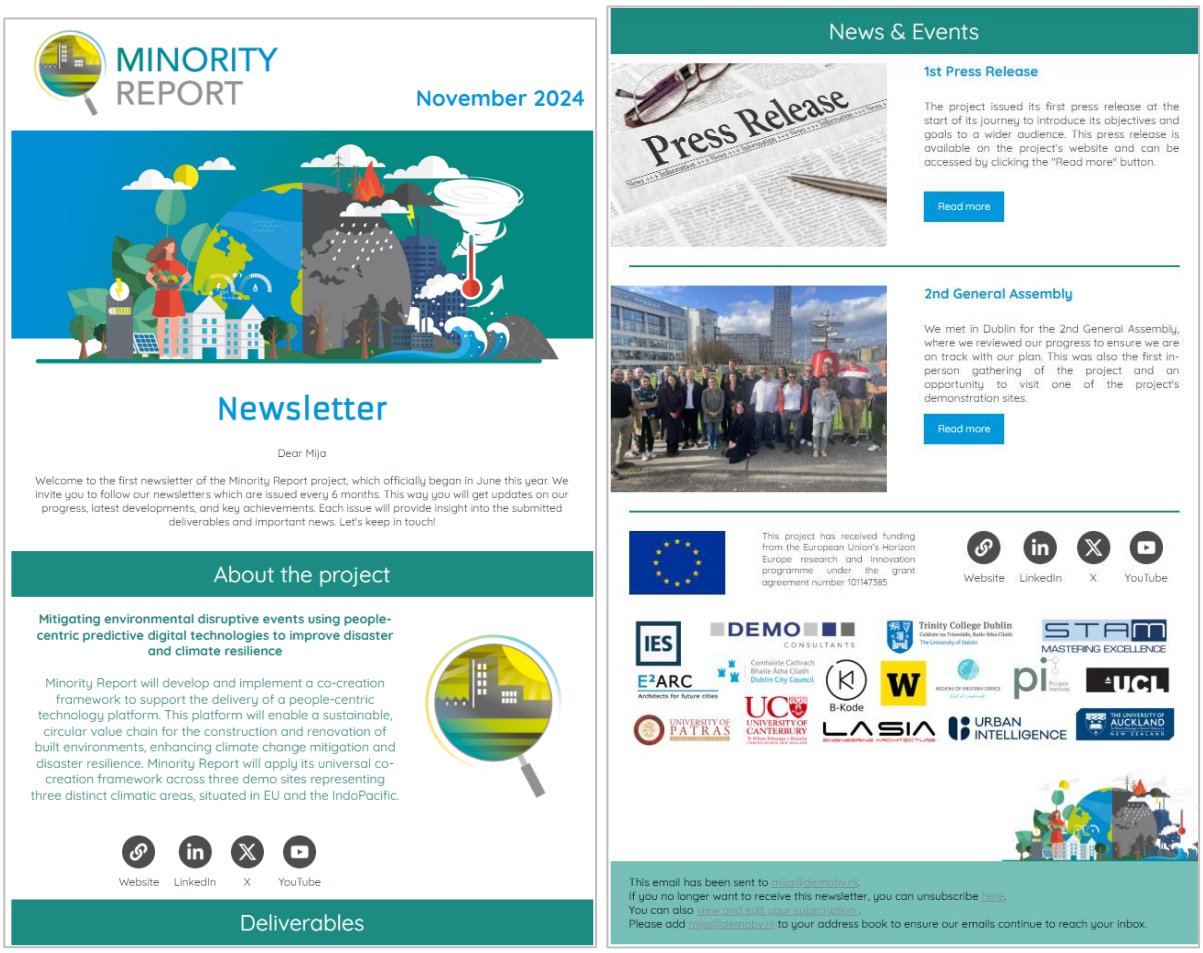


Figure 10 Project's newsletter

5.3.2 Press releases

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

https://www.minorityreport-project.eu/en/Project%20Results%20%20Documents/Promotional%20material/MR%20-%20Press%20Release%201.pdf

5.3.3 Roll-up banner

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

6 Key Performance Indicators

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

Table 2 Key Performance Indicators

Item	Value
International fairs, conferences	15
Publications, academic papers	15
Demo site visits involving 20-25 local stakeholders	3
Video	2000 views
Podcast	500 listeners
Synergy with other projects	5 to 6 projects
Committees/associations events	3
Project stakeholders' events	3 per demo + 3 with GA
Master level courses	6
Website	2500 views
Social media: LinkedIn	200 followers
Social media: X	200 followers
Newsletter	7
Press Release	4

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

7 CDE management tools

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

The tools are live documents, available to partners via the Teams channel as seen in Figure 11. They are explained in more detail in the chapters below.

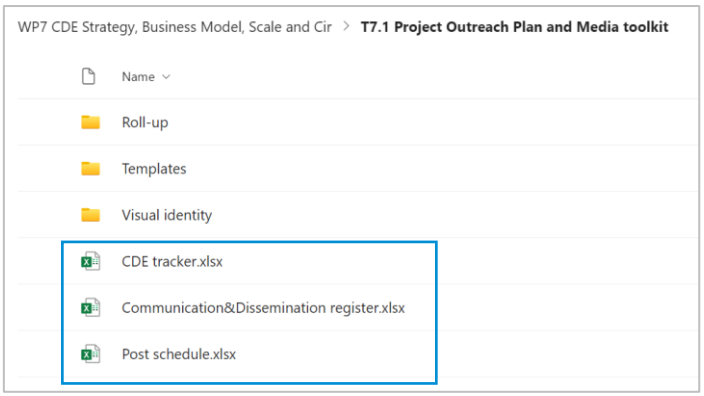


Figure 11 CDE management tools

7.1 CDE tracker

Intro

The introduction page collects all the general information about the project, such as the short description of the project, general data (name, coordinator, start and end date, duration) and links to the website and social media.

