



Let's care

BUILDING SAFE AND CARING SCHOOLS
TO FOSTER EDUCATIONAL INCLUSION
AND SCHOOL ACHIEVEMENT

D 6.2 Plan for Dissemination and Exploitation incl. Communication Activities



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LIST OF ABBREVIATIONS

Abbreviation	Description
CoS	Community of Schools
SEG	School Education Gateway
HEU	Horizon Europe (funding programme)
SEO	Search Engine Optimization
PMAB	Policy Makers Advisory Board
EEPN	European Education Policy Network
EESC	European Economic and Social Committee
IPR	Intellectual Property Rights
IP	Intellectual Property
WP	Work Package
CA	Consortium Agreement
GA	Grant Agreement
EB	Executive Board



1. Executive Summary

The present document outlines LET'S CARE Dissemination and Exploitation plans and provides strategies of the project partners with guidelines to generate a deep impact of the project's results by attracting the interest of the main stakeholders and target groups.

In order to maximize the overall impact of the project, create awareness among target audiences and facilitate the adoption of innovative outputs developed within the project framework, the Plan carefully integrates three core elements: communication, dissemination and exploitation. These elements are detailed in specific sections, while the main framework of the plan is described in the introduction. Thus, the document is divided into three main parts, providing:

A) Introduction to the main concepts of the Dissemination and Exploitation Plan: definitions, connection between dissemination and exploitation and phases of the plan.

B) Relevant guidance on the preparation, development, evaluation and reporting of the **communication and dissemination activities**. This part is composed by two sections:

- communication plan: identifies actions and communication tools to ensure that information about the project reaches all the interested stakeholders.
- dissemination plan: includes the description of actions that has to be implemented in order to ensure the proper diffusion of project's main results and outputs, the active engagement of the target groups and the concrete involvement of stakeholders in project's activities.

C) Plan for the Intellectual Property management and the **exploitation activities** that have to be carried out during and after the project to ensure that all results are properly valorised as replicable future products and services. This part details all the seven phases of the exploitation process.

PART A – INTRODUCTION TO THE PLAN FOR DISSEMINATION AND EXPLOITATION

1. Introduction

LET'S CARE project aims to comprehensively research and assess the value of the caring dimension of educational inclusion and academic success. Hence, LET'S CARE will create a theoretical and practical framework to foster Safe Learning, Safe Teaching, Safe Schools and Safe Education at each educational level, as an innovative approach to interrupt the recurrence of educational and social exclusion generation by generation. This framework will contribute to tackle school failure, poor academic results and early school leaving.

LET'S CARE will develop and test some innovative approaches both in conceptual and methodological dimensions, starting from deep desk research to move towards the fieldwork. The project aims to collect and systematize good practices related to school guidance for teachers, school communities and the policy level. The Safe Education model will be tested in at least six European countries. Evidence-based policy recommendations will be developed by involving relevant stakeholders at the local, national and international levels in a co-creation and collaboration mechanism.

The implementation of the project and the successful promotion of its results, require a solid and clear strategy of Communication, Dissemination and Exploitation. All these three aspects are strictly interconnected and they are all essential to achieve a successful outcome maximizing LET'S CARE impact and reach.

- **Communication: to promote actions and results**

Communication refers to the process of promoting project's aims, activities and results between individuals or groups through different channels in order to reach citizen, media and stakeholders. The main aims of communication are to: engage with stakeholders, attract experts, raise awareness (also of how public money is spent), show the success of European collaboration. Its activities run from the start of the action until the end.

- **Dissemination: to make results public**

Dissemination refers to the process of sharing and spreading the knowledge gained throughout the project with the relevant stakeholders in order to generate interest and awareness about the project. The main aims of communication are to: maximise results' impact, allow other researchers



to go a step forward, contribute to the advancement of the state of the art, make scientific results a common good. Its activities run at any time, and as soon as the action has results.

- **Exploitation: to make concrete use of the results**

Exploitation refers to the process of using information, knowledge and ideas to achieve specific purposes (commercial, societal, political) by addressing those that can make good use of project's results: researchers, authorities, policymakers, sectors of interest, civil society. It is essential to ensure that the benefits of the project are realized and can be sustained over the long term. The main aims of exploitation are to: lead to new legislation or recommendations and help to tackle a problem and respond to an existing demand for the benefit of innovation, the economy and the society. Its main activities start towards the end and beyond, as soon as the project has exploitable results.

2. Dissemination and Exploitation general plan

The Dissemination and Exploitation Plan is a strategic blueprint designed to ensure the efficient and effective sharing and utilization of the project's results, research outputs and good practices. By carefully integrating the three core elements - communication, dissemination, and exploitation - the Plan aims to maximize the overall impact of the project, create awareness among target audiences and facilitate the adoption of innovative solutions developed within the project framework.

The exploitation and dissemination of a project's results are closely interconnected, as they both aim to maximize the impact and reach of the project outcomes. A well-planned and executed dissemination strategy can significantly enhance the potential for successful exploitation, while effective exploitation can further amplify the project's impact and reach. By integrating these two aspects from the project planning stage, LET'S CARE can maximise the value and impact of its research and innovation efforts.

Networking can lead to new opportunities for collaboration, knowledge sharing and the identification of potential partners for future exploitation of the project's results. Effective dissemination showcases the project's success, its methodology, and the quality of its results. This can help build credibility and trust among potential stakeholders who will utilise the project's outcomes for social or policy-related purposes.

Communication, dissemination and exploitation activities will take place throughout the duration of the project. We can identify three main stages of implementation of the Plan that reflect the strategy to maximise the project's visibility, incidence and impact:



- 1. SEED stage (M1-M12)** starts by establishing the communication, dissemination and exploitation framework: identification of the main channels, resources, messages and target groups. This first phase focuses on a general approach of the project to making it visible and recognisable by the target groups. This stage is crucial in setting the foundation for the subsequent stages by developing a comprehensive framework that effectively addresses communication, dissemination, and exploitation goals. The primary objective of this stage is to ensure that all project partners have a clear understanding of their responsibilities and the strategic direction for sharing information and resources both internally and externally. Communication activities predominate in this phase.
- 2. FLOURISHING stage (M13-M42)** builds upon the communication established in the previous phase incorporating the dissemination of obtained results. It focuses on the identification and promotion of good practices and the dissemination of the project's results and research outputs to target groups. This stage focuses also on engaging stakeholders and fostering collaboration among consortium partners. It is vital for the project's long-term success and will ensure that the project's outputs are well-positioned to be adopted by the intended audience, ultimately contributing to the broader impact of the project. Dissemination activities predominate in this phase.
- 3. HARVESTING stage (M43-72)** builds upon previous phases and strategies how to better exploit the results of the project even after its ending. This phase will be oriented to define the commitments of the consortium beyond the project life-time to maximize the overall impact of the project's results, including the LET'S CARE tools and networks. This is the phase in which the long-term sustainability of the project is set up and the potential impact of the project is maximized by establishing the processes and plans for its exploitation. Exploitation activities predominate in this phase.



