



SECure Decentralised Intelligent Data MARKetplace

D6.2 Dissemination and exploitation plan

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List of Acronyms

Abbreviation / acronym	Description
4YFN	4 Years from Now
AI	Artificial Intelligence
ASF	Apache Software Foundation
BDVA	Big Data Value Association
BSD	Berkeley Software Distribution
CA	Consortium Agreement
DSM	Digital Single Market
DSSC	Data Spaces Support Centre
EBDVF	European Big Data Value Forum
EC	European Commission
EmFi	Embedded Finance
EPP	European People's Party
EU	European Union
FAIR	Findability, Accessibility, Interoperability, and Reuse
GA	Grant Agreement
GNU	GNU's not Unix
GPL	GNU General Public License
IDSA	International Data Spaces Association
IP	Internet Protocol
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
LGPL	Lesser General Public License
MPL	Mozilla Public License
NAP	National Access Point
NAPCORE	National Access Point Coordination Organisation for Europe
OPENDEI	Open Platforms and Large-Scale Pilots in Digitising European Industry

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Abbreviation / acronym	Description
PIMS	Personal Information Management Systems
R&D	Research and Development
SEO	Search Engine Optimization
SME	Small and medium-sized enterprise
TBD	To be defined
UK	United Kingdom
UKRI	UK Research and Innovation
WDME	Water Data Management Ecosystem
WP	Work Package

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Executive Summary

This document is a deliverable of the SEDIMARK project, funded by the European Commission under its Horizon Europe Framework Programme. This document presents the “D6.2 Dissemination and exploitation plan” deliverable, including the expected impact of the ongoing and planned activities, target audience, milestones, and mechanisms to assess the dissemination and exploitation activities carried out throughout the project execution.

Dissemination activities are any action related with the public disclosure of the project results by any appropriate means, including scientific publications. On the other hand, Communication activities also include the promotion of the project itself to multiple audiences, including both the media and the public. Separating the concept and the goal of dissemination and communication plan is important as the communication plan is about the project and its results, whilst the dissemination one is only about the results.

Moreover, exploitation activities have a broader scope compared to communication and dissemination. They can include actions such as utilizing the project results in further research activities other than those covered by the concerned project, developing, creating and marketing a product or process, creating and providing a service, or even in standardisation activities.

The project consortium will use different communication, dissemination, and exploitation activities via various channels, ranging from website and social media to scientific publication and conferences and more, to achieve a high visibility of the project and to transfer knowledge and results of the project to the target stakeholders.

The idea underpinning the dissemination strategy is to take key external stakeholders through a three-stage process of Awareness, Understanding and Action.

During the project, this dissemination and exploitation plan will be a dynamic documentation that will be updated and adapted depending on the progress and evolution of the project and incorporating the feedback of the community and the targeted stakeholders.

This content from the current document will be continued in deliverables *D6.3 Dissemination and Impact creation activities*, due in M18 (March 2024) and *D6.4 Dissemination and Impact creation activities* which is due in M36 (September 2025).

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1 Introduction

1.1 Purpose of the document

SEDIMARK is an Innovation Action with a duration of 36 months, involving 12 partners from different sectors. The project aims to design and prototype a secure decentralised and intelligent data and services marketplace that bridges remote data platforms and allows the efficient and privacy-preserving sharing of vast amounts of heterogeneous, high quality, certified data and services supporting the common European Union (EU) data spaces.

The content of this document is framed in WP6 "Dissemination, exploitation, standardisation", which aims to disseminate, communicate, and exploit the project results such as scientific publications, participation at conferences, seminars, industry meetings, to the general public, prospective end-users, industry stakeholders, and innovation partners.

SEDIMARK_D6.2 presents the SEDIMARK overall communication, dissemination, and exploitation strategy, describing the target audiences, channels and means to address dissemination and exploitation during the project.

1.2 Relation to another project work

The dissemination, communication and exploitation planning that is presented in this document is meant to maximize the outreach and impact of the project results. Thus, all the activities that will be carried out during the project, more specifically, their results, will feed the strategies that are described in this document.

Moreover, this deliverable has a series of connected deliverables as shown in Figure 1. This deliverable presents the planning of the dissemination, communication and exploitation and the next deliverables, namely SEDIMARK_D6.3, SEDIMARK_D6.4 will include the evolution of the dissemination activities and SEDIMARK_D6.5 and SEDIMARK_D6.6 will focus on presenting the progress of the exploitation activities.

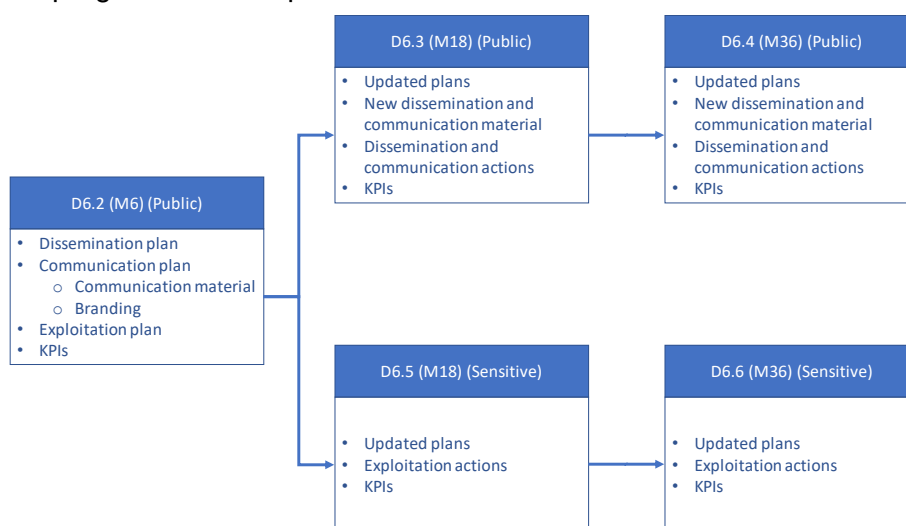


Figure 1: Overview of SEDIMARK's WP6 deliverables

It is planned to publish during the project development, on the one hand, two deliverables with an initial and final version for "Dissemination and Impact creation activities" (SEDIMARK_D6.3 in March 2024 and SEDIMARK_D6.4 in September 2025) and on the other hand, two

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deliverables for "Exploitation, Innovation and business impact" (SEDIMARK_D6.5 in March 2024 and SEDIMARK_D6.6 in September).

1.3 Structure of the document

This document is structured in five major sections and a final annex:

Chapter 1 includes this introductory section.

Chapter 2 presents the dissemination and communication strategy, impact, target groups and activities.

Chapter 3 presents the results exploitation strategy and planned activities.

Chapter 4 describes the exploitation planning specifically related with Intellectual Property Rights (IPR).

Chapter 5 gives the concluding remarks.

Annexes provides additional insights about the communication material.

1.4 Glossary adopted in this document

The objective of this subsection is to provide definitions of some relevant terms in order to clarify its meaning to the readers.

Dissemination. Dissemination includes the activities to spread the project main achievements and messages, with the intention to maximise the impact of the SEDIMARK project at a global level.

Communication. Communication contains the activities to achieve maximum visibility and raise awareness of SEDIMARK among different stakeholders and audiences.

Exploitation. Exploitation comprises the activities which drive the actions to identify and foster patentable components, product or developed processes, based on the obtained SEDIMARK's results.

1.5 Overall status of Dissemination, Exploitation and Communication Planning

A dissemination and communication plan is understood as a group of actions and activities for transmitting outcomes, research finding or/and products to interested target groups, users and stakeholders via specific communication channels.