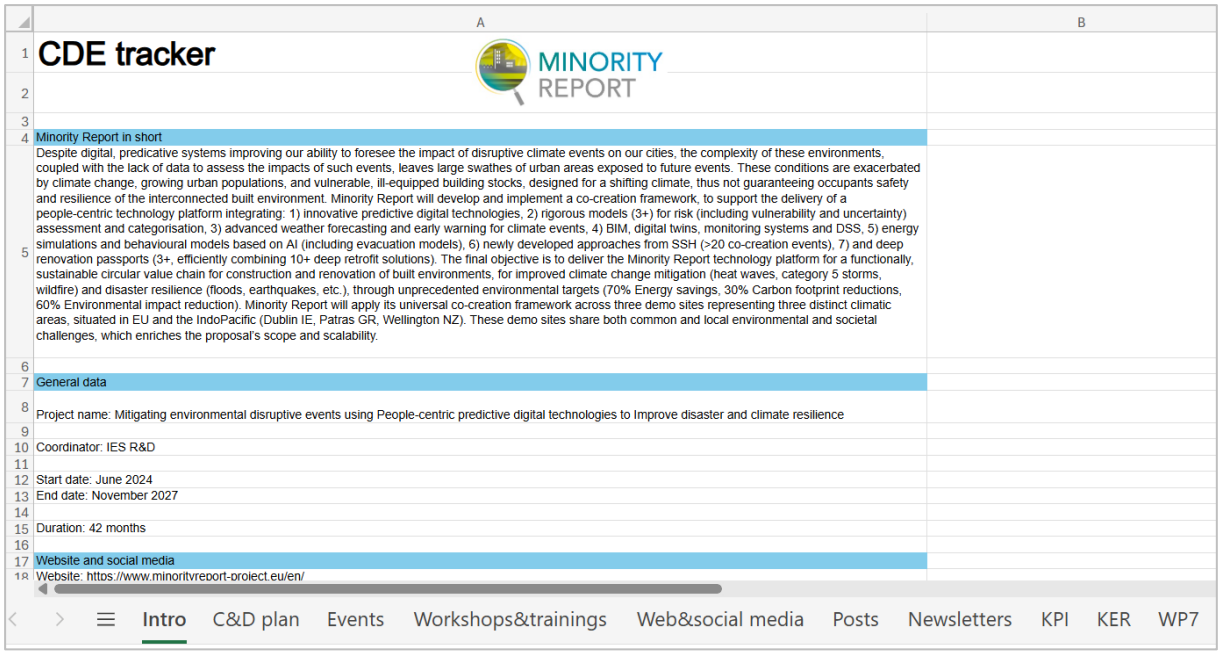


Figure 12 CDE tracker: Intro

C&D plan

The CD plan page is a timeline that lists all the items to be developed within WP7, which includes communication and dissemination materials and deliverables. With this overview, partners can easily follow the development of the materials they might use for communication and dissemination purposes. The green colour is used for the items already developed and submitted, and the orange colour presents the items that still need to be created.