Part B - COMMUNICATION AND DISSEMINATION PLANS

Communication and dissemination activities will be implemented since the beginning of the project in order to facilitate the project's outputs and results to reach all the target groups and key stakeholders. However, communication and dissemination are not just elements or outputs of a project, they are strategic tools, closely interconnected with all other project elements and dimensions, contributing to achieving the project's goals especially those connected with the aims of influencing society and reverting exclusion dynamics.

The communication and dissemination plan support this process providing the consortium with the main guidelines to:

- a) Identify the target audiences and stakeholders and define concrete communication actions toward each group.
- b) Implement an innovative and multiplier-effect communication campaign.
- c) Set up the different communication channels and tools tailored to target audiences;
- d) Monitor the impact of the communication and dissemination activities in order to apply corrective actions whenever necessary and identify opportunities that can maximise the impact and visibility of the project.

1. Purpose of Communication and Dissemination

The main scope of LET'S CARE Communication and Dissemination plans is to build up and foster participation and engagement of stakeholders and target groups throughout the project's duration. Communication and Dissemination are aimed to:

- a) Incorporate stakeholders' point of view in the co-created approach to the project.
- b) Promote social awareness about the importance of a Safe Learning for all learners, especially those with fewer opportunities.
- c) Maximise the impact of Safe Education in different educational communities and environments (e.g. schools, associations, policy-making level, general population);
- d) Support the development of a community through which relevant stakeholders will:
 - get access to general information related to school engagement, Safe Education and best practices identified by the project.
 - get access to information on replication and advancement of good educational practices on Safe Education.
 - share their own experience and good practices on this issue;



- promote the co-creation of an inclusive educational culture among the participating members.

2. Target groups

LET'S CARE project is going to have a future large up-scaling at the local, regional, national and European levels. The participation of all beneficiaries and key stakeholders is fundamental to reach out a critical mass beyond the project's Community of Schools and Network, and ensure deployment, acceptance and replication of Safe Education approach.

Partners have a wide network of contacts at the national and European levels, so the results of studies, research and project activities will be disseminated to a wide and diverse international audience: researchers, NGOs, decision-makers and politicians, professionals in the scientific and educational field, etc. The majority of the beneficiaries are part of European collaboration networks and can disseminate innovations at the transnational level.

The main target groups of the project are:

1. **Students:** Students from challenging contexts, multi-disadvantaged learners, mainstream students.
2. **Students' family environment:** Parents, legal tutors (guardians) and other family members.
3. **Education scientific community:** European universities and research centers in education/pedagogy, tools developers, other related projects.
4. **Teachers' community:** School teachers, educators, other school staff (i.e., school counselors, paraprofessionals, non-teaching staff, etc.), teachers' associations, platforms and networks.
5. **Schools:** Scholar institutions, boards, non-formal educational environments.
6. **Policy makers and authorities (local, regional, national):** Public institutions responsible to assess and approve national and regional education plans.
7. **European policy makers:** Creators and administrators of policy measures to improve educational outcomes.
8. **Non-Governmental Organisations (NGOs) and advocacy organisations**
9. **Citizens, media and general public.**

2.1. Target groups and aims of communication activities

TARGET GROUP	AIM
1. Students 2. Students' families	To involve them in the project, in the research and in the community
3. Education scientific community	To inform about the research
4. Teachers' community, 5. Schools	To involve them in the project, in the research, in the community of schools and in the Network
6. Policy makers and authorities (local, regional, national)	To promote Safe School Policy, co-creation of the policy proposal
6. European policy makers	To promote Safe School Policy
7. NGOs and advocacy organizations, 8. EU citizens	To involve them in the project, in the research and in the community

Table 1 - Summary of the aim for each target group

3. Categories of messages

Dissemination and communication work on four main categories of messages:

- Awareness
- Information
- Knowledge
- Engagement

CATEGORY AND DESCRIPTION	TOPICS	TARGET GROUPS
<p>Awareness</p> <p>LET'S CARE project promotes a change in the educational approach to which the targeted stakeholders have to be introduced.</p> <p>The beneficiaries will implement</p>	<ul style="list-style-type: none"> • Educational inclusion of students in vulnerable situations. • Gender equality in education (how gender dynamics may be interacting with safe-teaching competencies). • Role of child attachment, teacher-child attachment relationships and school 	1 - 9



communication activities to raise and spread awareness about the main topics of the project to the general public, and especially in the educational field.	<p>bonding in school learning and success</p> <ul style="list-style-type: none"> • Socio-economic benefits of Safe Education for the student and its context (i.e. in terms of their well-being, a better social engagement with their educational communities, the future prospects of children, a better sense of belonging, etc.). • Benefits of participation in the LET'S CARE Network and Community. 	
<p>Information</p> <p>The second level of communication that has to be implemented during the project, aims at inform people and stakeholders about LET'S CARE work.</p> <p>In other words partners will build awareness regarding the project and its approach, promote the website and the conferences, seminars and other activities related to the project.</p>	<ul style="list-style-type: none"> • Key project aims, results and tools. • Data, methodology and panels of indicators/databases. • Scientific results of the project (e.g. Safe Education holistic model). • LET'S CARE Tools description and piloting results. • LET'S CARE results and socio-economic impact. • European events for teachers and educators. • LET'S CARE events and advocacy actions. 	1 - 9
<p>Knowledge</p> <p>The dissemination process has to target directly and involve stakeholders that are in a position to "influence" and "bring about change" within their organizations. These stakeholders should be able to start a change of practice</p>	<ul style="list-style-type: none"> • Schools' and students' needs to the indicators under a "whole organisation approach (school / child / youth-centre / second chance school). • LET'S CARE networks. • Safe Education model and implementation in schools. 	1-7



