



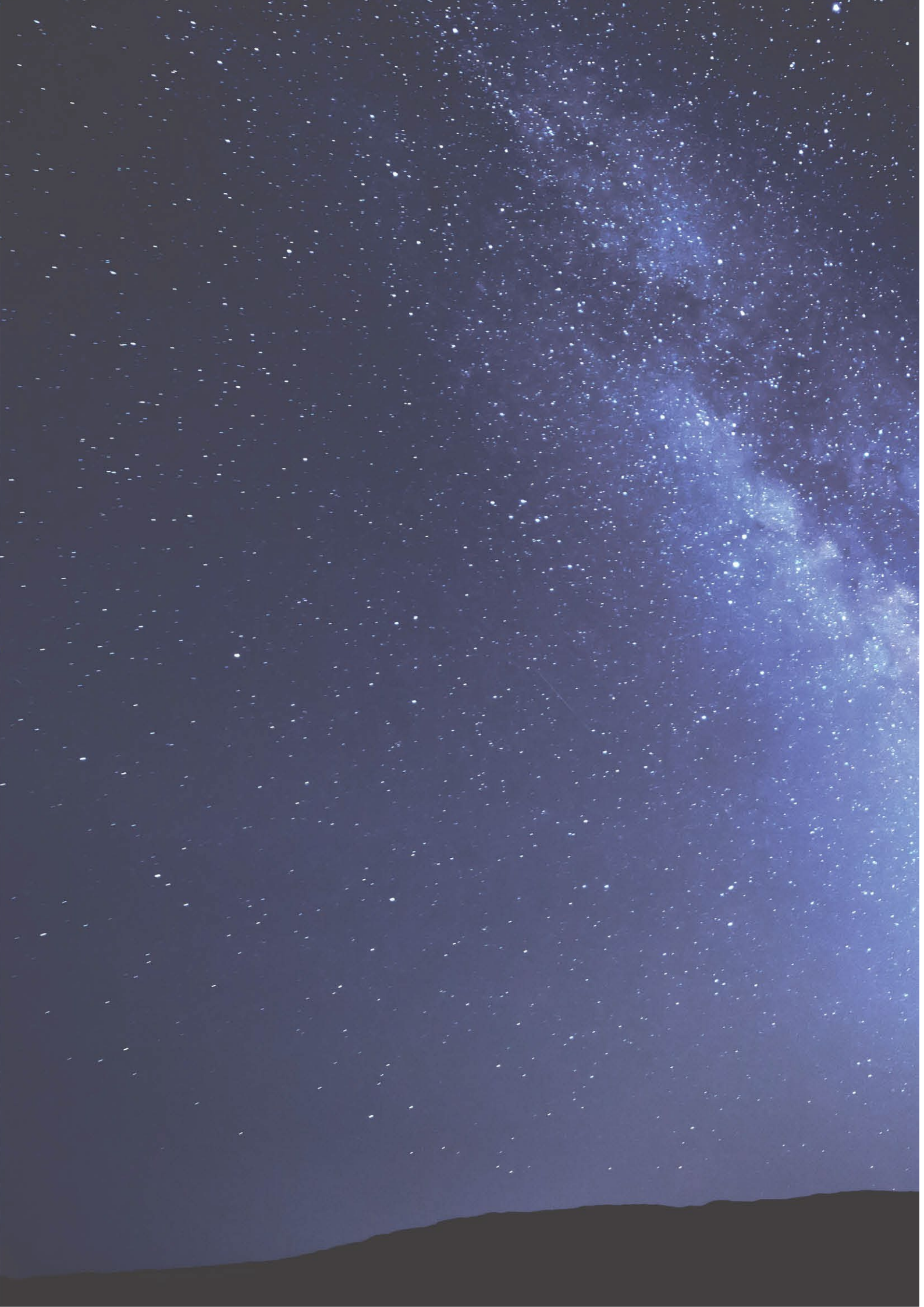
PEERS
PracticeE Ecosystem for standaRdS

Deliverable 6.6
PEERS Exploitation Strategy

28 April 2023

V1.0







Project Information

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EXECUTIVE SUMMARY

The present document details PEERS strategy and plan for exploitation purposes, providing internal guidance on the project methodology to be applied to schedule and implement exploitation activities, as well as on the tools for the implementation and achievement of the exploitation objectives. The plan also reaffirms PEERS partners' accountability for exploitation actions and provides reference to the means to be used to measure the results of the implemented exploitation activities and to regularly track progress against the project's expected goals.

The aim of PEERS project is to advance and reinforce existing policy through practitioner-driven pre-normative / standardisation processes, which will enhance the development of a European Better Practice ecosystem. In this regard, the engagement with the target community (including Europe's disaster risk management for natural hazards and CBRN-E, European research policymaking and practitioner stakeholders, as well as research community and national standardisation bodies) is of pivotal importance to build and execute a proactive co-creation programme leading to the development of a practitioner-driven roadmap to strengthen European resilience to hazards through a comprehensive engagement and consultation governance mechanism.

At the core of the PEERS exploitation strategy is the need of the project to achieve the following:

- A clear definition of the products/services of the PEERS Ecosystem Components;
- The definition of the State of The Art in terms of linked projects and activities, as well as other existing solutions;
- The definition of PEERS Key Exploitable Results, in terms of tangible and intangible results of the project;
- The analysis of the Individual Business Plan of PEERS partners with direct commercial opportunities;
- Building on the previous elements, the definition of PEERS Business Model for ensuring the future sustainability of the project beyond its end;
- A model of IPR Agreement to be agreed upon by PEERS partners, for the definition of the intellectual property rights of the results of PEERS;
- Indications related to the Data Management for what concerns the personal data processing within the context of the exploitation activities.

The present document is the first issue of PEERS Exploitation Strategy, which will be regularly updated on a 12-month basis (as D6.7 at M18 and D6.8 at M35), considering the progress of the project and any new opportunities or deviations that may arise. Therefore, it is to be considered as a "living" document working as a backbone of PEERS exploitation strategy, but also as a recording document detailing any exploitation activity and product implemented or under development by PEERS partners to achieve the abovementioned.

The present version aims at laying the foundations for the methodology PEERS will implement to move forward in the discussion and co-creation processes leading to the final version of PEERS exploitation and sustainability strategy – internally within PEERS consortium and externally with PEERS Community Group and PEERS External Complementary Board.