According to the structure of the document presented above, is in [Chapter 2](#), where the dissemination and communication status of the project are described specifically in Tables 4 to 7.

Table 13 presents the current EU projects that are data space related and potentially SEDIMARK could share knowledge with.

SEDIMARK has identified an exploitation path by collaborating with relevant initiatives such as International Data Spaces Association (IDSA) [1], Big Data Value Association (BDVA) [2] or the GAIA-X [3]. These initiatives will be detailed in deliverable SEDIMARK_D2.1.

The exploitation strategy which will be continuously updated, will be based on three pillars: connections with European Data Spaces Initiatives, collaborations with European projects with similar interests and the management of stakeholders from various domains to optimise the impact of SEDIMARK.

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As the project evolves all the plans for Dissemination Exploitation and Communication presented in sections [2.1](#) and [3.1](#), will be updated within next deliverables. These changes will be stated in future versions of this release, namely SEDIMARK_D6.3 and SEDIMARK_D6.4. Both will reflect the impact activities of the consortium, the communication and cooperation with other initiatives.

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2 Dissemination plan and communication measures

The main goal of the SEDIMARK's Dissemination strategy is to spread the project main objectives, achievements, and messages, with the intention to maximise the impact of the SEDIMARK project at a global level. In particular, the SEDIMARK dissemination plan will aim:

- To contribute to achieving SEDIMARK objectives by means of relevant dissemination activities.
- To identify potential stakeholders and target audiences that could be interested in SEDIMARK's results, defining the messages and channels to reach and engage them, resulting in the creation of a community around the project.
- To provide mechanisms and tools that enable all project partners to execute dissemination activities.
- To set up infrastructures and tools to organise and monitor dissemination activities, continuously adapting and improving them according to the project evolution and the feedback received.
- To identify dissemination opportunities for the project, organising the tasks to participate in them.
- To plan the creation of scientific publications that will be used to disseminate the SEDIMARK project's outcomes.

Pertaining to the Communication objectives, they are to achieve maximum visibility and raise awareness of SEDIMARK among different stakeholders and audiences. These high-level targets can be refined into some specific objectives:

- Ensure maximum visibility and awareness of SEDIMARK, including the progress, and results among key target audiences through a solid digital strategy focused on delivering relevant content and messages for achieving a large number of unique visitors on the website and significant engagement rate on social media accounts by the end of the project.
- Boost online and offline visibility of the project by creating valuable content in different formats following the visual identity defined for SEDIMARK such as blog posts, posters, brochures, newsletters, and videos.
- In collaboration with the "Dissemination" efforts, diffuse the research and technological knowledge to generate more scientific material and use our efforts to promote these actions through the SEDIMARK channels.
- Attract potential users and stimulate the appropriate market segments to validate and support the project's exploitation strategy, promoting the uptake of the final release of SEDIMARK, by participating in industry conferences and exhibitions.

2.1 Strategy

The initial Dissemination and Communication strategy has been designed at the beginning of the project in collaboration with all partners. Figure 2 shows an overview of the project strategy that includes the main pillars as the Awareness, Understanding and Action phases.

As can be seen, the first phase of the project will be focused on increasing the visibility of SEDIMARK having an estimated duration of around 12 months. In this phase, the project will

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start to establish synergies with similar R&D initiatives, relevant networks and organisations. It will also participate in selected conferences and workshops to present the project goals, vision and roadmap. Now when writing the present deliverable, phase 1 has already started.

The second phase, that will last the following 18 months, will be devoted mainly to increasing the understanding about the target audiences and stakeholders. Since four pilots will have completed the preparation activities and the first technical results will be available, the consortium will use these outcomes to organise dedicated project events, present them in conferences and workshops and continue the liaison with R&D projects and initiatives. In addition, booths and demonstrators will be organised in industry fairs and events.

The third and final phase, covering the last 6 months of the project and beyond, will aim to maximise the engagement to ensure the impact of the results beyond the project lifetime. Since most of the technical assets and results will be available and the four use cases will address their integration and demonstration, the dissemination and communication activities will exploit them to increase the interest of the audiences and to gather the attention of potential clients, end-users and partners that could be interested in the exploitation or adoption of SEDIMARK results. The project will have also an ambitious open-source strategy with the publication of some of the datasets collected during the project execution (through platforms like Zenodo) and even the source code (through GitHub repositories) of some technical components.

Table 1 summarizes the objectives and main channels that will be leveraged during the three phases.

Table 1: Dissemination and Communication strategy

Phase	Description	Main channels
Awareness Stage 1 – Preliminary Project Promotion Phase (M01 – M12) (October 2022 - September 2023)	Aims at: <ul style="list-style-type: none"> • Agreeing upon the communication strategy and future activities; • Creating initial awareness in the markets related to the Project's objectives and scope; • Creating a first contact with the stakeholders and establishing collaboration with other projects. 	Project Website. Social Media. Press Releases. Video Presentations. Leaflets. Posters. Partners social media channels and websites. Presentations about project scope and objectives at industrial exhibitions, conferences & workshops. Presentations at scientific, technical & policy conferences and workshops. Organization of joint workshops with related projects.

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Phase	Description	Main channels
Understanding Stage 2 – Stakeholders engagement Phase (M12 – M30) (October 2023 - September 2024)	Aims at: <ul style="list-style-type: none"> • Create more “targeted awareness” regarding SEDIMARK’s technologies with key players and potential users; • Inform the target audiences about the technological benefits of SEDIMARK; • Adjust the requirements collected in collaboration with other projects and collect additional needs and requirements coming from a number of stakeholders much higher than the stakeholders involved in the first stage. 	Project website. Press releases. Presentations at industrial exhibitions, conferences & workshops. Presentations at scientific, technical & policy conferences and workshops. Journal & conference papers. Organization of joint workshops with related projects.
Action Stage 3 – Business Strategy Phase (M30 – M36) (October 2023 - September 2024)	Aims at: <ul style="list-style-type: none"> • Maximizing target market awareness regarding the SEDIMARK solution; • Thus, contributing to ensure the project sustainability and full exploitation. 	Project website. Press releases. Presentations at industrial exhibitions, conferences & workshops. One-to-one meetings. Presentations at scientific, technical & policy conferences and workshops. Scientific publications in journals and international conferences. Final project Brochure.

2.1.1 SEDIMARK target audience

Preliminary list of stakeholders and target audiences is presented in Table 2.

Table 2: SEDIMARK’s target stakeholders

Audience	Main messages per type of audience
Data suppliers and consumers	What SEDIMARK can do for data collection and exploitation? How can it be effectively controlled and possibly monetized?
Data Providers	How can SEDIMARK help you improve the quality of your collected data? How can you get revenue out of your data? How can SEDIMARK improve the privacy of your data?

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Audience	Main messages per type of audience
Policy makers	How the new platform can support new FAIR [4] policies design, but also monitoring the impact/implementation of existing ones?
Technology developers, investors, entrepreneurs	Why is it worth investing in SEDIMARK? How can you use the SEDIMARK technology for increasing your revenue?
Scientific community, international networks/clusters	What is the science behind SEDIMARK? Where can I find open data? How can I find/use data related to my research? Can I train Artificial Intelligence (AI) models on the data?
Standards bodies and fora	How can SEDIMARK help improve the standards for data sharing within the EU?
Citizens, end users, cities, local authorities	Which data usage is now possible & safe to do in a context of EU data spaces? How can you contribute to these new spaces of data sharing economy?

2.1.2 SEDIMARK dissemination and communication timeline

As it has been indicated, the SEDIMARK dissemination and communication strategy has been split into three different phases that are shown in Figure 2.