<p>resulting from the adoption of the LET'S CARE approach.</p> <p>It will be important that these target groups and potential stakeholders have a deeper understanding of LET'S CARE project's work and outcomes through:</p> <ul style="list-style-type: none"> • Direct engagement. • Accessibility to the materials. <p>Participation in the project's activities process</p>	<ul style="list-style-type: none"> • Legal, ethical, barriers and requirements for LET'S CARE implementation. • Participative techniques. • Self and peer observation methodologies and tools. • Safe Teaching Practices: guidelines for implementation & advancement & replication. • Safe vocational assessment and guidance tools (e-profile). 	
<p style="text-align: center;">Engagement</p> <p>One of the main goals of LET'S CARE is to to promote the students' educational opportunities by improving the caring dimension of educational systems. So, the Engagement level refers to a change of practice resulting from the adoption of strategies, ideas or approaches developed by the project. The target groups involved at this level will be provided with the right skills, knowledge and understanding of LET'S CARE work in order to achieve real change in their working routine. This will happen through their participation:</p> <ol style="list-style-type: none"> 1) in the project's activities process. 2) in local seminars and 	<ul style="list-style-type: none"> • Facilitate access to educational environment. • Collaborate to make their schools more caring. • Data collection, collaboration and tools validation processes. • Attraction and engagement in LET'S CARE Network. • Foster interaction among researchers and synergies with other projects. • Attract and incorporate EU and national requirements/needs to the project. • Promote the adoption of policy recommendations at the end of the project. 	<p>1-8</p>

<p>training courses.</p> <p>3) in the workshops and active events.</p> <p>4) in the use of LET'S CARE Hub.</p> <p>5) in the Community of Schools (CoS).</p> <p>in the LET'S CARE Network.</p>		
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Table 2 - Summary of the categories of messages

3.1. Main messages to be shared

LET'S CARE project main objective is to identify determinants affecting safety relationships as causes of underachievement and school drop out, at four different ecological levels or pillars:

- individual
- relational
- community
- political

Communication activities implemented during the project development will have a specific message connected to each pillar through the selected target groups:

PILLAR	TARGET GROUP	MAIN MESSAGE TO BE SHARED
<p>INDIVIDUAL level (promoting Safe Learning)</p>	<p>Students and their security in relation with the family, teachers, schools and community.</p>	<p>A child's social satisfaction is crucial for their learning and willingness to stay in school. Children from secure relationships have better social exploration, less peer conflict and more openness to learning. Bonds with families, teachers, schools, and communities provide a sense of socio-emotional security and self-regulation, which are essential for academic achievement and</p>



		engagement.
RELATIONAL level (promoting Safe Teaching)	Teachers and their relations to students and their families. These relations are conditioned by the school organisation and the community.	Teacher-child relationships are key predictors of academic performance, psychosocial functioning, and motivation/engagement in school, both directly and indirectly, throughout different stages of school life. Attachment theory provides a useful framework for understanding the role of these relationships in development, and research in this area offers new opportunities for studying and intervening with teacher-child relationships.
COMMUNITY level (promoting Safe Schools)	Principals, Academic coordinators, Teaching staff and other school staff, parents' organisations, NGOs	A positive school climate can have several benefits: has a powerful influence on motivation to learn, reduces violence in school, is a protective factor for learning, mitigates the negative impact of socioeconomic context on academic success, contributes to both academic outcomes and personal development and well-being of pupils, reduces student absenteeism.
POLITICAL level (promoting Safe Education)	Policy makers, Social fabric	There has been a shift in the way we approach the issue of students who struggle in school from viewing it as "school failure" to "educational exclusion". This broader concept includes external factors such as personal trajectories, family situations, and economic conditions. To fully understand the problem of early school leaving and academic struggles, we must move beyond the limited context of the school and consider social exclusion as a contributing factor.

Table 3 - Summary of the main messages to be shared according to the pillars

3.2. Type of information shared

Dissemination and Communication strategy is designed (and will be implemented) taking into consideration each typology of target groups, their characteristics and importance and the type of information and main message to share with them.

All communicative actions should make visible and give the floor to different vulnerable groups.

Language will be reviewed keeping people with disabilities in mind so as to be understandable and clear and considering easy to read standards.

CAT.	TYPE OF INFORMATION	TARGET GROUPS									
		1	2	3	4	5	6	7	8	9	
AWARENESS	Educational inclusion of students in vulnerable situations	X	X	X	X	X	X	X	X	X	
	Role of attachment in learning, importance of school bonding in school success	X	X	X	X						
	Socio-economic benefits of safe education for the student and its context	X	X		X	X				X	
	Benefits of participation in the LETS CARE Network and Community			X	X	X			X		
INFORMATION	Key project aims, results and tools	X	X	X	X	X	X	X	X	X	
	Data, methodology and panels of indicators/databases			X		X		X			
	Scientific results of the project: Safe Education holistic model			X	X	X	X		X		
	LETS CARE Tools description and piloting results			X	X	X	X	X	X		
	LETS CARE results and socio-economic impact							X	X	X	
	European events for teachers and educators		X	X	X	X					

	LETS CARE events and advocacy actions			X					X	
KNOWLEDGE	LETS CARE networks: Hub, communities	X	X	X		X				
	Participative techniques			X	X	X				
	Self and peer observation methodologies and tools					X				
	Safe teaching practices: guidelines for implementation & advancement & replication					X	X			
	Safe vocational assessment and guidance tools (e-portfolio)	X	X			X	X			
	Schools' needs to the indicators under a whole school approach	X	X			X	X			
	Safe Education model and implementation in schools	X	X			X	X			
	Legal, ethical, barriers and requirements for LETS CARE implementation					X	X	X	X	
ENGAGEMENT	Facilitate access to educational environments					X		X	X	
	Collaborate to make their schools safer	X	X	X	X	X				
	Data collection, collaboration and tools validation processes	X	X			X		X	X	
	Attraction and engagement in LETS CARE network			X	X	X			X	
	Foster interaction among researchers and synergies with other projects			X				X	X	
	Attract and incorporate EU and national requirements/needs to the project			X				X	X	

Promote the adoption of policy recommendations at the end of the project									X	X		
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Table 4 – Types of information shared with the target groups

4. Visual identity of the project

LET'S CARE logo has been inspired by two main elements:

- HANDS representing the care and the safe environment.
- CIRCLES representing the Pillars and the levels considered by the project. The circles are intertwined, and they create new colors in the intersections, like in the reality the interconnection and the common action of the different psycho-social levels results in a change in the person's life.

