

Project no.: *CfP08-AIR-03-02-831882*

Project acronym: **SealedwithoUTaKiss - SWAK**

Project title: *Non-destructive testing (NDT) of bonded assemblies*

Instrument: *Cleansky 2 JTI*



Plan for the dissemination and exploitation of the project's results

Start date of project: *01 April 2019*

Duration: *36 Months*

Deliverable Lead Partner: **GMI**

Contributions made by: **TWI, BRU**

Revision [Draft, Intermediate, **Final**]

Dissemination Level		
PU	Public	
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	X

Table of Contents

1. Introduction
2. General
3. Plan for the dissemination and exploitation of the project's results
4. Exploitation Plan (EP)
5. Business Model of SealedwithoUTaKiss
6. Knowledge and data management
7. Management of intellectual property and rights
8. Communication activities
9. Conclusions

1. Introduction

As detailed in SealedwithoUTaKiss (SWAK) Description of Work (DoW), **WP6** encompasses the dissemination and exploitation activities of the project as well as actions related to maximisation of its impact. Task 6.1 addresses dissemination of outputs in the specialist industrial and academic communities that can benefit from the developments in SealedwithoUTaKiss project. The exploitation potential of the NDT solutions will be examined. The task will run as soon as WP1 is completed when the specifications are established. GMI has been assigned responsibility for project dissemination, exploitation and IP management. Activities will be in line with the outcome of IP management (Task 6.2) focusing on market potential and future actions required. The Innovation manager will coordinate the definition of the exploitation plans and will streamline activities with the help and agreement of the Topic Manager. A dedicated SealedwithoUTaKiss project dissemination seminar will be organised at the end of the project and all relevant stakeholders will be invited to present the project outcomes.

The outcomes of this task will be summarized in two deliverables: D6.1 which will list the publications and conference presentations and Deliverable 6.2 which will report the market potential and potential commercialization actions related to developments in WPs 1-5.

In a similar manner, Task 6.2 deals with Intellectual Property generated in the technical WPs. The IP team will perform preliminary steps to identify and capture any IP produced in these work packages (foreground IP). The patent searches and review will take place at month 9 and at the end of the project. The results of these searches will be reported in project meetings.

GMI will appoint an Innovation Manager who will lead the task. The Innovation Manager will:

- Review any project results as potential protectable foreground IP capable of commercial exploitation.
- Be responsible for drafting agreements that safeguard the consortium partners rights when a decision is made to proceed with protection of foreground IP.

The outcome of this work package will be reported in deliverable ‘D6.2. IPR assessment and management of knowledge’ and will be fed to the exploitation activities within Task 6.1

2. General

Dissemination, communication and exploitation activities are of paramount importance in SealedwithoUTaKiss project, to maximize its impact and trigger effects across the project's entire range of target audiences, the SealedwithoUTaKiss consortium, by fully recognizing the above, will implement a dedicated dissemination and exploitation strategy, predominantly aiming at ensuring:

- The effective and sustainable dissemination of the SealedwithoUTaKiss project generated knowledge and technologies within the entire community, and through the implementation of *suitable* and *specialized* dissemination and communication activities for each of the project's identified target groups and end users.

- The exploitation of the project's results by the European Aerospace Industry to maintain and reinforce technological advantage over the competition from outside Europe.

- The interconnection with other industrial sectors with the potential to exploit the findings and outcomes of the project.

- The conveyance of new knowledge into the engineering education base provided by the University partners to meet the evolving skill needs of the sector.

- The possible exploitation of the SealedwithoUTaKiss project results and foregrounds in other sectors, e.g. electronics, communication and industrial systems.

The dissemination of the SealedwithoUTaKiss project results will be made through the classical methods: publication in specialized magazines like Aeronautical, Advanced Avionics systems, Aerospace Journals, Aviation Week, Aviation Safety Magazine, etc. and through participation in aeronautic events like: Aero days, Paris Air Show, Toulouse Air Show, JEC, Singapore Airshow, MRO Dubai, RO Uk etc. Partners will take advantage of the periodical project reunion uniting representatives of the European Aeronautic Industry, to present the progress made within SealedwithoUTaKiss project. It could be also being exploited the existing e-dissemination channels and web platforms of relevant organizations for the use and spreading of the research results, as the existing aeronautic clusters.