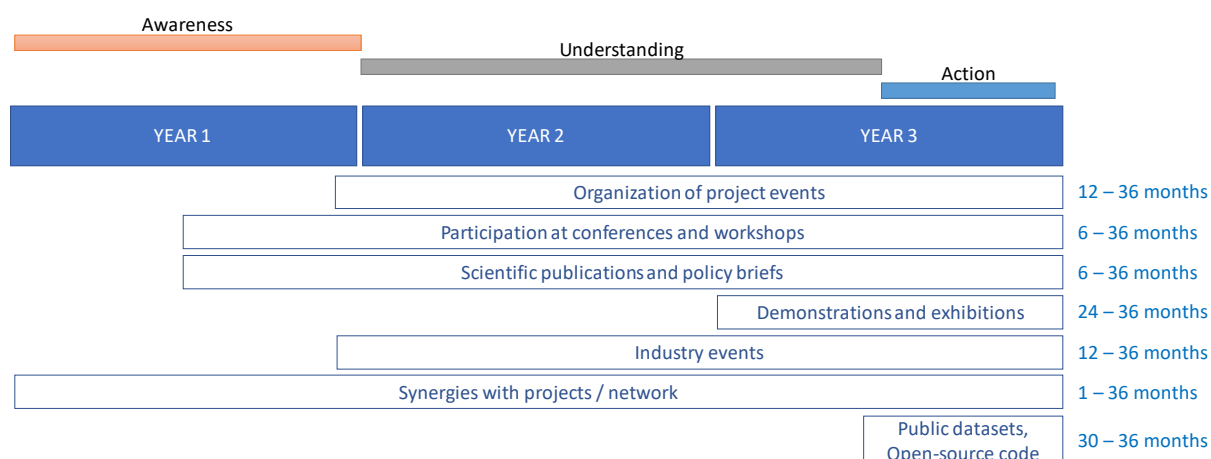


Figure 2: SEDIMARK dissemination and communication overview timeline

2.2 Dissemination activities

Dissemination relates to the public communication of project outcomes. SEDIMARK proposes a significant amount of dissemination activities to ensure a widely spread of the project vision and increase awareness. Partners in SEDIMARK consortium are committed throughout the project to mobilise the appropriate stakeholders to multiply the effects of dissemination and exploitation activities and maximise the project's impact based on the target audience identified. Considering several mechanisms and Key Performance Indicators (KPIs) as defined in the Grant Agreement (GA), several actions have already been performed at this stage in the project execution (cf. Section [2.3](#)).

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The SEDIMARK website (<https://sedimark.eu/>) will serve as a major dissemination tool in terms of project's concept, objectives and outcomes and report uploading. Within the "News" section on the website, partners can publish articles about intermediate results, events, etc.

Additionally, the 26 public deliverables will be uploaded on the website. Each of these represents an opportunity for external dissemination. The public deliverables are listed in Table 14 found in the Annex.

The website appearance will be coherent with the brand and the general communication strategy. Periodically updates of the Website will be carried out. The website activity (e.g. number of visitors, time spent, etc.) will be monitored through Google Analytics in order to gather information about the website traffic and how visitors interact with the website. Moreover, in order to assure a good visibility in search engines (such as Google) on page and off page Search Engine Optimization (SEO) [5] actions will be taken. The SEDIMARK website has been further described in SEDIMARK_D6.1 Project website and dissemination material.

2.2.1 Communication tools and channels

Additional specific Dissemination and Communication actions are listed in Table 3.

Table 3: SEDIMARK's specific Dissemination and Communication actions

Dissemination and Communication action	Description
Trade fairs/exhibitions	<p>SEDIMARK will participate in trade fairs and exhibitions to initiate and maintain continuous interactions with stakeholders and to disseminate the project's results delivering presentations, brochures, demos and organising panel discussions.</p> <p>Indicative events: Data Cloud Summit (https://cloudonair.withgoogle.com/), Data2030 Summit (https://data2030summit.com/), Enterprise Data World (http://enterprisedataworld.com/), AI and Big Data Expo (https://www.ai-expo.net/), EU OpenData days (https://op.europa.eu/en/web/euopendatadays), Manufacturing Data Summit (https://europe.manufacturingdata.io/), European People's Party (EPP) - Data Summit (https://www.eppgroup.eu/newsroom/events/epp-data-summit), SIDO (https://www.sido-event.com/), 4 Years from Now (4YFN) Startup Events, European Big Data Value Forum (EBDVF) (https://european-big-data-value-forum.eu/), EU-Startups Summit (https://www.eu-startups.com/), Blockchain Expo Europe (https://blockchain-expo.com/europe/).</p>

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Dissemination and Communication action	Description
Communication to the scientific community	<p>SEDIMARK will communicate the results to the scientific community through scientific publications, presentations in conferences, organisation of workshops and seminars.</p> <p>Indicative Journals: ACM Distributed Ledger Technologies: Research and Practice, IEEE Access, IEEE Transactions on Knowledge and Data Engineering, Journal of Machine Learning Research, Big Data Research Journal, Journal of Cybersecurity and Privacy, IEEE IoT Journal.</p> <p>Indicative Conferences: ACM ICDCN (International Conference on Distributed Computing and Networking), CIKM, AAI, WWW Conference, SIGKDD, IEEE Int. Confer. on IoT and Intelligence System (IoTaIS), IEEE World Forum on IoT, IEEE Symposium on Security and Privacy, IEEE SST (International Conference on Smart Systems and Technologies), IEEE Global Blockchain Summit.</p>
Communication to technology developers, networks, clusters, related industries, investors	<p>SEDIMARK will establish direct contact (e-mail, business meetings) to present the project results in international associations. Presentation of project will be done through channels of the SMEs/Industrial partners and through trade fairs/exhibitions (see above) in which the commercial partners regularly participate. SEDIMARK will share technical papers, newsletters, brochures & videos. The very broad network of the SEDIMARK partners will be exploited.</p>
Links with other R&I initiatives, projects and decision makers	<p>The project will establish links with organisations that work in similar areas to align its activities and contribute to the emergence of technical whitepapers, joint papers and new standards.</p>
Project Open-Source software	<p>In line with Open Science Principles SEDIMARK will setup its software on GitHub following the best practices of open-source repositories.</p>

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Dissemination and Communication action	Description
Communication towards local authorities / citizens / user communities	SEDIMARK will establish regular communication with local authorities, smart cities, citizens and user communities to promote the project and the need for trusted decentralised sharing of data. SEDIMARK will organise public workshops, create public videos, and establish strong social media presence (Twitter, LinkedIn). Dedicated links with smart cities associations will be established through Santander and Forum Virium.
Link with external Open Data Repositories and data providers	SEDIMARK will establish contacts with external open data repositories and industrial data providers to promote the project results and the benefits SEDIMARK can provide them if they share their data through the SEDIMARK marketplace in a secure and trusted way.

The initial quarter of project execution showed the set-up and corresponding start of activities in both the SEDIMARK website, and the media channels considered optimal to properly perform dissemination activities, Twitter, and LinkedIn. To access them all, people should refer to the URLs detailed in Table 4.

Table 4: SEDIMARK communication tools

Communication tool	URL
SEDIMARK website	https://sedimark.eu/
SEDIMARK Twitter account	https://twitter.com/sedimark
SEDIMARK LinkedIn account	https://linkedin.com/company/sedimark
SEDIMARK newsletter	https://sedimark.eu/news/

This initial six months of the project's communication activities include activities mainly related to gather initial awareness in the target audience. These actions focused on:

- Design of **project branding**: logo, project identity, information material (roll-up), project templates.
- Design and development of **project website** (see Figure 3).
- Set up **social media** accounts and establish project presence in both Twitter (see Figure 4) and LinkedIn (see Figure 5).
- Devote specific section in project website to show **news and events** related to the project but not limited to them.
- Preparation of **Newsletter** structure.
- Regular **updates** of project website and dissemination materials.