The logo is composed in different versions to be adapted to the different contexts:



Figure 1 – examples of project's logo with different orientations

The LET'S CARE visual identity has been developed at the beginning of the project and it includes logo, colours and fonts, as well as general design guidelines and templates. The visual identity will be applied on project materials and internal documents of the consortium members and stakeholders, to create a cohesive representation of the project.

Communication plan

The Communication plan is designed in a way that the tools, channels and materials will be complementary and mutually reinforcing for delivering the information about LET'S CARE to the target groups. Communication conveys mostly the messages connected to “awareness” and “information”. The messages will be adapted to the target group and the mean used. Communication staff and resources from all partners will be involved to online and face-to-face communication activities directed to the target group.

The communication will be supported by the production of an initial project brochure, a series of fact sheets/leaflets during the different phases of implementation, several short stand-alone videos and/or slideshows. The logo and the visual identity will be included to ensure the distinctiveness and recognition of all project outputs. The contact with mainstream and specialized media will be sought. Press releases and interviews will be organised upon reaching project milestones and important achievements.

All multimedia material produced will be available for download on the project website and other potential distribution channels will be explored as well. An effective and wide-reaching information distribution campaign will be focused on the communication of the project website in which the LET'S CARE Hub will have a presence.

1. Outreach activities

To raise awareness, engage stakeholders and inform about the project's outcomes, various outreach activities will be organized, spanning multiple channels and target audiences. Examples of these activities are:

- **Social Media Campaigns:** Leveraging social media platforms to engage with wider audiences, share project updates, disseminate research findings and promote discussions around the importance of caring dimensions in educational inclusion and success.
- **Information meetings and Seminars:** Organizing interactive meetings and seminars for educators, school administrators, policymakers and community leaders, to share insights, good practices, and innovative approaches related to the Safe Education model and its implementation.
- **Press Releases and Media Outreach:** Crafting press releases and establishing relationships with media outlets to amplify the project's messages and achievements. This approach can help reach a wider audience and spark interest in the project among the general public, as well as educational and policy communities.
- **Newsletters and Email Campaigns:** Distributing regular newsletters and email updates to subscribers, providing an overview of the project's progress, research findings, upcoming



events, and opportunities for collaboration. This communication channel can help maintain engagement with interested parties and ensure they remain informed and connected to the project.

- **Public Speaking Engagements:** Participating in relevant conferences, panel discussions and public events as speakers or panelists to share the project's insights, research outcomes and policy recommendations with a diverse audience. These engagements can foster networking opportunities, collaborative partnerships, and increased awareness of the project's aims and successes

2. Communication materials

The communication materials will follow the LET'S CARE visual identity and will be developed according to the Horizon Europe guidelines. These materials will be developed firstly in English and then translated into different languages when targeting specific educational environments within the partners' countries.

All communication products should use a gender-sensitive language.

In communication activities, using more than one language and more than one communication channel may help with the inclusion of different target groups, when possible.

With regard to accessibility in social media campaigns, it is recommended to generate materials not only to be read but also to be heard and watched.

The following communication material will support communication purposes and activities and will be available for downloading on the project's website:

1.1. Digital newsletter

Regular newsletters with the latest news about the project, on inclusive education and on promotion of safe relationships in schools will be produced, sent by email and published through the LET'S CARE HUB. News will be uploaded in the project website, promoting visits and SEO positioning. The newsletter will be also promoted through School Education Gateway (SEG), NobodyLess Community Network and other online communities and networks related to education.

The use of mailing lists of stakeholders will be very useful to:

- engage different stakeholders in the co-created methodologies gather stakeholders around LET'S CARE Hub.
- maximise the visibility and impact of the project.

KPIs: ≥12 newsletters, ≥50,000 recipients overall.



1.2. Promotional videos

A short video will be created presenting the project and its main goals and future results, in English with subtitles in up to 5 languages. Uploaded to the project website and other social media. During the project, 2 more videos will be created explaining the results achieved.

KPI: ≥3 videos; ≥600 views on YouTube, ≥200 views on Twitter.

Beyond LET'S CARE: video channels active (as corporate channels) and LET'S CARE videos will be kept available.

1.3. Supporting communication material

Brochures, leaflets and infographics (in physical and digital format) will be produced and used to communicate with external environments and at public events. Original content (written, visual and audio-visual) will be used to support direct contact with different stakeholders, show overview of the project's aim, progress and activities.

KPI: 3 brochures/leaflets/infographics, 2,000 downloads of digital versions.

1.4. Press releases and interviews

The work with media will include publishing articles in local press and other media at the European, national and regional levels in occasion of milestones accomplishment and/or project meetings and national workshops. Press releases will be translated into all different languages of the consortium and others relevant for project's outreach. Partners will also work towards interaction with local journalists to arrange interviews and establish a closer relationship with selected media. A final press dossier will be elaborated, outlining all actions and milestones achieved with relevant project data.

KPIs: 8 press releases, 10 interviews.

2. Communication channels

LET'S CARE's communication channels are diversified in order to reach as many stakeholders as possible, from the ordinary citizen to scientific and political circles. Depending on the interests of each target group, communication channels employed will be different.

Specific attention has been given to the online communication plan, that relies on four elements:

- 1) LET'S CARE website.
- 2) LET'S CARE Hub.



- 3) Social media.
- 4) Newsletters and mailing.

These elements will play a central role in dissemination and communication of LET'S CARE project. The LET'S CARE website will integrate these elements running as a meeting place for partners and interested stakeholders. Strategies and campaigns developed online and offline will be complementary and will aim to attract visitors to the website.

The main pillars of LET'S CARE online plan are:

- a) Search Engine Optimization (SEO) for improving the visibility of the website in the search results. This will be achieved by means of providing relevant content and holding an active social media presence. These cornerstones will provide consistently high search results for the most relevant and applicable keywords.
- b) "News" section on the website will be periodically updated with content related to milestones of the project, publications, participation in events, cases of study, activities related to the project and to stakeholders.
- c) Social Media. Active presence in Social Media connected with the main milestones of the project implementation but also providing relevant content.
- d) Involvement of the stakeholders in LET'S CARE Hub.

2.1. LETS CARE website

The website of the LET'S CARE project has been created under the domain <https://letscaresproject.eu/> and a first look at the website can be observed in Figure 2.