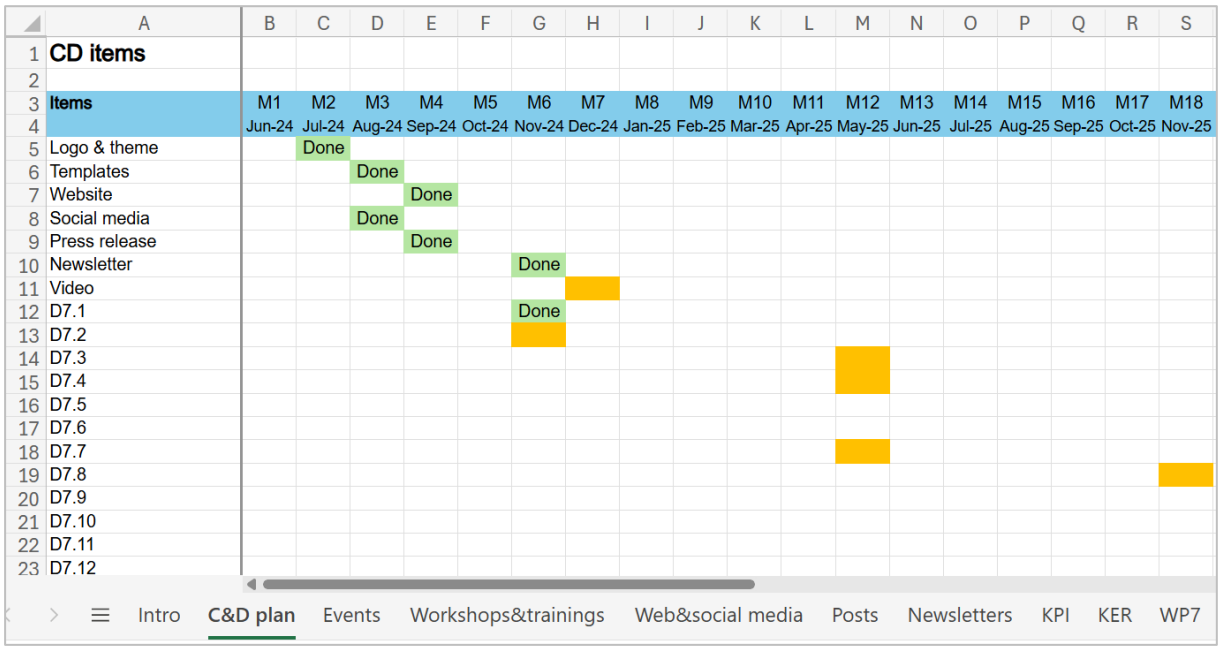


Figure 13 CDE tracker: C&D plan

Events

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

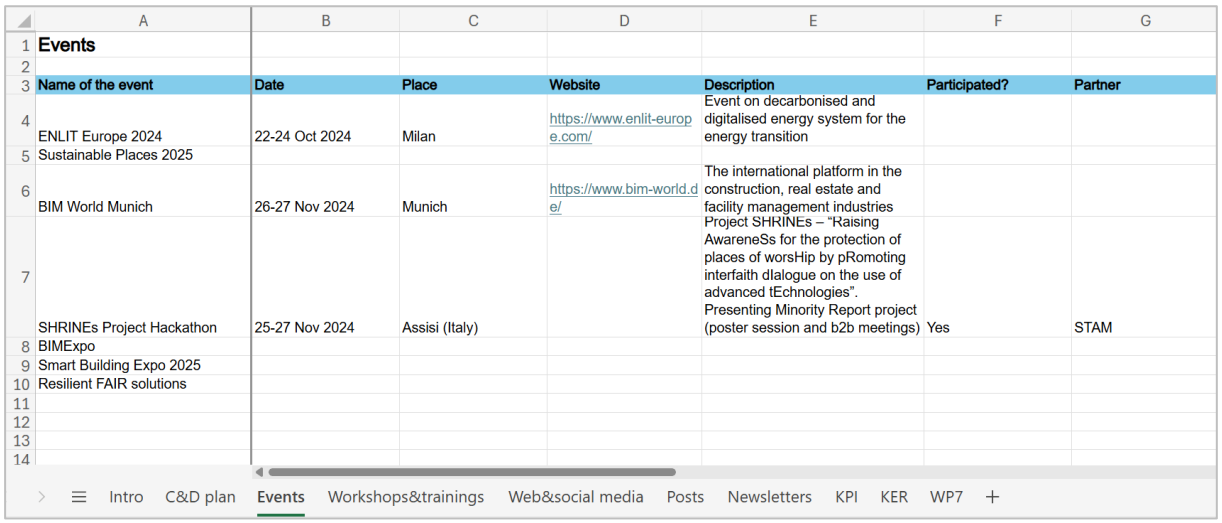


Figure 14 CDE tracker: Events

Workshops & trainings

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

Title	Date	Place	Partner(s)	Number of people participating	Type of stakeholders
Stakeholder Cat Workshop 1	5/11/2024	GA, Dublin	PI		Consortium partners
Data Workshop 2	6/11/2024	GA, Dublin	IES		Consortium partners

Intro | C&D plan | Events | **Workshops&trainings** | Web&social media | Posts | Newsletters | KPI | KER | WP7

Figure 15 CDE tracker: Workshops & trainings

Web & social media

The Web & social media page is used to collect the analytics of the project's website and social media channel. This information is used for internal and official reporting and for the KPI monitoring. It is intended for DEMO to be filling this information in; however, all partners are welcome to review the numbers to see the progress of our activities on the website and social media channels.

Website

Period	Views	Number of news	
M1 - M6 Jun 2024 - Nov 2024	237	2	Data acquired on 28-11-2024
M7 - M12 Dec 2024 - May 2025			
M13 - M18 June 2025 - Nov 2025			
M19 - M24 Dec 2025 - May 2026			
M25 - M30 June 2026 - Nov 2026			
M31 - M36 Dec 2026 - May 2027			
M37 - M42 June 2027 - Nov 2027			

Social media

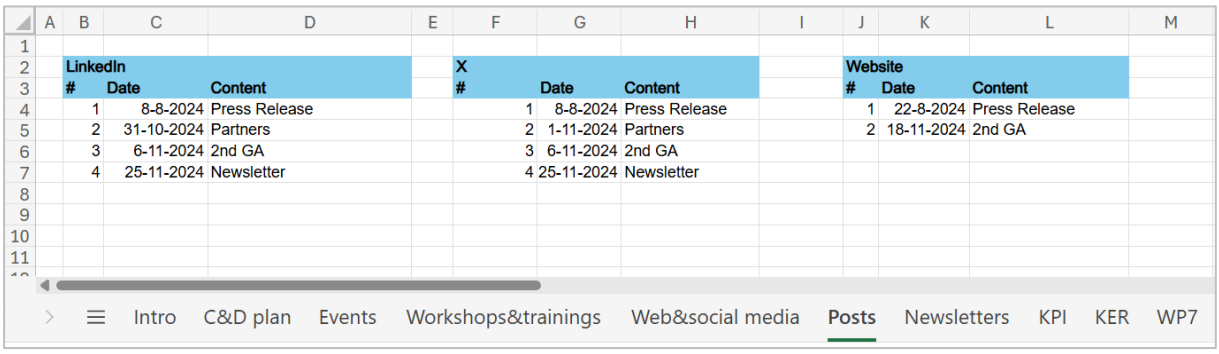
Period	Channel	Followers	Posts	
M1 - M6 Jun 2024 - Nov 2024	LinkedIn	55	4	Data acquired on 28-11-2024
	X	49	4	Data acquired on 28-11-2024
	YouTube	9	0	Data acquired on 28-11-2024
M7 - M12 Dec 2024 - May 2025	LinkedIn			
	X			
	YouTube			
M13 - M18	LinkedIn			
	X			

