

D8.4 Plan for the dissemination and commercial exploitation of the project's results (Intermediate report)



Smart Toolbox for Engaging Citizens into a People-Centric Observation Web

Executive Summary

This deliverable provides evidence of advances towards the achievement of project objectives by setting out a comprehensive plan for the dissemination and commercial exploitation of the project's results. There is a close link between dissemination and exploitation, as dissemination, i.e. sharing research results with potential users feeds into exploitation. i.e. using the results in further activities, creating products, processes or services or in standardisation activities.

The primary dissemination objective of the SCENT project is to ensure that all results are made available to relevant stakeholders, and that the reasons for the results being of interest, benefit and relevance to them is communicated effectively. This in turn facilitates exploitation and take-up of the results by end-users.

The SCENT approach to dissemination is inclusive and participatory. The project partners are involved in the dissemination activities from the planning stage through to implementation. As SCENT is a project that places citizen science at its centre, the engagement of a broad citizen base is essential for the project to be successful. Strategic dissemination efforts are thus crucial to ensure that people become engaged. As part of the strategy, it is important to identify relevant target groups to approach and recruit and specific channels for reaching each target group as well as to map out specific messages and engagement activities. In the dissemination activities, SCENT uses pre-existing networks and associations rather than trying to build them from scratch. These networks are trusted by citizens in the community, and they serve as effective amplifiers and multipliers of the SCENT messages.

Digital and social channels have a central role to play in the SCENT dissemination strategy, as they provide extensive opportunities for SCENT to inform, engage and promote take-up of the SCENT results, all the while building and strengthening relationships with the target audiences. Traditional dissemination channels can also be very impactful in reaching certain communities and are thus used actively in parallel with online channels.

Over the course of the first eighteen months of the project, SCENT partners presented project progress and results in publications and at a broad range of events including conferences, seminars, workshops,



symposia and fairs, and they will continue to do so as the project evolves, and more results become available.

Key performance indicators – numerical targets that facilitate the measuring of how well the project achieves its dissemination goals – have been set, and a detailed time plan for dissemination activities has been developed to ensure strategic and effective actions until the end of the lifetime of the project and beyond.

The exploitation of the results of a cooperative R&D endeavour is a complex task. In order to exploit the project results as much as possible while respecting individual partners' objectives, SCENT has chosen an exploitation methodology that helps all partners to identify their own expected results and to implement an appropriate strategy accordingly. All partners have completed a key exploitable results matrix to date. The exploitation manager UH will lead the development of a go to market strategy and a post-project roadmap.