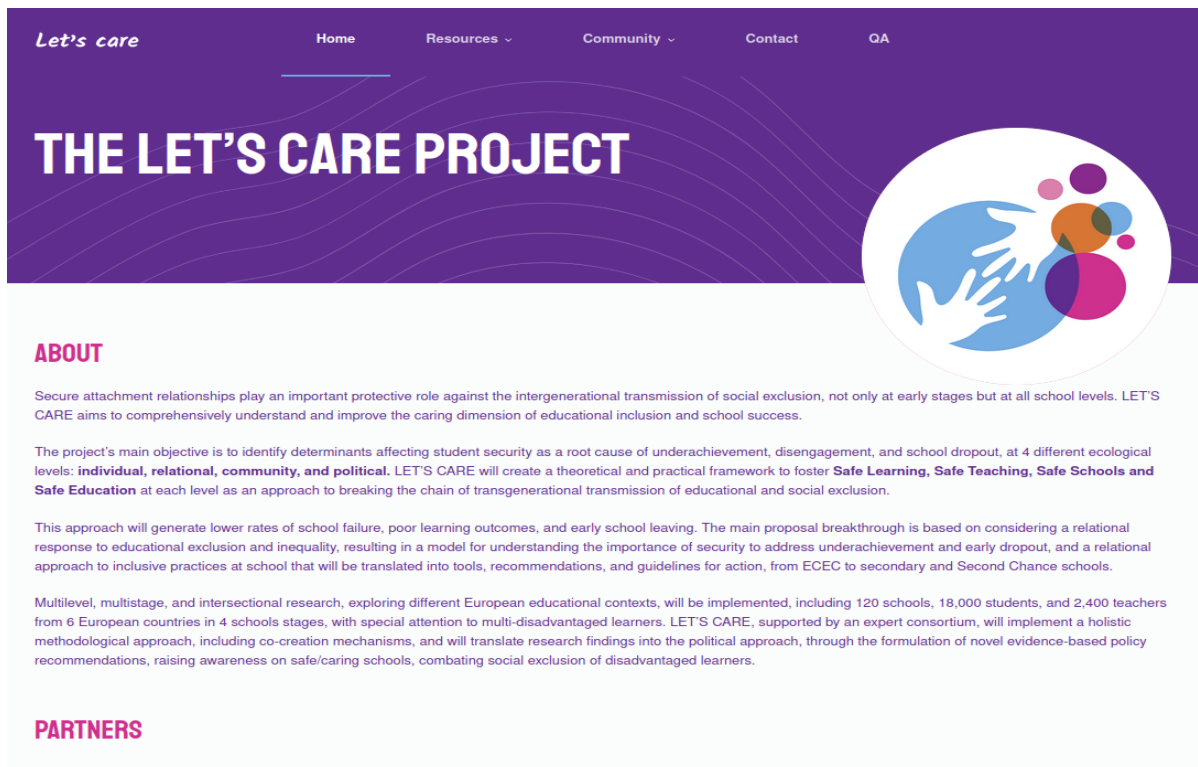


Figure 2 - Project's website

This website will be the main starting point for all communication, exploitation, dissemination and up-scaling activities. Moreover, this website will contain information on the project, its public deliverables (with download links when they become available), the partnership, news, and external links of related sites, policy, research and practice. Although available from month 3 of the project, it will be updated and maintained throughout the project period, and sustained for a minimum of 5 years after the project ends.

The website of the project includes the next structure:

- a) **Home:** This section contains a short description of the project, and -the description of partners, with the name, country, description and logo of the consortium members.
- b) **Resources:** This menu point has two subheadings available from the drop-down menu, "Project Resources" where deliverables produced in the scope of the LET'S CARE project will be uploaded, and "External Resources" where visitors can see other freely accessible, relevant resources in the topic of the project, not developed in the scope of LET'S CARE
- c) **Community:** This menu point has three subheadings available at the moment. "Lets Care HUB" is where the visitors will be able to reach the Lets Care HUB, and once it is ready it will be moved out of the Community section be a separate menu point. "Events" is where relevant events to the project will be available. "Policy Makers Advisory Board" is the subheading where



the members of the LET'S CARE Policy Makers Advisory Board members will be introduced once confirmed.

- d) **News:** At this menu point visitors can find information about the latest events and activities of the project and the newsletter.
- e) **Contacts:** This section will contain the contact form and a section for the general doubts.

The structure above was developed with the cooperation and input from all consortium members, with the agreement that if necessary for the projects needs it can be modified at a later stage to ensure the best possible user experience for visitors once deliverables are available.

Partners are to share any relevant new items and changes with IPA, who is responsible for adapting them on the website.

Links to social media accounts of the project ([Facebook](#), [Instagram](#), [Twitter](#), [LinkedIn](#)) that will be used for communication and dissemination activities will be also available at the bottom part of the website.

The website is fully responsive, available on any computer or mobile device.

KPI: 25000 visits, 5000 downloads.

Beyond LET'S CARE: COM, as coordinator, commits to keep active and updated with content the project website

2.2. LET'S CARE Hub

The LET'S CARE Hub is a Content Management System (CMS) tailored for the LET'S CARE stakeholders and community. It is a digital, on-line, open-source, free access, collaborative and participative tool to find all the (relevant LET'S CARE) information, contents and tools and to further exchange and engage with the project community.

The objectives of the LET'S CARE Hub/CMS is to:

- facilitate communication and exchange.
- establishment of a lively LET'S CARE community.
- and a storage system for the LET'S CARE project products and results.

The elements and features of the LET'S CARE Hub consists on:

- a library containing public deliverables, newsletters, publications, training material.
- documentation of data collection (methodology, ethical protocols, questionnaires, datasets).
- safe education database of policies, programs, and projects.



- project tools.
- intranet, internal documentation and minutes, agenda, calendar, links to external tools.
- data collection platform (quantitative data).
- interaction space (project target groups).
- registration through the project website.
- The LET'S CARE Hub gives access to approved LET'S CARE contacts and hub subscribers to do data uploads and downloads.

KPI: 1000 registered users by the end of the project; 120 involved schools, 100 best practices shared, 5000 downloads of shared resources

Beyond LET'S CARE: FHV will cede Hub maintenance to COM and POLO. During *flourishing* and *harvesting* phases, possibilities for Hub sponsorships will be sought.

2.3. Social Media

Social Media channels will be created to promote participation of stakeholders and to strengthen the visibility and impact of the project results. Holding an active social media presence will attract the interest of stakeholders and the general public and will serve to make the virtual community grow.

Social Media channels will be fed with news, updated content from the website and other contents published by the stakeholders involved in the sector and related to LET'S CARE. Messages shared will be adapted to platforms' main user profile to leverage their features and strong points. This will allow to create an active and participatory community of followers around the project, and to increase the visits to the website.