The results of the project SealedwithoUTaKiss will be also presented at different events (workshops, technical conferences, fairs and exhibitions) organized by the members of the consortium and in other potentially interesting events that could be aeronautical sector, advanced materials bonding and manufacturing and in relation to the dissemination workshops organized by the consortium members, the aim will be to spread the goals, expected results and achieved progress to the scientific and industrial communities.

A dedicated SealedwithoUTaKiss dissemination seminar (in WP6) has been planned at the end of the project for the stakeholder and industries which are dealing with aircraft bonded structures and NDT to present the achievements of SealedwithoUTaKiss.

At the end of the project, information about the major technical achievements and outcomes will be presented and will be sent to the relevant organizations and trade associations. Partners will take advantage of the provided possibilities of EASN platform (where consortium members have associated member) for the dissemination of the project. The technology generated within the project scope will also be available for dissemination using relevant case studies.

3. Plan for the dissemination and exploitation of the project's results

The primary objective of the SealedwithoUTaKiss dissemination and exploitation plan is to prudently and timely identify and organize the activities to be performed (during and after the project), in order to maximize its influence and while taking into account the dissemination needs of the project at each stage of its lifecycle, as well as the specific technical, market, organisational issues and interests of each of the various pre-defined SealedwithoUTaKiss target groups/end users. Consequently, the **main aims** of the planned dissemination and exploitation approach can be summarized as follows:

- **Inform** about the SealedwithoUTaKiss activities to stimulate the participation of SMEs, academia, industry, research establishments, civil society and their networks. Organization of (and participation in) events, workshops and seminars;
- **Raise Awareness** - Present the project, its main objectives and expected impact (e.g. SealedwithoUTaKiss public website, project leaflet, poster and newsletter, etc.)
- **Networking** - Exchange experience with other projects related to SealedwithoUTaKiss to join efforts, minimise duplication and maximize exploitation potential
- **Disseminate Knowledge** - Regularly provide information about the SealedwithoUTaKiss outputs through several channels (e.g. Horizon the EU Research and Innovation Magazine, Clean Sky 2 newsletter, etc.)
- **Support SealedwithoUTaKiss Exploitation** - Pave the way for a successful exploitation of the project results by addressing the full range of potential users and uses, including research, commercial, investment, social, environmental, policy making, setting standards, skills and educational training.

