



**PEERS**  
**PracticeE Ecosystem for standaRdS**

**Deliverable 6.7**  
**PEERS Exploitation Strategy (Version 2)**

**30 April 2024**

**V1.0**





## Project Information

|                             |                                                                                                                                                                   |           |
|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>Project title</b>        | PracticE Ecosystem for standaRdS                                                                                                                                  |           |
| <b>Project acronym</b>      | PEERS                                                                                                                                                             |           |
| <b>Project number</b>       | 101074040                                                                                                                                                         |           |
| <b>Start date/ Duration</b> | 1 <sup>st</sup> November, 2022                                                                                                                                    | 36 months |
| <b>Topic</b>                | HORIZON-CL3-2021-DRS-01-04.<br>Developing a prioritisation mechanism for research programming in standardisation related to natural hazards and/or CBRN-E sectors |           |

|                                  |                                                                                                                                     |     |
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| <b>Work Package title</b>        | WP6: Impact and Outreach (Dissemination, Communication, Exploitation)                                                               |     |
| <b>Task title</b>                | T6.2: Exploitation, Models, Market Uptake and Sustainability                                                                        |     |
| <b>Deliverable title</b>         | D6.7: PEERS Exploitation Strategy (Version 2)                                                                                       |     |
| <b>Deliverable type</b>          | R- Document, report                                                                                                                 |     |
| <b>Doc. Version &amp; WP no.</b> | 0.3                                                                                                                                 | WP6 |
| <b>Due date</b>                  | M18 - April 2024                                                                                                                    |     |
| <b>Lead Beneficiary</b>          | FORMIT                                                                                                                              |     |
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| <b>Internal Reviewer(s)</b>      | Blain Murphy, Lukasz Porwol                                                                                                         |     |
| <b>SAB Reviewer(s)</b>           | David Crouch                                                                                                                        |     |
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### Classification – This report is:

|              |                                     |              |                          |               |                          |                  |                                     |                     |                          |
|--------------|-------------------------------------|--------------|--------------------------|---------------|--------------------------|------------------|-------------------------------------|---------------------|--------------------------|
| <b>Draft</b> | <input checked="" type="checkbox"/> | <b>Final</b> | <input type="checkbox"/> | <b>Public</b> | <input type="checkbox"/> | <b>Sensitive</b> | <input checked="" type="checkbox"/> | <b>Confidential</b> | <input type="checkbox"/> |
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### Revision History

| Date       | Version | Author                                      | Distribution/Substantive changes made                                                      |
|------------|---------|---------------------------------------------|--------------------------------------------------------------------------------------------|
| 04-04-2024 | V0.1    | Beatrice Errico (FORMIT)                    | First draft release.                                                                       |
| 19-04-2024 | V0.2    | Blain Murphy (KPMG-FA), Lukasz Porwol (UoG) | Internal review.                                                                           |
| 24-04-2024 | V0.3    | Beatrice Errico (FORMIT)                    | Second draft release considering the inputs stemming from the internal review.             |
| 29-04-2024 | V0.4    | Blain Murphy (KPMF-FA), David Crouch        | SAB review and quality assurance.                                                          |
| 30-04-2024 | V1.0    | Beatrice Errico (FORMIT)                    | Minor changes made considering the SAB review and final version uploaded to the EC portal. |



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### **Disclaimer**

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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 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 CBRN-E threats 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;
- Building on the previous elements, the definition of the 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 second issue of the PEERS Exploitation Strategy, which will be further updated before the end of the project at M35 – September 2025 in D6.8, 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 reporting on the preliminary results achieved by PEERS based on the methodology designed in D6.6 – PEERS Exploitation Strategy, to move forward in the discussion and co-creation processes leading to the final version of PEERS exploitation and sustainability plan. In addition to this, an updated version of the PEERS Communication and Dissemination Plan is provided amongst the annexes.