Social media channels will facilitate establishing meaningful connections with an active and relevant international network of current and potential stakeholders. These connections will produce beneficial opportunities for the LET'S CARE network of stakeholders beyond communication and dissemination purposes.

The main actions to be carried out on this aspect are:

- a) Create a network of followers/fans/subscribers.
- b) Keep in touch with partners and stakeholders.
- c) Announce events, conferences, meetings, workshops and relevant milestones.
- d) Use hashtags to disseminate events, conferences, workshops, etc.



- e) Live broadcasting of events, conferences, workshops, etc.
- f) Disseminate promotional video/animations of the project.
- g) Disseminate promotional videos of events, conferences, workshops, etc. Connect with related initiatives at national and European level.
- h) Search trends and tendencies related to the project (news, videos, projects, resources, etc.).

Partners should consider the following aspects in order to hold an active and relevant presence in social media and to provide information of interest to the public and stakeholders:

- Use the hashtag of the project: **#LetsCareProject**
- Take advantage of any audiovisual material to be disseminated in social media channels.
- Report communicative milestones to POLO in order to be supported. Participate in the conversation on social media channels.
- Monitor basic data from their own Social Media profiles/accounts.

Moreover, regarding the choice of images:

- avoid gender or cultural stereotypes.
- show diversity: genders, ages, ethnicities, disabilities, etc.
- it would be a good idea insert a description with additional information under the image, not only because context is important but also because, in this way, people with disabilities can be included.

The following LET'S CARE social media accounts will be/have been activated:

- [Twitter](#) will be used to promote project actions and messages among stakeholders, media and public and to foster networking (@LetsCareProject).
- [Facebook](#) will be used to communicate project actions and messages helping to social awareness (letscares.project).
- [YouTube/ Tubedu.org channels](#) will be used to promote videos connected to the project.
- [LinkedIn/ResearchGate](#) will be used to upload and promote project actions, publications, and messages among policymakers and stakeholders and foster research and professional networking (LinkedIn: Let's Care (Horizon Europe) project).
- [Instagram](#) will be used to reach the Youth mainly by means of pictures and stories (@letscares_horizon_europe).

KPIs: 2,000 followers in 6 networks, > 10,000 overall interactions in social media.

Beyond LET'S CARE: further developments of LET'S CARE innovations and solutions will be posted on corporate accounts of the partners and linked to LET'S CARE accounts to keep them alive



2.4. Newsletters and mailing

A quarterly newsletter with the latest news about the project, on inclusive education and on promotion of safe relationships in schools will be produced and sent by email. News will be uploaded in the project website, promoting visits and SEO positioning. The newsletter will be also promoted through School Education Gateway (SEG), NobodyLess Community Network and other online communities and networks related to education.

The use of mailing lists of stakeholders will be very useful to:

- engage different stakeholders in the co-created methodologies gather stakeholders around LET'S CARE Hub.
- maximise the visibility and impact of the project.

KPIs: ≥12 newsletters, ≥50,000 recipients overall

Beyond LET'S CARE: used to keep members of the network informed about the evolution of the project and its realized activities

Dissemination plan

Dissemination plan is aimed to ensure the direct and tangible involvement of the target groups in the project and bring them to use the project's results in their daily life. The dissemination plan identifies activities that the partners can implement to convey mostly messages connected to "knowledge" and "engagement". Staff and resources of the partners will be employed to organise and participate in events that can actively involve stakeholders and create the LET'S CARE network. Indeed, one of the main purposes of the dissemination plan is to consider and gather the views of the target groups, according to the co-created approach of the project.

Multiplier events in six project's countries will be organised to maximize the impact of Safe Education in different educational communities and environments. During the events, the organising partner will guarantee accessibility assuring the existence of access ramps to buildings and offering automatic translation and sign language translation in case someone needs it.

Safe Education model and LET'S CARE results will be disseminated in the scientific and academical community through the presence in conferences and the publication of articles. Moreover, partners will organise specific activities at the policy-maker level to advocate the importance of a Safe Learning for all learners, especially those with fewer opportunities.

LET'S CARE events will include specific actions to present gender and diversity findings about the theoretical and practical framework that will have been designed. In this regard, LET'S CARE final event will include a particular lecture about it.



1. Multiplier events organised by the consortium

LET'S CARE partners will carry out 9 events to disseminate the results of the project at national and European level with the aim of establishing a powerful and solid network of relevant stakeholders in the field of education in Europe. These dissemination events will expand the project's opportunities to improve school and other stakeholders engagement. In general these events can the maximize project's social impact.

When feasible, events can be broadcasted via streaming or via consistent postings on the social networks. Considering environmental protection, the beneficiary are committed to distribute information materials (brochures, fliers, event agendas) mainly digitally, so attendees can easily check and consult those materials through their own smartphone or tablets.

Examples of these multiplier events are:

- **International youth forum** (Italy): involving young students from the project's countries. They will work together for 5 days, with facilitators from the consortium, discussing about their conditions and their needs for a Safe educational environment, improving their experiences and competences.
- **International teachers forum** (Italy): held simultaneously to the youth forum. Participant teachers will be representatives of LET'S CARE Schools community, to strengthen contacts between consortium partners and members of the community and among participants themselves. They will present Safe Teaching practices and share best practices, and will be provided with further specific training.
- **LET'S CARE national conferences**: in the second half of the project implementation, with the aim of disseminate LET'S CARE model and project results and training researchers, trainers, facilitators, teachers, counselors and boards on the different tools. They will be organized in:
 - Italy;
 - Spain;
 - Bulgaria;
 - Portugal;
 - Poland;
 - Lithuania.
- **LET'S CARE Final International Conference**: involving education stakeholders, decision and policy makers, representatives of other European projects. Workshops for teachers, tutors, counselors and boards.

KPIs: organising 9 events (3 international, 6 national) during the lifetime of the project.



Beyond LET'S CARE: POLO commits to continue organizing the Verona Youth Forum with LET'S CARE perspective. PROMA will continue organizing Teachers Forum.

2. Participation to events and Networking

Events like national and transnational trainings, conferences, symposia, workshops, special sessions, forums and other EU Research Initiatives can be considered as the most significant occasions for reaching and engaging the relevant stakeholders, promoting the project in a direct, open and impactful way. These events are opportunities that facilitate the interaction with the target groups for the dissemination of project results, while promoting solid relationships, increasing the networking and reaching a larger audience.