Intro | C&D plan | Events | Workshops&trainings | **Web&social media** | Posts | Newsletters | KPI | KER | WP7

Figure 16 CDE tracker: Web & social media

Posts

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



LinkedIn		
#	Date	Content
1	8-8-2024	Press Release
2	31-10-2024	Partners
3	6-11-2024	2nd GA
4	25-11-2024	Newsletter

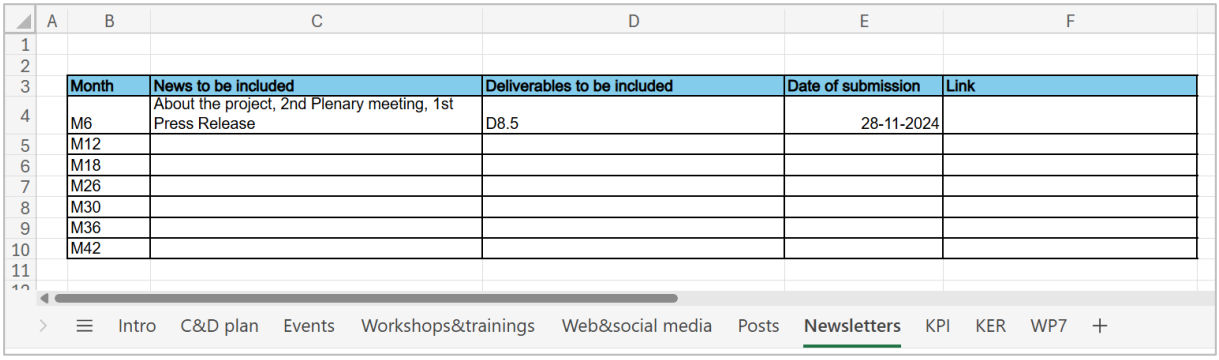
X		
#	Date	Content
1	8-8-2024	Press Release
2	1-11-2024	Partners
3	6-11-2024	2nd GA
4	25-11-2024	Newsletter

Website		
#	Date	Content
1	22-8-2024	Press Release
2	18-11-2024	2nd GA

Figure 17 CDE tracker: Posts

Newsletters

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



Month	News to be included	Deliverables to be included	Date of submission	Link
M6	About the project, 2nd Plenary meeting, 1st Press Release	D8.5	28-11-2024	
M12				
M18				
M26				
M30				
M36				
M42				

Figure 18 CDE tracker: Newsletters

KPI

The KPIs page lists the agreed KPIs of the project on the topics of communication and dissemination. At the end of each year, a column will be added with the numbers at that point, to evaluate whether the defined KPIs met.

Item	Value
International fairs, conferences	15
Publications, academic papers	15
Demo site visits involving 20-25 local stakeholders	3
Video	2000 views
Podcast	500 listeners
Synergy with other projects	5 to 6 projects
Committees/associations events	3
Project stakeholders' events	3 per demo + 3 with GA
Master level courses	6
Website	2500 views
Social media: LinkedIn	200 followers
Social media: X	200 followers
Newsletter	7
Press Release	4

Intro C&D plan Events Workshops&trainings Web&social media Posts Newsletters KPI KER WP7

Figure 19 CDE tracker: KPI

KER

Similar to the KPI page, a KER page has been created to monitor the Key Exploitable Results of the project.

Key Exploitable Results

	Preliminary identified key exploitable results (KERs) and short description	Type	Exploitation path
1	Minority Report people-centric co-creation framework for climate mitigation and resilience enhancement	Process	Use
2	Minority Report demo-specific methodology for vulnerability assessment and categorisation, targeting WCC climate area	Know-how	Use, licence
3	Minority Report demo-specific methodology for vulnerability assessment and categorisation, targeting DCC climate area	Know-how	Use, licence
4	Minority Report demo-specific methodology for vulnerability assessment and categorisation, targeting RWG climate area	Know-how	Use, licence
5	Minority Report people-centric technology platform	Software	PaaS, licence
6	Predictive Weather module [XMY-Generator]	Software	licence
7	Predictive physics (buildings and infrastructures) module	Software	licence
8	Predictive behaviour Module, including evacuation modelling	Software	licence
9	Baseline data-driven module IoT	Software	licence
10	Advanced Renovation Roadmapping Decision Support (DSS) Module	Software	licence, PaaS
11	Minority Report dashboards and dedicated user interfaces (UIs)	Software	licence, PaaS
12	Minority Report renovation roadmaps, including NBS	Software	licence
13	Probabilistic Early Warning System for identifying Extreme Climatic / Natural Events	Software	licence

Intro C&D plan Events Workshops&trainings Web&social media Posts Newsletters KPI KER WP7

Figure 20 CDE tracker: KER

WP7

Page WP7 is intended for deliverables monitoring within the WP7. A timeline shows when certain deliverables are due and thus enables easy tracking of the expected work within the WP.