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Figure 3: SEDIMARK website landing page

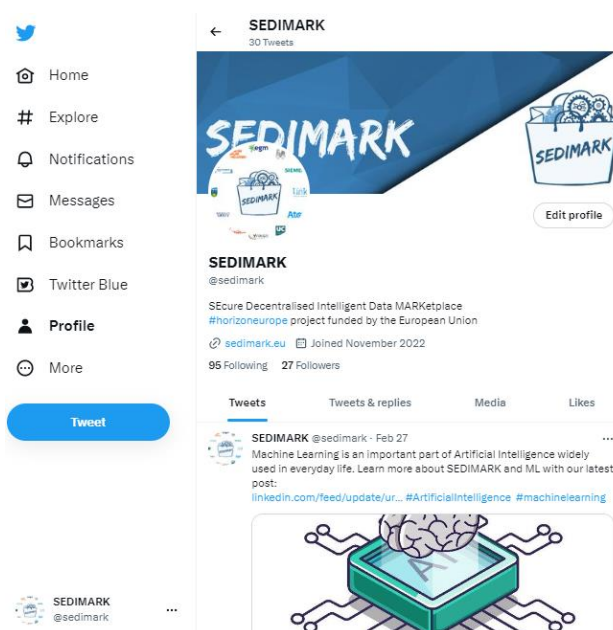


Figure 4: SEDIMARK Twitter account

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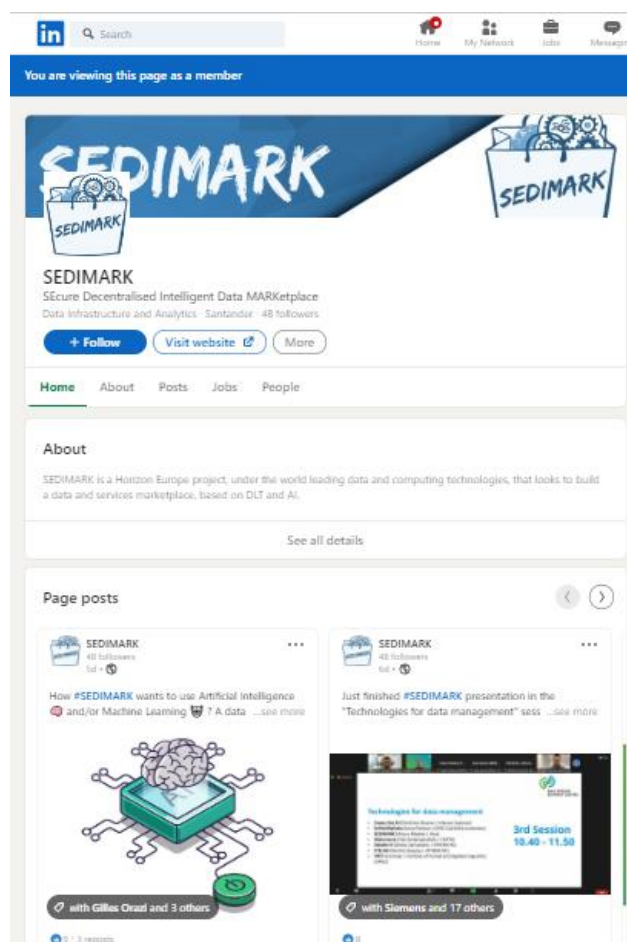


Figure 5: SEDIMARK LinkedIn account

The planning that has been established among the partners to keep a continuous communication of the project results and related events is to have a rotatory responsible of the project communication that will have to produce one piece of news to be published on the web page, three Tweets and one LinkedIn post.

2.2.2 Dissemination and Communication guidelines and toolkit

Pertaining to the visual identity of the project, the SEDIMARK logo (cf. Figure 6) is an important graphic element which was established at the beginning of the project in order to create a common visual identity to all of the work arising from the project. It is used on all materials and communications issued by members of the project. The graphical elements within the logo were designed in order to express the project vision.



Figure 6: SEDIMARK logo

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Templates are available on the project's workspace platform in a dedicate Templates folder, for Project Deliverables and PowerPoint Presentations. Figure 7 presents an excerpt of these templates.

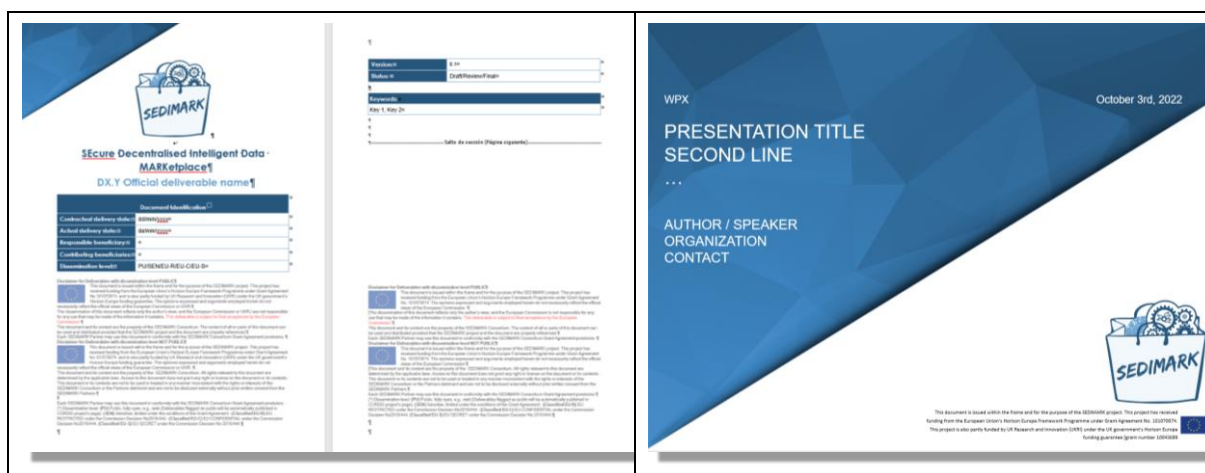


Figure 7: Project templates

Moreover, in order to support the dissemination and communication activities a dissemination toolkit has been developed. It consists of the following:

- The website <https://sedimark.eu> which plays an important role in dissemination and communication activities. The website is described in SEDIMARK_D6.1 Project website and dissemination material.
- A project roll-up poster to be used at industrial, academic exhibitions and conferences (Figure 9).
- A project general presentation to which each partner can add information to this presentation according to their needs, context or event they are attending. The presentation will contribute to the identity forming and making the project recognizable (Figure 10).

According to European Commission guidelines all dissemination materials issued by SEDIMARK consortium have to include the EU emblem and acknowledgement, see Figure 8. As in the SEDIMARK consortium there is a UK partner receiving funding from UK Research and Innovation (UKRI), its logo and respective grant number should be also acknowledged.



Figure 8: EU and UKRI emblem and acknowledgement

The SEDIMARK project logo should be included in all dissemination materials, including the public and internal websites, brochures, flyers, presentations, roll-up, posters, both printed and online etc.

It is also recommended to include in those materials the logo of each consortium member and they should all be of about the same size.

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2.3 Impact assessment

Monitoring the impact of the dissemination activities consists of a systematic gathering of data and reporting of information from all partners. Using this collected information an assessment of the success of the dissemination strategy can be planned.

Table 5 summarises the dissemination activities as regards the monitoring indicators requirements until the end of the project lifetime. Furthermore, Table 6 summarizes the communication-related metrics that are planned.