Considering environmental protection, the beneficiary are committed to distribute information materials (brochures, fliers, event agendas) mainly digitally, so attendees can easily check and consult those materials through their own smartphone or tablets.

2.1. *Examples of events, conferences and congresses*

The different research results achieved during the project, will be disseminated to different key scientific communities. Thus, partners will dedicate strong efforts in communicating project evolution under the framework of global renowned scientific conferences.

The following list provides some examples of the main events identified as strategic for LET'S CARE project. This list will be periodically updated by the consortium since new events will be identified during the project lifecycle.

CONFERENCES	
Participation to the annual conference of Bulgaria Ministry of Education	It is an annual conference about Knowledge and innovation, E-learning, Higher Education, Scientific researches, Socialisation of youth in contemporary society, Education, individual and society.
Participation at the European Research & Innovation Days	It is the European Commission's annual flagship Research and Innovation event, bringing together policymakers, researchers, entrepreneurs and the public to debate and shape the future of research and innovation in Europe and beyond.
Participation to Scientists' Night - Pedagogical Research Section	The European Researchers' Night is a Europe-wide public event, which displays the diversity of



	science and its impact on citizens' daily lives in fun, inspiring ways.
Participation to EduConference for teachers and IT experts	This conference, organized by the Macedonian teachers' association "Friend of Education", gathers once a year hundreds of teachers and promotes innovation in education in different fields.
Participation to Biennial Parent Summit	This event is organized by IPA.
Participation to Scientific conferences and seminars at global and European level	Examples: European Conference on Educational Research ECER; European Network for Social and Emotional Competence conference, European Association for Research on Learning and Instruction conference; International Attachment conference; Teacher Education Policy in Europe conference; European Research Network about Parents in Education conference; International Association for Educational and Vocational Guidance conference, EU Forum on Rights of the Child, INNOVAGOGÍA, HEAd, EDULEARN, ICETIC, Open Schools for Open Society; others: IMISCOE, Iberoamerican Pedagogic National Conference, Youth Solidarity Network's Global Meeting, Portuguese Diversity Chart Plenary, Bulgaria National Pedagogical conference on inclusive education, seminars of Young Scientists - Open Science for Open Education
WORKSHOPS	
Participation to Life-long learning festival	During this kind of event is possible to organize workshops for students, teachers, educators, social mentors, third age university students
EVENTS	
World Teachers' Day	It is held annually to celebrate all teachers around the globe. It commemorates the anniversary of

	the adoption of the 1966 ILO/UNESCO Recommendation concerning the Status of Teachers, which sets benchmarks regarding the rights and responsibilities of teachers, and standards for their initial preparation and further education, recruitment, employment, and teaching and learning conditions.
National Events of the Observatory for the Integration of Migrant Pupils	The organization includes representatives of the ministries of education, interior, foreign affairs and social policies as well as of associations operating in the sector and school institutions.
MEETINGS	
Participation to Atmosphere Future week	It is an annual meeting with NGOs, Teachers, Employers, Local Government, Regional Inspectorates of Education
ASSEMBLIES	
Participation to Assemblies of the European School Heads Association	

Table 5– Examples of dissemination events listed per type

KPIs: 15-20 EU events/fairs/workshops attendance, 9 communications in conferences during the lifetime of the project, participation in 24 conferences/seminars (8 conferences/partner average),

Beyond LET’S CARE: partners participate on an annual basis in 5-7 EU events, workshops and fairs. Participation in 18 conferences.

3. Clustering with other EU platforms, networks and initiatives

LET’S CARE consortium will look for synergies with key initiatives at the European and national levels, as well as the evolution of key indicators established by European Commission in the Education and Training sector. Partners have a strong presence in several European committees and networks, with which they will establish connections and organise workshops, webinars, round tables, among others.

Some example of these networks are:



- **parENTrepreneurs.eu:** The main aim of this Project is to involve families on entrepreneurship education through ENTRECOMP framework. JEX and IPA participate to this initiative, thus LET'S CARE resources can be promoted.
- **Nobody Less** community network: It is a world wide community of educational institutions promoting prosocial values. LET'S CARE project and results will be disseminated in this network activities thanks to the participation of POLO, ARID, PRSC, KITE.
- **School Education Gateway:** SEG is a portal of the European Commission that supports schools in planning Erasmus+ projects. SEG includes the European Toolkit for Schools, which supports the exchange of best practices among school practitioners and policymakers. LET'S CARE will disseminate the results and create synergies with the main resources of SEG.

KPIs: 5 joint events workshops, webinar, round tables, panel presentations with other EU initiatives.

Beyond LET'S CARE: presentation of and Erasmus+ project to sustain and continue LET'S CARE piloting and implementation

4. Policy and advocacy actions

LET'S CARE partners will implement specific activities to reach the policy-making level to advocate the importance of a Safe Learning environment for all learners, especially those with fewer opportunities.

Some examples of these actions are:

- **Public hearings at European level:** IPA will organize meetings with Directorate General of Education, Youth, Sport and Culture (DG EAC), and European Parliament Committee on Culture and Education (EP CULT). Final findings of the Youth and Teachers forum will be presented by the participants to the national representatives of DG EAC during the conferences that will be organized in Verona.
- **Policy action at regional/national level:** JEX will work at regional level in the Spanish region of Extremadura to present the findings of the project and the legislative modifications needed to adapt regional education systems. POLO will look for the collaboration of the Veneto Region office of education to advocate a change toward a Safe educational approach.
- **Workshops with policy makers:** the Policy Makers Advisory Board (PMAB) will perform a continuous assessment of the project implementation. This board will facilitate the contact with other policy makers at national, regional and European level. IPA will mobilise its extensive European network to reach out to policy makers, especially through the European Education Policy Network (EEPN) on Teachers and School Leaders with 30 members from 19 European countries. 5 policy workshops will be organised reaching policy makers from at least 15 countries, leveraging events where they will attend, such as the Annual Conference of the EEPN, or the Assemblies of the European School Heads Association.
- **Other advocacy actions:** advocacy work with other European Parliament Committees, European Economic and Social Committee (EESC), European Committee of the Regions, EAEA Lifelong Learning Interest Group, leading human rights organizations such as Council of Europe,



through public consultation, individual meetings, participation at public hearings, and inviting them to LET'S CARE events.

5. Activities addressed to the scientific community

The results achieved during the project implementation will be disseminated to different key scientific communities. Thus, research and academia partners will dedicate strong efforts in participating to scientific community events and in publishing scientific papers with theoretical contributions on Safe Education.