			M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20
			24-jun	24-jul	24-aug	24-sep	24-okt	24-nov	24-dec	25-jan	25-feb	25-mrt	25-apr	25-mei	25-jun	25-jul	25-aug	25-sep	25-okt	25-nov	25-dec	26-jan
WP7: CDE Strategy, Business Modelling, Scalability & Circularity	**DMO**																					
T7.1: Project Outreach Plan and Media Toolkit	DMO							D7.1 D7.2						D7.7						D7.8		
T7.2: External Outreach Activities & Clustering with other R&D Projects	E2Arc													D7.3								
T7.3: Exploitation Plan and Business Model Development	DMO													D7.4								
T7.4: Financial Schemes and Funding Opportunities Assessment	DMO																					
T7.5: Scalability Roadmap & Techno-Economic Roadmap towards TRL9	DMO																					

D7.1 Project Media Toolkit DMO OTHER Public 6
D7.2 Project Outreach Plan DMO Document Public 6
D7.3 Update on External Outreach Activites & Clustering with other R&D Projects E2ARCDocument, Public 12
D7.4 Exploitation Plan and Business Models WP7 3 - DMO R — Document, report SEN - Sensitive 12
D7.5 Report on Financial Schemes and Opportunities Assessment for Resiliency Projects DMO Document, Public 42
D7.6 Scalability Roadmap and Pathway to TRL9 Report DMO Document, Sensitive 42
D7.7 Project Outreach Plan - Update DMO, Public 12
D7.8 Project Outreach Plan - Update DMO Document, Public 18
D7.9 Project Outreach Plan - Update DMO Document, Public 24
D7.10 Project Outreach Plan - Update DMO Document, Public 30
D7.11 Project Outreach Plan - Update DMO Document, Public 36
D7.12 Project Outreach Plan - Update DMO Document, Public 42
D7.13 Update on External Outreach Activites & Clustering with other R&D Projects - Update E2ARC Document, Public 24

Intro | C&D plan | Events | Workshops&trainings | Web&social media | Posts | Newsletters | KPI | KER | WP7

Figure 21 CDE tracker: WP7

7.2 Communication & Dissemination register

The Communication & Dissemination register is an online Excel file for partners to enter their communication and dissemination activities and publications they have published. The tool has three tabs, all presented below.

Intro

Here the definitions of the terms communication and dissemination and presented to facilitate partners when entering activities as seen in Figure 22.

Minority Report

Communication, Dissemination and Publication register

Communication

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

Dissemination

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

Intro | Communication | Dissemination | Publication

Figure 22 Communication & Dissemination register: Intro

Communication

The Communication activity tool allows partners to enter their communication activity by filling in the lines in the document. The information that partners must provide is the following:

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

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

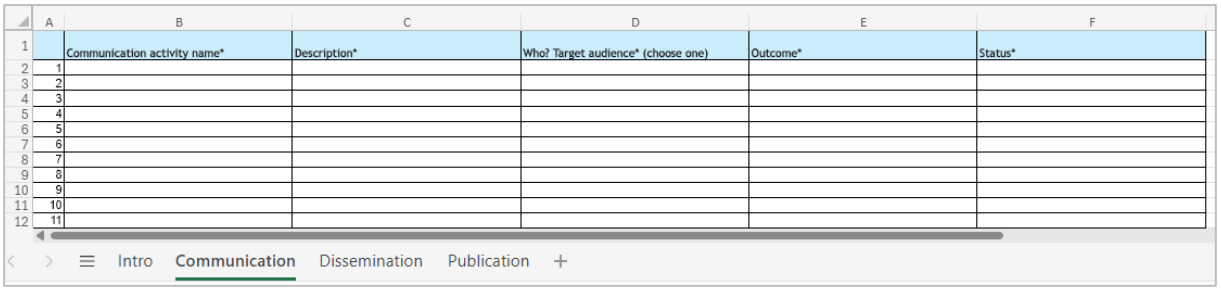


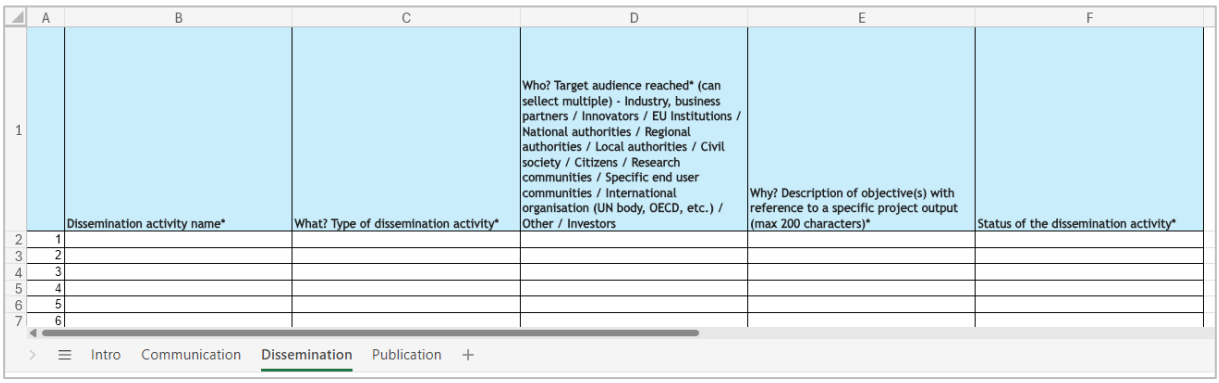
Figure 23 Communication register

Dissemination

Similar to Communication, the Dissemination activity tool allows user to register their dissemination activity. The information that partners must provide is the following:

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

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



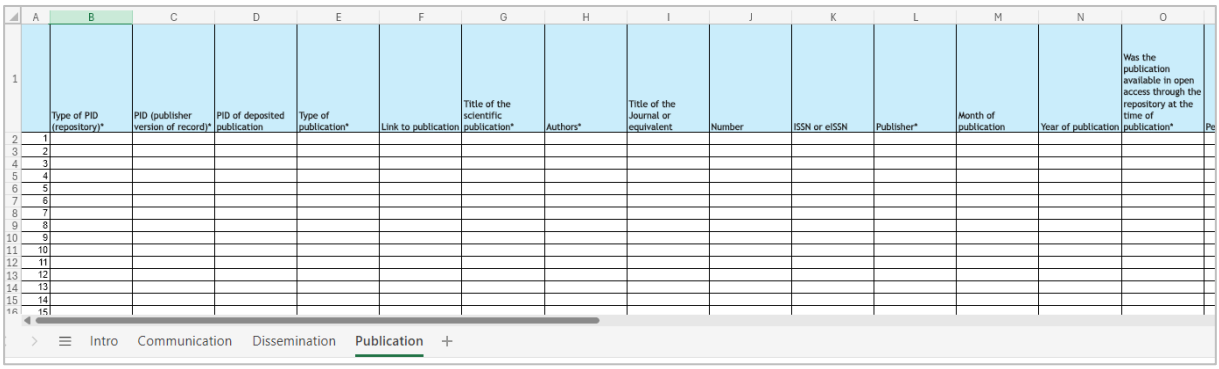
	A	B	C	D	E	F
1		Dissemination activity name*	What? Type of dissemination activity*	Who? Target audience reached* (can sellect multiple) - Industry, business partners / Innovators / EU Institutions / National authorities / Regional authorities / Local authorities / Civil society / Citizens / Research communities / Specific end user communities / International organisation (UN body, OECD, etc.) / Other / Investors	Why? Description of objective(s) with reference to a specific project output (max 200 characters)*	Status of the dissemination activity*
2	1					
3	2					
4	3					
5	4					
6	5					
7	6					

Figure 24 Dissemination register

Publication

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

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



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1		Type of PID (repository)*	PID (publisher version of record)*	PID of deposited publication	Type of publication*	Link to publication	Title of the scientific publication*	Authors*	Title of the Journal or equivalent	Number	ISSN or eISSN	Publisher*	Month of publication	Year of publication	Was the publication available in open access through the repository at the time of publication*
2	1														
3	2														
4	3														
5	4														
6	5														
7	6														
8	7														
9	8														
10	9														
11	10														
12	11														
13	12														
14	13														
15	14														
16	15														

Figure 25 Publication register

7.3 Post schedule

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

	A	B	C	D	E
1	**Posting schedule**				
2					
3					
4				**Partner**	**Proposed subject**
5	2024	December	M7	IES R&D	Project introduction
6	2025	January	M8	PI	Stakeholder mapping and engagement for the MR project
7		February	M9	DMO	Project visual identity
8		March	M10	WCC	Demo site presentation
9		April	M11	DCC	Demo site presentation
10		May	M12	RWG	Demo site presentation
11		June	M13	TCD	
12		July	M14	UoC	
13		August	M15	UoA	
14		September	M16	UPAT	

Figure 26 Post scheduling

8 Key Target Stakeholders

To improve dissemination activities, it is important to define who are the target groups and understand their characteristics, so that the message to be conveyed can be tailored to their needs. This also ensures the use of the most appropriate and efficient communication and dissemination channels and materials.

Table 3 Key Target Stakeholders

Target groups and interest in the Minority Report Project	
Local/Regional/National authorities	EU standard Bodies, e.g., ISO, CEN, DIN, EN, ASTM, NZSO communities, and governance/financial institutions, will access to the Minority Report results, to get support in shaping regional/national strategies for digital construction and renovation value chains, targeting improved climate change mitigation and disaster resilience
EU and national policy makers/regulators	Minority Report will inform policy issues addressed by the consortium and will promote solutions adapted to all the specificities of EU and non-EU countries, targeting circular and digital construction and renovation value chains for improved climate change mitigation and disaster resilience
Manufacturing industry	Technology end-users, including EU & international Manufacturers, that may be interested in replicating/transferring Minority Report technologies or the Project framework. These stakeholders may also benefit from the Minority Report renovation roadmaps, potentially sponsoring their proposed solutions on innovative materials and construction/renovation technologies for improving climate change mitigation and disaster resilience, that may be integrated in the Project renovation roadmaps, thus boosting virtuous synergies and circular approaches, involving also Project external stakeholders
Industrial end-users	OEM's, suppliers and other service providers in the construction, renovation, climate tech sectors (main target markets) may be indirectly involved in Minority Report, through synergies with the manufacturing industry, whose solutions may be spotted in the Project renovation roadmaps, providing information on technological components, thus improving traceability and transparency of the technological solutions proposed for improving climate change mitigation and disaster resilience
Suppliers and relevant EU and national trade associations, European Free Tarde Association (EFTA), United Nations Economic Commission for Europe (UNECE), others	These can foster deployment of the Minority Report technologies within their (and their members) deep renovation roadmaps for improved climate change mitigation and disaster resilience
Scientific & Academic Community	International researchers, active in the fields climate change mitigation, structural engineering, disaster resilience, and interested in integrating advanced digital technologies for improving climate change mitigation and disaster resilience into their research frameworks, including design