Table 5: Dissemination activities monitoring

Type	KPIs and monitoring indicators
Trade fairs/exhibitions.	> 20 events. > 8 panels/discussions. > 5 talks.
Communication to the scientific community.	> 15 publications. > 4 in open access journals.
Communication to technology developers, networks, clusters, related industries, investors.	> 20 associations.
Links with other R&I initiatives, projects, and decision makers.	> 8 activities. > 4 projects for joint activities.
Project's Open-Source software.	> 100 downloads.
Communication towards local authorities / citizens / user communities.	> 6 workshops with users/citizens. > 5 smart city associations. 1 hackathon.
Link with external Open Data Repositories and data providers.	To be continuously updated throughout the project.

Table 6: Communication metrics and activity monitoring

Metric/Activity	Target value
Creation of strong online presence, via the SEDIMARK website and partners' websites.	50,000 views.
Published articles in technical papers, (e-)magazines, (e-)newspapers.	15.
Newsletters/Number of recipients of the newsletter.	6 / 1,000.
Presentations/Posters in scientific conferences, industrial trade fairs, exhibitions.	15.
Publications in open access scientific Journals and conferences.	15 (>4 in journals).

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Metric/Activity	Target value
Brochures.	Minimum 2.
Social media posts (LinkedIn, Twitter) / Number of followers.	500 / 1,000 followers.
Leaflets and posters.	Minimum 4
Videos will be created for: a) presenting the project in a simplified way to the general audience (M12, September 2023) and b) for the presentation of the results (M36, September 2025).	4 videos, 1 per Use Case, 1,000 views/video
Public workshops to present SEDIMARK and to engage stakeholders.	3
Demonstrator of the project use cases.	4
Hackathons.	1

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Furthermore, a monitoring mechanism was specifically defined to keep track of the dissemination and communication plan progress and outcomes. An online database is available to all the partners with the following four sections (see Table 7, Table 8, Table 9, and Table 10), which will be properly updated throughout the course of the project:

- Events and conferences

Table 7: SEDIMARK's presence in events and conference

Event Name	Event Date	Type of participation	Result presented	Participant name	Other comments
SmartCityExpo/Tomorrow.Mobility	14.- 17.11.2022	Participation	Project & concept presented to ~20 European cities	Sami Sahala /FVH	Targeting acquiring follower cities. Forums used @EIT UM City Club, @ITEA Smart City Advisory Board
European Big Data Value Forum	21- 23.11.2022	Presentation	Project & concept presented to large community on Big Data and Data Spaces	Luis Sánchez / UC	Targeting raising awareness and establishment of contacts with related projects and initiatives
Data Spaces Support Centre (DSSC) to Horizon Europe Projects in Data sharing in the common European data spaces and Strengthening Europe's data analytics capacity	24.02.2023	Presentation	Project & concept presented to large community on Data Spaces Coordination Action	Arturo Medela / ATOS	Targeting raising awareness and establishment of contacts with related projects and initiatives
...					

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- Scientific publications

Table 8: SEDIMARK's scientific publications

Paper title	Authors	Journal name	DOI	Status	Open Access	Citation	Link
GDPR-inspired IoT Ontology enabling Semantic Interoperability, Federation of Deployments and Privacy-Preserving Applications	Rachit Agarwal; Tarek Elsaleh; Elias Tragos	IEEE World Forum on IoT	TBD	Accepted (In press)		TBD	TBD
...							

- Communications to user communities

Table 9: SEDIMARK's communications to user communities

Event Name	Event Date	Type of participation	Result presented	Participant name	Link to event webpage	Other comments (brief description of the activity)
Jornada "Movilidad Sostenible en Cantabria"	02.02.2023	Participation	Santander Use Case	Santander Municipality	https://ascentic.org/jornada-movilidad-sostenible-en-cantabria/	Introduction to the planned Use Case in Santander. Targeting to raise awareness about the project.
...						

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- Other dissemination and communications

Table 10: SEDIMARK'S dissemination and communications of any other kind

Event Name	Event Date	Linked initiative / project	Participant name	Link to reference news	Other comments (brief description of the joint activity)
...					

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3 Exploitation plan

This section draws the preliminary plan for dissemination and exploitation of SEDIMARK's results as presented in the project's proposal. Since this is a public deliverable, the plan presented here is a general plan without going into specific details related to i.e., potential products to avoid releasing confidential partner information. A more detailed exploitation plan will be provided in the next deliverable SEDIMARK_D6.5.

3.1 Strategy

The exploitation strategy of SEDIMARK targets to properly exploit the project outcomes through the realization of coordinated and effective efforts of the consortium, accomplished through two distinct, but closely interconnected directions:

- Partner-centric exploitation, formulating individual exploitation plans by the partners that will offer each other support and guidance, to achieve new impact in the commercial market.
- Joint innovation-centric exploitation, anticipating the go-to-market of the key Innovative Exploitable Assets developed in SEDIMARK.

The main SEDIMARK outcomes, including reports, software, datasets, and policy recommendations, as well as any accompanying scientific publications will be openly & freely shared. The end-users (data spaces consumers) will directly exploit the results for improving their operations, but also the sustainability of the relevant ecosystem. For the academic partners in the consortium, project results will be a significant starting point for further research, but also in terms of supporting the local data-ecosystem in their regions. In fact, all such partners are actively collaborating within data space ecosystems in a mutually beneficial way, exploiting this collaboration for getting data for their research work, while providing services and advice for free.

The following steps are meant to help develop an effective exploitation strategy considering the proposed list of wider impact items of the project.

First, we must identify the groups that could benefit from or have an interest in the project's outcomes, namely the potential users and stakeholders of the project results. This list of stakeholders can include companies, organizations, researchers, and end-users who could benefit from the project's results. Here we need to consider the proposed KPI namely link with over 20 industry associations and more than 10 EU clusters. In this purpose a next step is to conduct a market analysis to identify the potential market size and similar projects or organizations that conduct efforts towards a secured digital data market. This can help defining the commercial viability of the project outcomes.

Starting from the benefits that trustworthy data sharing through SEDIMARK could bring to local and global economy and society and about the privacy and trust mechanisms enforced within SEDIMARK for protecting user data. SEDIMARK aims to attract the interest of over 20 industry and SME consortia and engage with more than 10 user associations.

An important aspect of the strategy is to pinpoint the IPRs by identifying the IPRs that are associated with the project outcomes. This can include patents, trademarks, copyrights, and trade secrets. These issues are covered in detail in the SEDIMARK Consortium Agreement (CA).

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Based on the results of the market analysis and IPR identification, the next step is to determine the most appropriate exploitation mechanism. This can include licensing, spin-offs, start-ups, joint ventures, or other mechanisms.

During the development of this project, we intend to contour a detailed exploitation plan that outlines the actions required to implement the chosen exploitation mechanism. This can include actions related to intellectual property protection, market analysis, business plan development, partner selection, and marketing and communication activities.

Establishing a monitoring and evaluation framework to assess the effectiveness of the exploitation strategy, is the last step of the plan. This framework can include measures of commercial success, impact on end-users, and other relevant indicators.

During the implementation of the exploitation plan, we must ensure that this is a joint exploitation plan, and it is aligned with the project objectives and timelines.

The project will pursue participation in over 15 presentations in industrial fora and events promoting the SEDIMARK benefits towards a data-agile economy.

Overall, developing an effective exploitation strategy requires a thorough understanding of the project outcomes, the potential market, and the available resources. By following the above-mentioned steps, one can develop a strategy that maximizes the impact and value of the project results and ensures that they reach the target users and stakeholders.