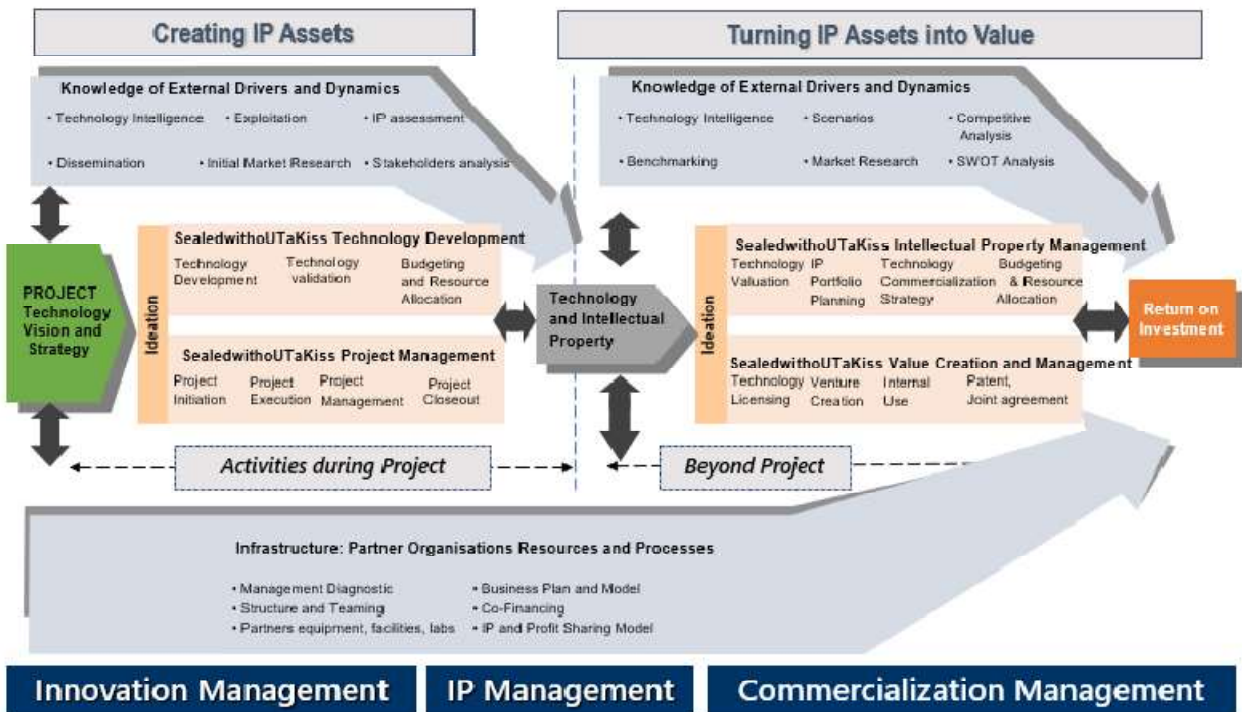
Proposed events for dissemination	Proposed journals for publications
<ul style="list-style-type: none"> <input type="checkbox"/> Greener Aviation Clean Sky 2 Conference <input type="checkbox"/> ECOMONDO fair and Conference <input type="checkbox"/> 255th ACS National Meeting & Exposition <input type="checkbox"/> Aero days 2021 <input type="checkbox"/> Paris Air Show <input type="checkbox"/> Toulouse Air Show <input type="checkbox"/> EASN Platform public events <input type="checkbox"/> Aviation Electronics Europe (AEE) <input type="checkbox"/> Avionics & Space Testing Expo (AST) <input type="checkbox"/> ARC-Digital Avionics Systems Conference 	<ul style="list-style-type: none"> <input type="checkbox"/> Journal of Aeronautics & Aerospace Engineering <input type="checkbox"/> Aerospace Science and Technology <input type="checkbox"/> IEEE Transactions on Aerospace and Electronic Systems <input type="checkbox"/> International Journal of Aerospace Engineering <input type="checkbox"/> International Journal of Aerospace System Science and Engineering

4. Exploitation Plan (EP)

The Exploitation Plan (EP) is designed to multiply the impact of the proposed solutions and prepare the transition towards industrial and commercial uptake to fully achieve the expected impact. The EP describes the activities to be undertaken (how and by whom) to ensure the exploitation beyond the project itself. The target users will be precisely identified and analysed in terms of specific needs and objectives.