	solutions, modelling, simulation, prediction, as well as innovative technologies and materials for building/districts construction and renovation
Civil society including, minority groups, and social partners	Non experts EU citizens with an active interest in advanced digital technologies for improving climate change mitigation and disaster resilience; R&I investments made through the HEU programme

9 Exploitation plan and business models

This section introduces the initial approach to define the most efficient strategy to manage the exploitation of the results and prepare a business plan. A more detailed analysis and overview of the strategy will be described in D7.4 Exploitation Plan and Business Models, due in M12, as a result of Task 7.3 Exploitation Plan and Business Model Development, led by DMO.

9.1 Exploitation strategy

The exploitation strategy for Minority Report focuses on contextually streamlining the uptake of project results from each partner, and the commercialisation of a portfolio of people-centric, digital services, enabling the construction and renovation, and the climate tech sectors in EU and worldwide to implement effective solutions for improving climate change mitigation and adaptation, and disaster resilience.

Three main levels of exploitation strategies are identified for project results:

1. Key Exploitable Results (KERs) and Joint Exploitation strategy;
2. Business Case exploitation strategy;
3. partners' individual exploitation strategies.

All three levels are further explained below.

9.1.1 Key Exploitable Results (KERs) and Joint Exploitation strategy

Table 4 summarizes the identified KERs of the project, type of the KER and the exploitation path. At this initial stage of the project, there are 13 Key Exploitable Results identified. This is a preliminary list, and it will be updated following the developments of the project and finalised at the end of the project.

Table 4 Preliminary KERs

#	Preliminary identified key exploitable results (KERs) and short description	Type	Exploitation path
1	Minority Report people-centric co-creation framework for climate mitigation and resilience enhancement	Process	Use
2	Minority Report demo-specific methodology for vulnerability assessment and categorisation, targeting WCC climate area	Know-how	Use, licence
3	Minority Report demo-specific methodology for vulnerability assessment and categorisation, targeting DCC climate area	Know-how	Use, licence
4	Minority Report demo-specific methodology for vulnerability assessment and categorisation, targeting RWG climate area	Know-how	Use, licence
5	Minority Report people-centric technology platform	Software	PaaS, licence
6	Predictive Weather module [XMY-Generator]	Software	licence
7	Predictive physics (buildings and infrastructures) module	Software	licence
8	Predictive behaviour Module, including evacuation modelling	Software	licence
9	Baseline data-driven module IoT	Software	licence

10	Advanced Renovation Roadmapping Decision Support (DSS) Module	Software	licence, PaaS
11	Minority Report dashboards and dedicated user interfaces (UIs)	Software	licence, PaaS
12	Minority Report renovation roadmaps, including NBS	Software	licence
13	Probabilistic Early Warning System for Identifying Extreme Climatic / Natural Events	Software	licence

There will be three types of IP (Intellectual property) considered for the project's KERs:

- *individual and joint IP*, which belongs to individual partners or is jointly owned by partners working on a specific task and is restricted to those partners.
- *generic IP*, which can be used by all consortium partners.
- *publicly available IP*, which will be published on the website and made available without restrictions.

During the commercialization plan, provisions for the usage of IP background will be determined. Insights that improve partners' services or enable the launch of new products as part of partners' strategic go-to-market plan should be kept private and secured through non-registered *soft IP* protections (confidential information, company know-how, etc.).

9.1.2 Business Case Exploitation Strategy

A business case exploitation strategy is defined with a business canvas. The Business Model Canvas is a strategic management tool that will help visualize and develop business models. It consists of nine key building blocks, providing a structured way to identify all elements of a business

A preliminary business canvas of joint exploitation at this stage of the project is reported below, being the starting point for WP7, to expand the business model analysis and then lead to the definition of the final exploitation plan and Project business model.

Table 5 Preliminary business canvas

<table>
<tr><th>Key partners</th><th>Key activities</th><th>Value proposition</th><th>Customer relationship</th><th>Customer segments</th></tr>
<tr><td rowspan="3">Project partners
Partners' networks
Other multipliers and aggregators
EC</td><td>Minority Report consulting services;
Minority Report digital solutions (R3 - R9) development / maintenance;
Other solutions and technology scouting and integration;
Development of new/alternative business cases;
DCE activities;
Training material;
IPR management;
Advertising</td><td rowspan="3">Innovative, people-centric technology platform, integrating flexible technology modules and related sets of services/products, for design, monitoring, management, planning and retrofit of built environments, for improving climate change mitigation and adaption, and disaster resilience through integrated scientific and technology tools and models, and green digital technologies.
Scalable, reliable, and secure data replication tools.</td><td>Personal and dedicated assistance;
Training on digital tools and platform usage;
Customised UIs</td><td rowspan="3">Public authorities (building/infrastructure owners);
Urban planners;
Urban/building managers;
Other providers of digital solutions, technologies, and circular economy services.</td></tr>
<tr><td>Key resources</td><td>Channels</td></tr>
<tr><td>Technology Infrastructures;
Partners' facilities and know-how;
Partners' networks;</td><td>Minority Report partner networks and sales channels;
Multipliers and aggregators;</td></tr>
</table>