This initial plan for exploiting SEDIMARK is:

- Define and implement the methods and channels for disseminating the projects results
- Follow-up closely the four-pilot partner’s use-cases, so that the initial implementation of the project meets their necessities
- Based on the IPR identification process elaborate articles, patents that defend the new ideas elaborated in the project
- Identify the potential customers, partners interested to collaborate to exploit the project’s results.
- Asses the effort needed to update the implementation of the platform so to meet the newly identified necessities

In the next version of the deliverable, namely D.6.5 and D6.6, a more thorough exploitation plan will be addressed. This plan will contain details about the different partner profile and their motivation, the rationale behind the assets developed within the project, as the project progresses.

The exploitation of the SEDIMARK project will be conducted in three phases according to Table below:

Table 11: SEDIMARK Exploitation phases

Phase	Duration	Steps
Phase1	M01-M12 (October 2022- September 2023)	<ul style="list-style-type: none"> • Strategy definition Introduction to joint exploitation path. • Initial exploitation plan.
Phase2	M13-M24 (October 2023- September 2024)	<ul style="list-style-type: none"> • Market analysis • Identify exploitable outcomes • Target customers Business Models

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Phase	Duration	Steps
Phase3	M25-M36 (October 2024- September 2025)	<ul style="list-style-type: none"> • Business plan for joint exploitation plan • Elaboration on the individual exploitation plans

3.1.1 Stakeholder analysis

An essential aspect of the exploitation plan is the analysis of potential stakeholders, to initiate connections with them. The steps to elaborate a well-prepared stakeholder analysis are:

- Identify the stakeholders: partners, customers, end-users, funders, policymakers, and other entities who may be impacted. The four partners Santander SmartCity [6], Mytilineos, Helsinki Digital Twin City [7] and EGM provide the scenarios that justify the values of SEDIMARKS's results.
- Prioritize the stakeholders: Once the stakeholders have been identified, one needs to prioritize them based on their level of interest and influence on the project.
- Analyse stakeholders' needs and expectations: Next, the needs and expectations of the stakeholders must be analysed. This involves gathering information on their interests, concerns, and objectives, and how the project's results can meet their needs and expectations.

In this sense initial work package meetings and use-case demos have been presented throughout the initial phase of the project.

- Identify potential barriers and risks: We should also identify potential barriers and risks that may prevent stakeholders from fully engaging with SEDIMARK. These could include legal, financial, or technical barriers, as well as cultural, social, or political issues that may impact their willingness to engage.

The stakeholders which have been identified so far are consortiums connected to the Data Spaces EU programs, and the partners that provide four specific directions. The area of interest for SEDIMARK could be extended to other European research areas and this is to be explored in close relation with the projects results.

- Develop engagement strategies: Based on our stakeholder analysis, one can then develop engagement strategies to effectively engage with stakeholders. This could involve developing communication plans, outreach campaigns, and engagement activities to foster relationships and build trust.
- Industrial partners will contribute significantly to exploitation, with the help of the local authorities (Santander or Helsinki) and the innovation targeted research organisations.
- Monitor and evaluate stakeholder engagement: Finally, one should monitor and evaluate the stakeholder engagement activities to assess their effectiveness and identify areas for improvement. This can help us refine the engagement strategies and ensure that the proposed exploitation plan is aligned with the needs and expectations of the identified stakeholders.
- The strategy is based on exploitation of the project by collaborating with relevant initiatives such as Open Platforms and Large-Scale Pilots in Digitising European Industry (OPENDEI) [8], IDSA, BDVA and the GAIA-X.

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All the above steps must be led with one priority: to analyse the market and projects similar to SEDIMARK or at least with common interests, so to join the efforts of similar projects and to create real interest and value for the developed products.

Table 12: List of projects that share similar interests with SEDIMARK

Name of the project and website	Small description
GLACIATION (https://glaciation-project.eu/)	Uses emerging digital technologies to provide services for green and privacy preserving data operations across the edge-to-cloud architecture.
MOBISPACES https://mobispaces.eu/	An innovative, effective, robust, and green ecosystem for the entire lifecycle of mobility data.
WATERVERSE https://waterverse.eu/	WATERVERSE is an EU-funded project aimed at developing a Water Data Management Ecosystem (WDME) for making data management practices and resources in the water sector accessible, affordable, secure, fair, and easy to use.
DataBri-X https://databri-x.eu/	To provide tools to support a holistic approach of the data lifecycle in compliance with FAIR principles.
TRUSTEE https://www.trustee-project.eu/	Utilizing Self-Sovereign technologies and with State-of-the-Art homomorphic encryption, TRUSTEE offers a socially and environmental-aware framework for cross discipline federation of Data.
Teadal https://www.teadal.eu/	Provide key cornerstone technologies to create stretched data lakes spanning the cloud-edge continuum and multi-cloud, providing privacy, confidentiality, and energy-efficient data management.
STELAR https://stelar-project.eu/	Enabling intelligent discovery, semantic interoperability, and AI-ready data in smart agriculture and food safety applications!
GREEN.DAT.AI https://greendatai.eu/	GREEN.DAT.AI aims to channel the potential of AI towards the goals of the European Green Deal, by developing novel Energy-Efficient Large-Scale Data Analytics Services, ready-to-use in industrial AI-based systems, while reducing the environmental impact of data management processes.
enRichMyData https://enrichmydata.eu/	The overall vision of the enRichMyData project is to create a novel paradigm for building rich, high-quality, valuable, and FAIR-compliant datasets to feed downstream BDA and AI applications in the context of data-sharing ecosystems, such as data spaces.

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Name of the project and website	Small description
FAME https://www.uitp.org/projects/fame/	FAME is a joint effort of world-class experts in data management, data technologies, the data economy, and digital finance to develop, deploy and launch to the global market a unique, trustworthy, energy-efficient, and secure federated data marketplace for Embedded Finance (EmFi).
CREXDATA	The vision of CREXDATA is to develop a generic platform for real-time critical situation management including flexible action planning and agile decision making over streaming data of extreme scale and complexity.
PISTIS	PISTIS brings forward a reference federated data sharing/trading and monetisation platform for secure, trusted and controlled exchange and usage of proprietary data assets and data-driven intelligence.
UPCAST	UPCAST provides a set of universal, trustworthy, transparent and user-friendly data market plugins for the automation of data sharing and processing agreements between businesses, public administrations and citizens.
EXTREMEXP	Provide accurate, precise, fit-for-purpose, and trustworthy data-drive insights via evaluating different complex analytics variants
Graph Massivizer	Graph-Massivizer researches and develops a high-performance, scalable, and sustainable platform for information processing and reasoning based on the massive graph representation of extreme data.
smashHit https://smashhit.eu/	The objective of smashHit is to assure trusted and secure sharing of data streams from both personal and industrial platforms, needed to build sectorial and cross-sectorial services, by establishing a Framework for processing of data owner consent and legal rules and effective contracting, as well as joint security and privacy preserving mechanisms.
KRAKEN https://www.krakenh2020.eu/	KRAKEN is developing a trusted and secure personal data platform with state-of-the-art privacy aware analytics methods (with guarantees on metadata privacy, including query privacy).

