



# EuroSea

## Creating Impact: The EuroSea Exploitation Strategy

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EuroSea has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 862626

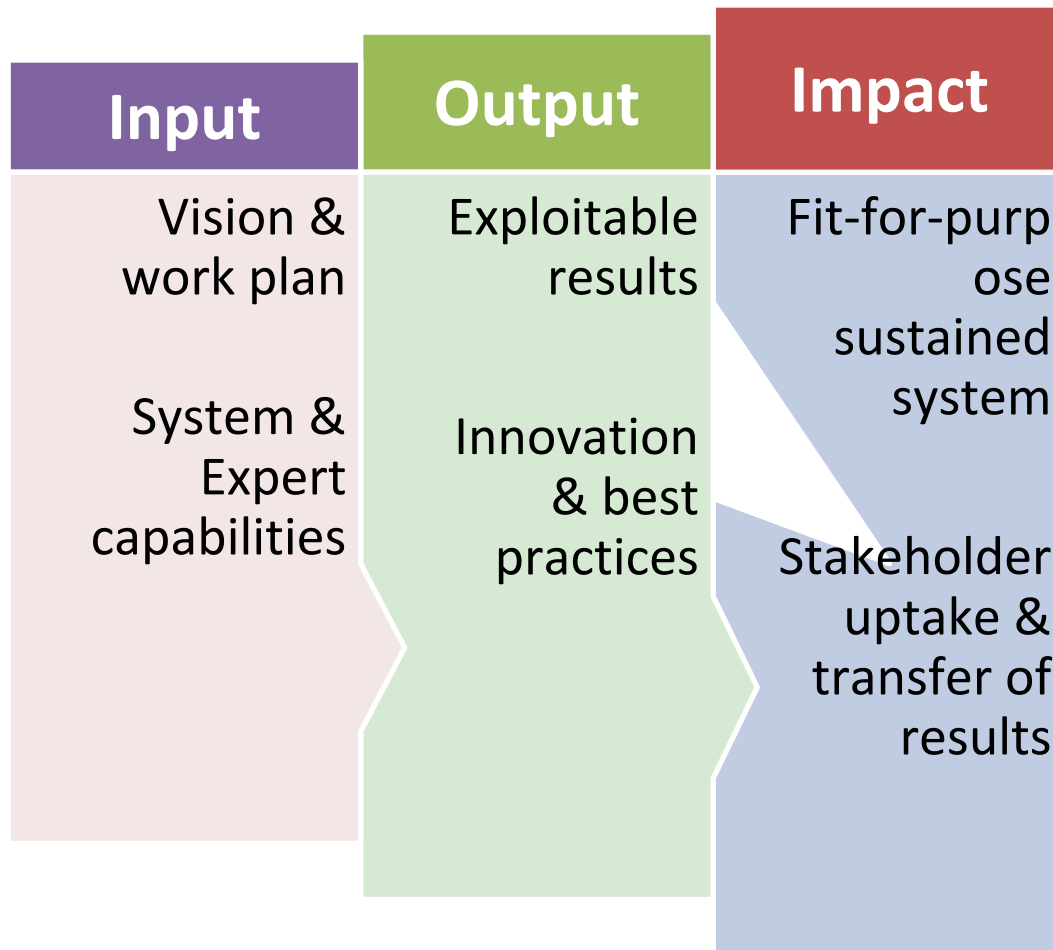


# Impact in H2020

- H2020 is an impact oriented programme
- Impact refers to the benefits or value derived from a project.
- Demonstrating the performance, impact and value added of EuroSea is a key challenge.
- Assess the impact with reliable indicators



# Innovation Action





# Innovation

Innovation is a new (or improved) entity (creation), which when used produces tangible benefits, satisfying needs and wants.





# Intellectual Property (IP)

- IP is key to innovation.
- IP refers to creations of the mind, products of research and experimentation.
- They are often intangible.
- They are key assets used by and resulting from the project.



# Intellectual Property Rights (IPR)

- IPR provides legal protection for IP.
- Key tools to support commercial exploitation of the assets.
- The aim of IPR is to promote innovation.



# Measures to maximise impact

Co-development of the demo products and services is key to ensuring they meet real needs of end user.





# Measures to maximise impact

- **Dissemination** is the public disclosure of the results by any appropriate means, including by scientific publications in any medium.
- **Exploitation** refers to the use of results beyond the project period for:
  - Commercial purposes
  - Further research
  - Public policymaking





# Exploitation strategy checklist

- ✓ Different types of exploitable results and end users are identified.
- ✓ The impacts for different stakeholders are considered.
- ✓ End users are involved in co-development of demo products/services to ensure that they meet their needs.
- ✓ Roles and responsibilities of partners in exploiting results or supporting results exploitation by other (intermediate or end) users are outlined.
- ✓ The barriers and risks for exploitation are recognised and countered with appropriate measures.



# Barriers to effective Dissemination and Exploitation

- It is sometimes viewed as a “tick box” exercise
- Focus on achieving results in the project and little emphasis on impact of results
- Limited considerations of what the valuable key results of the project might be
- Lack of reflection and joint discussions among partners



# Innovation and Stakeholder Committee

- Monitor the project's innovation and exploitation activities to ensure:
  - the potential of EuroSea activities is maximised.
  - the EuroSea development partners are focused on the market exploitation of their results
- Provide feedback on the exploitation strategy at key stages of the project.





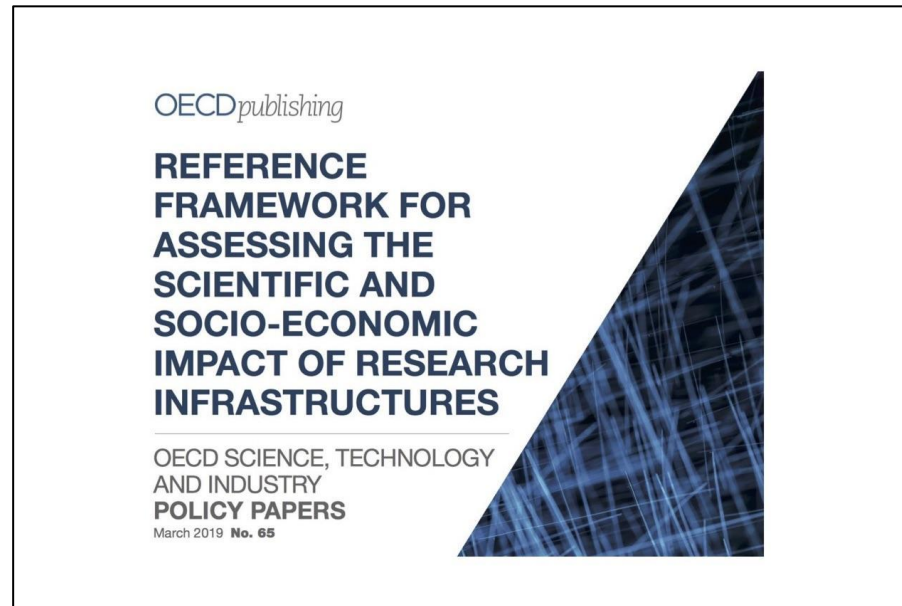
# ISC members

- Demo WP co-leaders – Kevin, Javier, Karina
- External stakeholders – Mowi, others tbc
- EuroSea SMEs – Inger, Michele, others tbc
- Thorsten Kiefer – JPI Oceans
- Francisco Armando Arias Isaza - POGO



# Creating a sustainable impact: Break out session

- Review expected results and end users.
- Define EuroSea impact indicators.
- Discuss expectation from Innovation and IP webinars.



# EuroSea

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