	Market knowledge; Business consultants; Multipliers and Aggregators	Access to customised consulting services and trainings. Accelerate digitalization of EU construction and renovation, and climate tech industry.	Industrial Fairs and Events; Social Media	

Cost	Revenue streams
Personnel costs; Marketing and communication costs; Technical support; Hosting services; Licenses Demonstrators	% commission fee on: - Platform-as-a-Service (PaaS) - License - Minority Report consulting services on renovation roadmaps Membership fees Grants from further R&D&I projects

The business case will also be showcased through targeted DCE activities to attract new potential early adopters of project solutions. Proper business success relies on the creation of network effects between different stakeholders, including:

- Public authorities (that are building owners), urban planners, urban managers, and building owners/managers.
- Main Project target users.
- EU IT companies, technology providers, and other providers of digital solutions, technologies and circular economy services. These organisations may find synergies with consortium partners, with Minority Report becoming the channel through which selling solutions are developed by external providers in the field, including other EU projects in this area.
- Other multipliers/aggregators, such as national and international sectorial associations, initiatives, digital innovation hubs (DIH), and competence centres. These initiatives attract companies interested in providing services, potentially supporting Project take up and exploitation as external partners.

9.1.3 Partners' Individual Exploitation Strategies

Each partners' individual exploitation interest will be investigated and the exploitation strategy will be formed based on that.

10 Conclusions

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

11 References

[1] European Commission: European Research Executive Agency, "Communication, dissemination & exploitation what is the difference and why they all matter," Publications Office of the European Union, 2023.

[2] European Commission: European Research Executive Agency, "Dissemination and exploitation," [Online]. Available: https://rea.ec.europa.eu/dissemination-and-exploitation_en.

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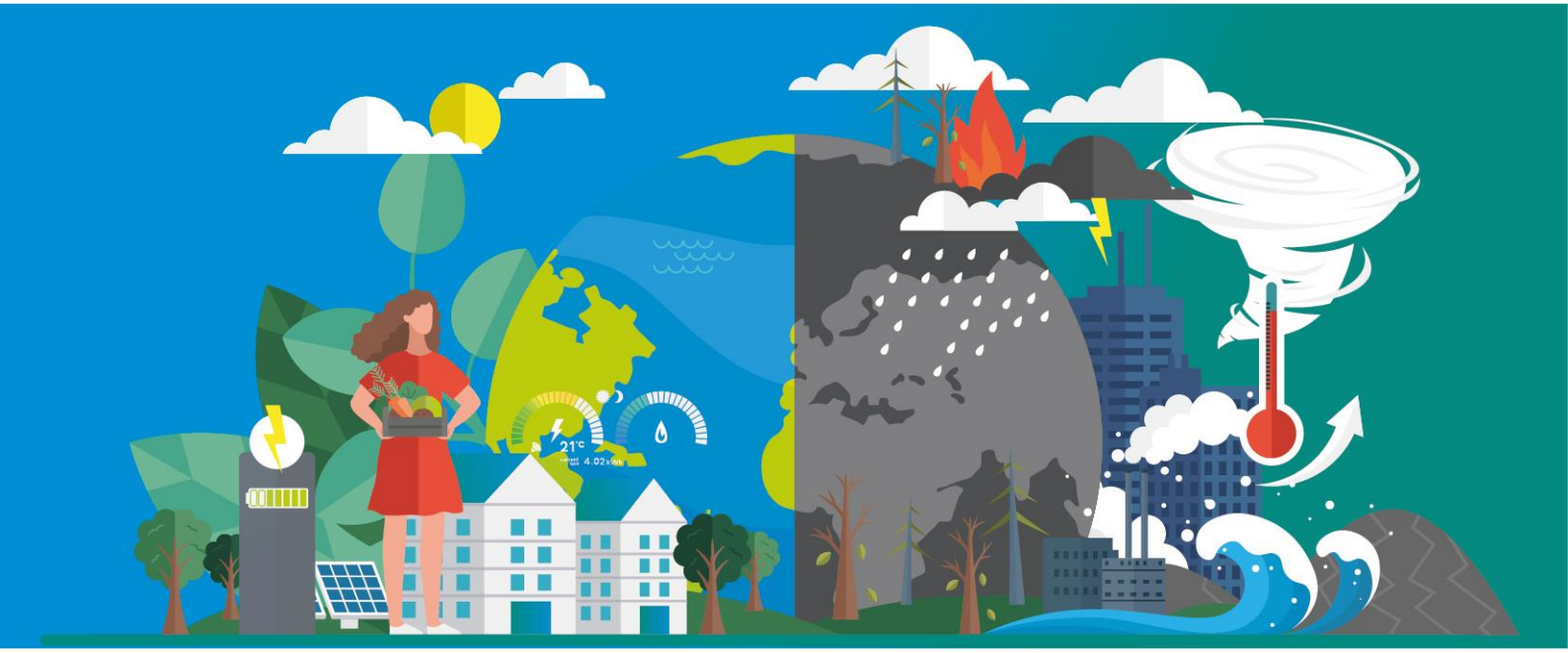

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