Name of the project and website	Small description
DATAVAULTS https://www.datavaults.eu/	<p>Big Data lay at the core of the strong data economy that is emerging in Europe. Although both large enterprises and SMEs acknowledge the potential of Big Data in disrupting the market and business models, this is not reflected in the growth of the data economy. The lack of trusted, secure, ethical-driven personal data platforms and privacy-aware analytics, hinders the growth of the data economy and creates concerns. The main considerations are related to the secure sharing of personal and proprietary/industrial data, and the definition of a fair remuneration mechanism that will be able to capture, produce, release and cash out the value of data, always for the benefit of all the involved stakeholders.</p>
TRUSTS https://www.trusts-data.eu/	<p>Several national research projects, private companies, and H2020 projects are researching and developing technology, business models, ethical and legal guidelines to enable the promise of the Digital Single Market (DSM). European organizations will need to adopt data-driven innovation and digital transformation to keep up with international competition and global supply chains. Any race to the marketplace brings along legal and ethical issues. The rules of competition law, intellectual property law as well as data protection and privacy law, are called upon to regulate different aspects of the DSM (e.g., platform regulation, standardization and interoperability under proprietary models of ownership, data ownership, etc.). Keeping this competitive advantage resides in the ability to operate cross-border in Europe, and that requires that the existing national projects commit to a level of interoperability that goes beyond individual “open APIs”.</p>

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Name of the project and website	Small description
i3-MARKET https://www.i3-market.eu/	<p>There is a growing demand for a single European data market economy. But there is also a missing link between Europe's data spaces and marketplaces. For instance, there is not yet a broadly accepted, trusted and secure solution for bringing together data marketplaces, despite attempts on Big Data management and sharing. The EU-funded i3-MARKET project will address this gap. By providing technologies for secure and reliable data-driven collaboration of existing and new future marketplace forums, the project will enhance interoperability, which is currently lacking. Special attention will be on industrial data, particularly sensitive commercial data assets from SMEs and large industrial corporations.</p>
DATAPORTS https://dataports-project.eu/	<p>The project is devoted to the creation of a secure data platform that allows sharing the information not only between port agents but also between other ports. Hence, this is a secure environment of data exchange in a reliable and trustworthy manner, with access permits and contracts to allow data sharing and the exploration of new Artificial Intelligence and cognitive services. DataPorts platform aims at providing to seaports a secure and private aware-environment where data coming from different sources can be shared by the stakeholders in a trusted and reliable way, in order to get real value from those data, providing a set of novel AI and cognitive tools to the port community.</p>
PIMCITY https://www.pimcity-h2020.eu/	<p>Personal Information Management Systems (PIMS) aim to give users back control over their data, while creating transparency in the market. However, so far, they have failed to reach business maturity and sizeable user bases. PIMCity offers tools to change this scenario.</p>
NAPCORE (https://napcore.eu/)	<p>Technology has become apparent, that the existing NAPs are quite different in their setup and data access interfaces. Also, the data formats and standards used differ throughout Europe. To work on a better alignment the National Access Point Coordination Organisation for Europe (NAPCORE) project was started.</p>

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This is an initial list of projects SEDIMARK will pursue to connect with or closely watch their developments. This list will be updated as the project progresses.

3.2 Exploitation mechanisms

The essential goal of the exploitation mechanism is to identify potential exploitable results (products, processes, services, IPs).

Exploitation mechanisms refer to the different ways in which the results and outcomes of this project that can be disseminated and exploited for commercial or non-commercial purposes. The following are some of the most common exploitation mechanisms:

- **Licensing:** Licensing allows the owner of the IPRs to grant permission to others to use, manufacture, or sell the technology, product, or process. Licensing can be exclusive or non-exclusive, and can involve various forms of compensation, such as royalties or upfront fees.
- **Spin-off:** A spin-off is a new company created to commercialize a technology, product, or process that originated from the European project. Spin-offs can be owned by the researchers or the project partners, and can receive funding from venture capital, crowdfunding, or other sources.
- **Joint venture:** A joint venture is a partnership between two or more companies to develop and commercialize a technology, product, or process. Joint ventures can involve different levels of collaboration and can be formed for a specific project or for a long-term strategic partnership.
- **Open-source:** Open-source involves making the project's results or outcomes freely available to the public, allowing anyone to use or modify the technology, product, or process. This can stimulate innovation, collaboration, knowledge sharing and technology transfer, and can lead to the development of new products, services, technical consultancies, or business models.
- **Standards:** Developing standards based on the project's results or outcomes can help promote the widespread adoption of the technology, product, or process. This can provide a competitive advantage, increase market share, and foster innovation.

For individual partners there are several ways to pursue exploitation of the project outcomes, depending on if the partner is academic or industrial. Academic partners will pursue promotion of the outcomes through publishing scientific results, participation in conference, workshops, and events, enhancing their research portfolios, extending their networks of contacts, and supporting their training and teaching activities, i.e., by adding new modules. Industrial partners on the other hand have a more business-oriented focus, aiming to expand their portfolio of solutions, create new business and services, file patents and expand their sales.

Overall, choosing the appropriate exploitation mechanism depends on various factors, such as the nature of the project's results, the target audience, the available resources, and the project's objectives. It is important to carefully assess the pros and cons of each mechanism and choose the one that best fits the project's needs and goals.

3.3 Open-source practices

- Open-source software [9] and other projects are typically made available under a license that permits the free use, modification, and distribution of the code and other resources.

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- **Use of an open-source license:** The project should be made available under an open-source license that permits the free use, modification, and distribution of the code and other resources.
- **Collaboration and community building:** Open-source projects rely on collaboration and community building to thrive. This can involve creating forums, wikis, or other online spaces where developers and users can share information and ideas.
- **Transparency:** Open-source projects should be transparent in terms of their development process and decision-making. This can involve providing access to project documentation, bug reports, and other information that helps the community understand the development process.
- **Continuous integration and testing:** Open-source projects typically rely on continuous integration and testing to ensure that the code is stable and functional. This can involve automated testing, code review, and other processes to ensure the quality of the code.
- **Iterative development:** Open-source projects often follow an iterative development process, with frequent releases and updates. This allows the community to provide feedback and contribute to the development process.

The standard open-source licenses are divided into four categories based on their protection level: permissive, weakly protective (file-based), weakly protective (library-based), strongly protected. The most common licenses from each category are presented in Table 13.

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Table 13: License types

Type	Most common	Description
Public Domain	BSD	Software under the Berkeley Software Distribution (BSD) [10] license may be used freely. Permission is granted to copy, modify and distribute them. The only condition is that the copyright notice of the original program may not be removed. Software under a BSD license is therefore also suitable as a template for commercial (partially proprietary) products.
Public domain	Apache 2.0	It allows users to use the software for any purpose, to distribute it, to modify it, and to distribute modified versions of the software under the terms of the license, without concern for royalties. The Apache Software Foundation (ASF) and its projects release their software products under the Apache License [11]. The license is also used by many non-ASF projects.
Weakly protective (file-based)	MPL2.0	The Mozilla Public License (MPL) [12] license is developed and maintained by Mozilla which seeks to balance the concerns of both open-source and proprietary developers; it is distinguished from others as a middle ground between the permissive software BSD-style licenses and the General Public License
Weakly protective (library-based)	LGPL 3.0	In contrast to the GNU General Public License (GPL) [13], the GNU Lesser General Public License (LGPL) also allows closed (i.e., proprietary) code to be combined with the LGPL code, but only if the following condition is met: A program that uses LGPL code together with its own proprietary code must be structured in this way, that any end user can (standalone) link the open source LGPL code (or modified versions of it) into the final program.
Strongly Protective	GPL 2.0	The GPL can be used by anyone as a license to ensure end users' freedom rights. It is the first copyleft license for widespread use. Copyleft means that changes or derivatives of GPL-licensed works may only be distributed under the same license conditions (i.e., GPL). The GPL thus grants the recipients of a computer program the liberties of free software and uses copyleft to ensure that these liberties are preserved during redistribution, even if the software is modified or expanded. Permissive licenses such as the BSD license, on the other hand, do not require copyleft.