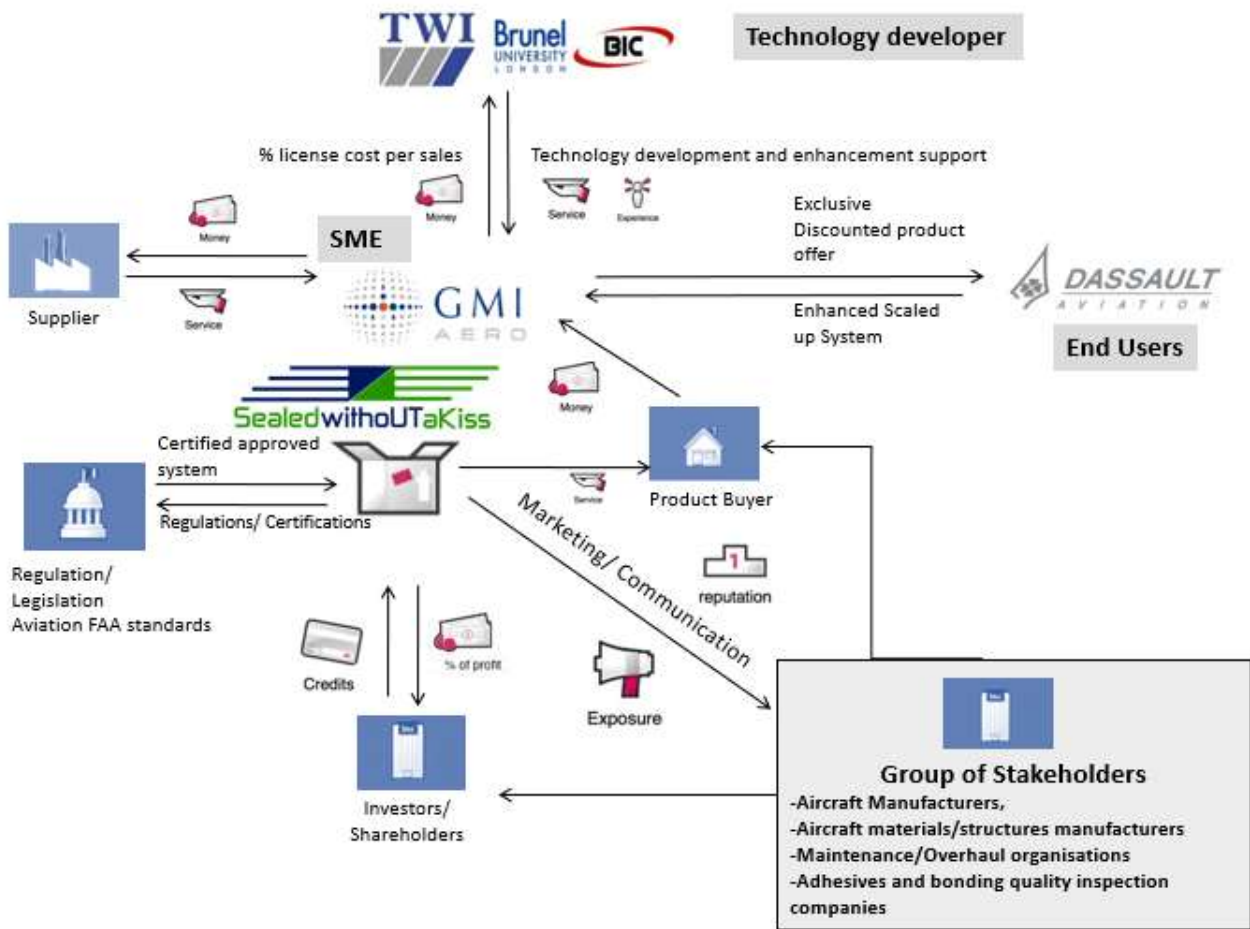
Partners	Exploitable Results/ Interest	Routes to Exploitation	Potential Uses/Applications	Potential Users and Sectors
GMI	NDT Systems for adhesively bonded structures inspection	Product	Manufacturing application of the different bonded material.	Aerospace manufacturing, automotive, space sector etc.
GMI	Mechanical testing	Service	Manufacturing application of the different bonded material.	Aerospace manufacturing, automotive, space sector etc.

The credible path to deliver the innovations to the market: for creating, protecting and transfer for developed IPs, the following plan will be adopted in the project.



5. Business Model of SealedwithUTaKiss

The project business model is presented in the following Figure:



6. Knowledge and data management

Intellectual Property Rights (IPR) protection has been agreed upon on the basis of the Implementation Agreement with AIR IADP, which contains among other things how to manage the ownership and access to key knowledge (IPR, data etc.) in accordance with the terms of the Grant Agreement for Partners. A method has been defined within the project for ensuring approval of each planned publication across the consortium, and especially among the involved parties. The Exploitation Manager (DEM henceforward) is responsible for monitoring all planned dissemination and exploitation activities to ensure that the CA and GA requirements are respected and that the involved parties' IPRs are properly protected from unauthorized use or any other kind of misuse. As all partners will be responsible for publishing project results in local and international press (press releases or newsletters in magazines and newspapers, etc.) and in peer-reviewed scientific journals and conferences. According to the H2020/CS2 rules, **open access will be granted to all scientific publications** resulting from the current project.

As previously mentioned, the DEM will maintain an overview of all published results and in cooperation with the project manager will intervene in case of results which have been classified as publishable do not receive the necessary dissemination. In addition, the DEM will ensure that all project related publications can be read online, downloaded and printed. However, as any additional rights such as the right to copy, distribute, search, link, crawl, and it might increase the utility of the accessible publication, efforts will be made to provide for as many of them as possible, several open access schemes will be proposed for use to all consortium members. Depending on nature, the importance, the cost and the available budget, a decision will be taken by the coordinator in cooperation with the DEM and the proposing partner as to the best open access scheme which is to be followed.