Overall, open-source practices can help to promote collaboration, innovation, and transparency, and can lead to the development of high-quality, flexible, and adaptable software

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and other projects. By adopting open-source practices, developers and organizations can benefit from the collective knowledge and expertise of a broad community and can contribute to the growth and evolution of a project in a collaborative and open environment. GitHub [14] was adopted as platform with initial private projects, according to the WP3 decisions. The type of license to be used within SEDIMARK is still open for discussion.

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4 Conclusions

In conclusion, developing a comprehensive dissemination and exploitation plan is essential for maximizing the benefits and commercial potential of SEDIMARK.

The dissemination plan has been presented in detail in Chapter [2](#), focusing on the three different phases in which it has been split and the activities and channels that will be used to disseminate the project results.

The exploitation plan has been presented in Chapter [3](#). This plan will include a thorough stakeholder analysis, and a clear strategy for exploiting the results of the project.

In addition, open-source practices can be an effective way to promote collaboration, innovation, and transparency, and can contribute to the development of high-quality, flexible, and adaptable software and other projects.

By adopting these best practices and methodologies, project partners can work together to achieve their goals, promote innovation, and realize the full potential of the project.

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5 References

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Annexes

Following are some excerpts of the material that has been created as a toolkit for project dissemination and communication, as it is the case of the initial project roll-up shown in Figure 9, to showcase in events and/or exhibitions, and of the official templates to produce SEDIMARK-related presentations. The latter is available in the ownCloud repository and Figure 10 offers a glimpse of its appearance.

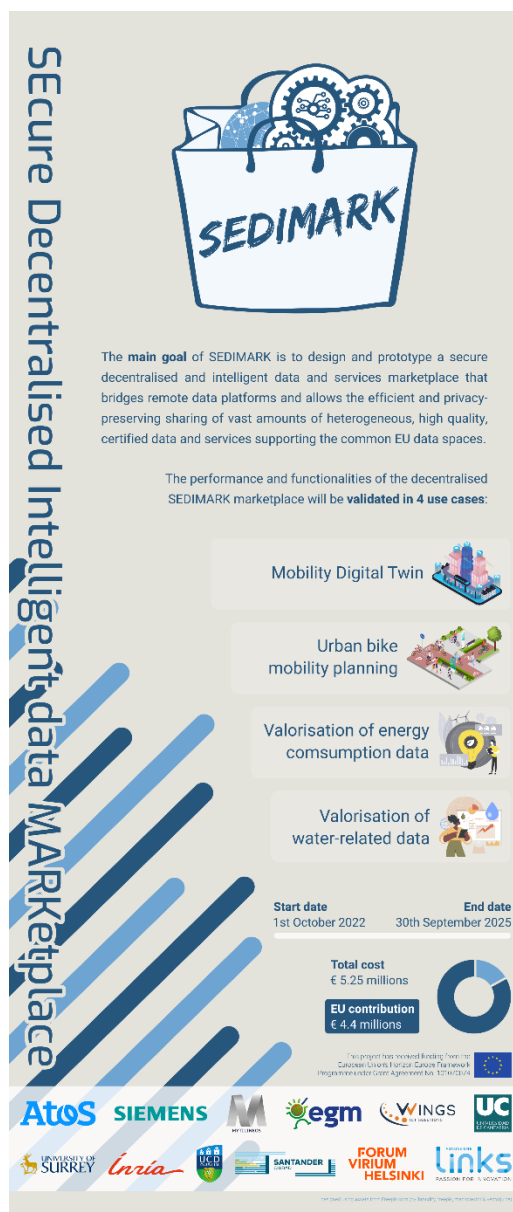


Figure 9: Project roll-up for exhibitions

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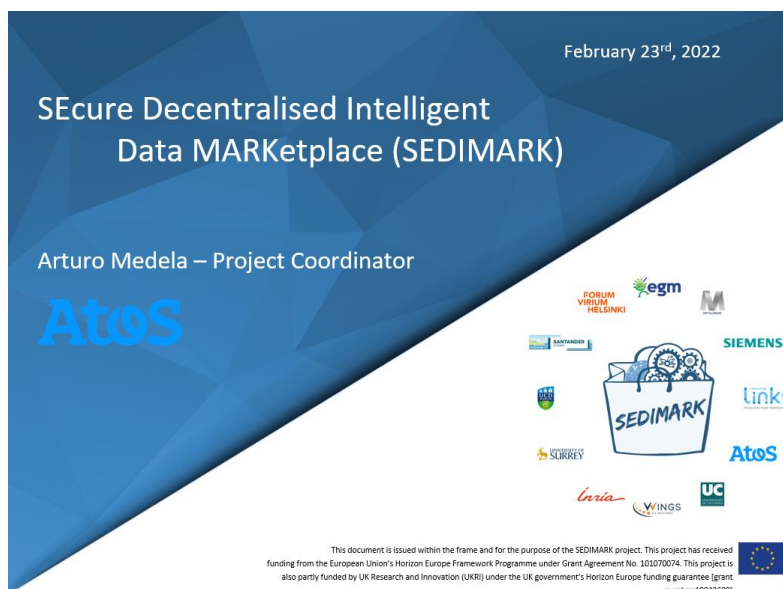


Figure 10: Project general presentation

On the other hand, regarding the project dissemination purposes, the consortium considered a good practice to summarize in this report the complete list of public deliverables that will emanate from SEDIMARK. Table 14 compiles this collection.

Table 14: SEDIMARK's public deliverables

Deliverable	Delivery date
D1.2 Data Management Action Plan. First version	M06 (March 2023)
D1.3 Data Management Action Plan. Second version	M18 (March 2024)
D1.4 Data Management Action Plan. Final version	M36 (September 2024)
D2.1 Use cases definition and initial requirement analysis	M09 (June 2023)
D2.2 SEDIMARK architecture and interfaces. First version	M12 (September 2023)
D2.3 SEDIMARK architecture and interfaces. Final version	M24 (September 2024)
D3.1 Energy efficient AI-based toolset for improving data quality. First version	M15 (December 2023)
D3.2 Energy efficient AI-based toolset for improving data quality. Final version	M34 (July 2025)
D3.3 Enabling tools for data interoperability, distributed data storage and training distributed AI models. First version	M15 (December 2024)
D3.4 Enabling tools for data interoperability, distributed data storage and training distributed AI models. Final version.	M34 (July 2025)
D4.1 Decentralized infrastructure and access management. First version	M15 (December 2023)
D4.2 Decentralized infrastructure and access management	M34 (July 2025)

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Deliverable	Delivery date
D4.3 Edge data processing and service certification. First version	M15 (December 2023)
D4.4 Edge data processing and service certification. Final version	M34 (July 2025)
D4.5 Data sharing platform and incentives. First version	M15 (December 2023)
D4.6 Data sharing platform and incentives. Final version	M34 (July 2025)
D5.1 Evaluation methodology, metrics and integration plan	M12 (September 2023)
D5.2 Integrated releases of the SEDIMARK platform. First version	M18 (March 2024)
D5.3 Integrated releases of the SEDIMARK platform. Second version	M27 (December 2024)
D5.4 Integrated releases of the SEDIMARK platform. Final version	M36 (September 2025)
D5.5 Demonstrators integration, testing and assessment of system performance. First version	M27 (December 2024)
D5.6 Demonstrators integration, testing and assessment of system performance. Final version	M36 (September 2025)
D6.1 Project website and dissemination material	M01 (October 2022)
D6.2 Dissemination and exploitation plan	M06 (March 2023)
D6.3 Dissemination and Impact creation activities. First version	M18 (March 2024)
D6.4 Dissemination and Impact creation activities. Final version	M36 (September 2025)

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