A dedicated budget for **open access scientific publications** has been reserved, which will be used for “**green**” or “**gold**” publications in reputable journals. Alternative repositories such as the Open Access Infrastructure for Research in Europe (Open AIRE), the Registry of Open Access Repositories (ROAR) and the Directory of Open Access Repositories (Open-door) etc will be also exploited, as there are supported by the EC and there is no cost related to using these repositories. In all cases, as soon as possible and at the latest within six months after the publication is performed, the DEM will be responsible to collect a machine-readable electronic copy of the published manuscript version to be deposited in the project website either as a reproduction, if permitted by the publisher, or as a direct link to the publication. In addition, the research data and bibliographic metadata needed to validate the results presented in the deposited scientific publications will be stored in the respective area of the repository. Finally, the coordinator will contact and exploit EC portals and tools (OpenAIRE, Horizon the EU Research and Innovation Magazine, etc.) to make the SealedwithUTaKiss generated knowledge publicly available. Since the tools provide free of charge, online access to the respective publications for any user, they will ensure open access to these publications.

7. Management of intellectual property and rights

Each one of the partners in the consortium has made a significant effort to define as detailed as possible their exploitation interests and possibilities. The management of the IPR is not expected to present any special complexity; for the results obtained, ownership, protection and use will be considered in detail. Intellectual Property Rights (IPR) protection will be agreed upon based on the Consortium and Grant Agreements (CA and GA respectively). IPR will be considered in agreement with the Topic Manager and the Implementation agreement signed with the AIR IADP of Clean Sky 2.

8. Communication activities

Activities to disseminate information and exploit research and innovation results as well as carry out communication activities will be an important and integral part of Clean Sky 2. The following communication measures and strategies will be adopted for promoting the project at European level and to reach the largest possible audience, including groups beyond the project's own community. Communicating relevant knowledge about the project's latest activities and achievements to the relevant identified SealedwithoUTaKiss target audiences is certainly a way to keep all partners actively involved in the project and the SealedwithoUTaKiss consortium accordingly realizes that communication is not something that should be dealt as a side task; on the contrary, it is one of the topmost aspects, priorities, and prerequisites of running a successful research project. In this context, the draft communication plan for promoting this project and its results, include an efficient and effective mix of both interpersonal and mass communication tools. Moreover, it shall be strongly emphasized, that for each targeted audience, a distinct strategy using targeted messages, means and language has been planned.

Direct proactive communications and physical demonstrators: *Attendance at seminars and conferences, one-to-one communication, e-mailing stakeholders, periodic newsletters, etc.;*

- **Clustering activities:** *Contacting parallel related projects, cross-field events;*
- **Mass and general communication:** *Project website, press releases, posters and leaflets;*
- **Scientific excellence:** *Publications in highly-ranked journals, presentations at conferences;*
- **Academic:** *Conveyance of the new knowledge into University curriculums, publications of MSc and Ph.D. theses.*

Below, specific audiences and communication methods have been defined for promoting SealedwithoUTaKiss and its main results:

Dissemination Tools	Target Audience		
	Scientific Community	Industry and SMEs	Public at large
Project page in coordinator website	X	X	X
Project material (leaflets/brochures/audio-visual publications that will be distributed at topical events)	X	X	X
Newsletters (via project webpage)	X	X	X
Scientific Publications	X	X	-
Participation in topical national/international scientific conferences, technical workshops, industrial fairs, Greener Aviation: Clean Sky and other relevant events	X	X	-
General audience articles (EU portal news, specialized magazines, etc.)	-	X	X

9. Conclusions

As detailed in SealedwithoUTaKiss (SWAK) Description of Work (DoW), **WP6** encompasses the dissemination and exploitation activities of the project as well as actions related to maximisation of its impact. Task 6.1 addresses dissemination of outputs in the specialist industrial and academic communities that can benefit from the developments in SealedwithoUTaKiss project. The exploitation potential of the NDT solutions will be examined. The task will run as soon as WP1 is completed when the specifications are established. GMI has been assigned responsibility for project dissemination, exploitation and IP management. Activities will be in line with the outcome of IP management (Task 6.2) focusing on market potential and future actions required. The Innovation manager will coordinate the definition of the exploitation plans and will streamline activities with the help and agreement of the Topic Manager. A dedicated SealedwithoUTaKiss project dissemination seminar will be organised at the end of the project and all relevant stakeholders will be invited to present the project outcomes.