5.1. *Participation to scientific conferences and seminars*

LET'S CARE partners will participate to conferences at global and European level with the aim of presenting the project results and involving relevant stakeholders and scientific community. Examples of these events are:

- European Conference on Educational Research (ECER).
- European Network for Social and Emotional Competence conference.
- European Association for Research on Learning and Instruction conference.
- International Attachment conference.
- Teacher Education Policy in Europe conference.
- European Research Network about Parents in Education conference.
- International Association for Educational and Vocational Guidance conference.
- EU Forum on Rights of the Child.
- Innovagogía (Congreso Internacional sobre Innovación Pedagógica y Praxis Educativa).
- HEAd (Higher Education Advances).
- EDULEARN (International Conference on Education and New Learning Technologies).
- ICETIC (International Conference for Emerging Technologies in Computing).
- Open Schools for Open Society.

Other possible events are:

- IMISCOE (International Migration Research Network).
- Iberoamerican Pedagogic National Conference.
- Youth Solidarity Network's Global Meeting.



- Portuguese Diversity Chart Plenary.
- Bulgaria National Pedagogical conference on inclusive education.
- Seminars of Young Scientists - Open Science for Open Education.

KPIs: participation in 24 conferences/seminars (8 conferences/partner average).

Beyond LET'S CARE: participation in 18 conferences

5.2. *Scientific publications*

Research partners with an extensive record of successful publishing are committed to write articles about the project to strengthen the dissemination in the scientific area. Partners will submit publication in Open Access, High Impact journals as, for example: Attachment and Human Development; Development and Psychopathology; Contemporary Education Psychology, Educational Leadership, Journal for Educational Research Online; Gender and Education; International Journal for Educational and Vocational Guidance; Journal of Vocational Behaviour; Race, Ethnicity and Education; Childhood; European Journal of Education; Journal of New Approaches in Educational Research; Elementary Education in Theory and Practice; Culture and Education; Journal for the Study of Education and Development.

There are also other Open Access Local journals to promote regional awareness as, for example: Multidisciplinary Journal of School Education, Horizon of Education, Studia Paedagogica Ignatiana, Análise Psicológica, Educação & Pesquisa.

Divulgative articles can be also published in Pensadero Journal of teaching knowledge special issue.

KPIs: 9 scientific publications

Beyond LET'S CARE: 6 publications, as part of COM, AIK, UCP LETS CARE follow-up 2028

Communication and dissemination monitoring

Communication and dissemination activities must be monitored throughout the whole duration of the project in order to assess the involvement of the target groups and the achievement of the project's objectives and KPIs. Each partner will identify among its staff at least one person that will be in charge for monitoring and reporting dissemination and communication activities done by his/her organization. It will be created a team that will meet regularly with the following tasks:

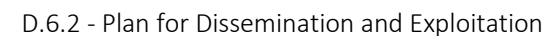
- monitoring of the communication data collection.
- keep the coordinator informed.
- keep the other partners informed.
- send to the website's / HUB responsables materials to be published.



- update the social media channels.
- create a mailing list database to send information and newsletters.
- proactively engage with media to rise LET'S CARE profile.
- write and distribute press releases.
- develop media cooperation with relevant professional journals.

1. Work-plan of the communication and dissemination plan

An initial Gantt diagram has been developed, identifying the main deadline and working period for communication and dissemination activities. The plan will guide the partners and will allow to monitor and plan ahead the activities.



2. Reporting and KPI

Communication and dissemination will be monitored throughout the project lifetime in order to measure the effectiveness of the different channels, tools and activities implemented. This will allow partners to adapt and update communication strategy in order to reach the communication and dissemination objectives. Different sources of information will be used to analyze and measure these aspects:

- 1) **Analytics:** Monitoring measurement tools for LET'S CARE Web, LET'S CARE hub and Social Media channels
- 2) **Attendance to events and workshops:** Monitoring participation through quantitative data and, whenever possible, monitoring satisfaction
- 3) **Impact in Media:** Monitoring impact in online and offline media sources on a continuing basis.

POLO, as work package leader, will produce three reports presenting the impact of the dissemination and communication activities implemented by the consortium. They will be published following the following work-plan:

- After the second year of the project implementation (month 24)
- After the third year of the project implementation (month 36)
- After the fourth year of the project implementation (month 48)

These reports on dissemination and communication activities will also include the feedback and the recommendations emerging from the analysis of monitoring process. Analysis of dissemination and communication channels, tools and activities will facilitate the updating of the communication and dissemination strategy to reach the foreseen objectives.

The following Key Performance Indicators (KPI) for Communication and Dissemination will be monitored:

AREA	KPIs
Promotional videos	3 promotional videos created (2 by M24, 3 by M36) 600 views on Youtube (200 by M24, 600 by M36) 200 views on Twitter (80 by M12, 200 by M36)
Communication material	3 brochures/leaflet/infographic (2 by M24, 3 by M48) 2.000 downloads/views of digital versions (800 by M24, 1500 by M36, 2000 by M48)

LETS CARE website	25.000 visits (4000 by M12, 10000 by M24, 17000 by M36, 25000 by M48) 5.000 downloads (1000 by M24, 2000 by M36, 5000 by M48)
LETS CARE Hub	1.000 users (200 by M24, 600 by M36, 1000 by M48) 120 involved schools (20 by M12, 80 by M36, 120 by M48) 100 best practices shared (20 by M24, 80 by M36, 100 by M48) 5000 downloads of shared resources (1000 by M24, 2500 by M36, 5000 by M48)
Social Media channels	2.000 followers in 6 networks (Twitter, Facebook, Viber, Youtube, LinkedIn, ResearchGate) (400 by M12, 1000 by M24, 1700 by M36, 2000 by M48) 10.000 overall interactions (1000 by M12, 4000 by M24, 7000 by M36, 10000 by M48)
Newsletter and mailing campaign	12 quarterly newsletters 50.000 recipients (8000 by M12, 25000 by M24, 40000 by M36, 50000 by M48) 1.000 subscriber to the mailing lists (300 by M12, 600 by M24, 900 by M36, 1000 by M48)
Congress and conferences	15/20 EU events/fairs/workshops 24 scientific conferences/seminars 5 joint events workshops, webinar, round tables, panel presentations with other EU initiatives 2 public hearings at DG EAC, EP CULT
Workshops	5 workshops with policy makers (2 by M36, 5 by M48)
Dissemination events	9 LETS CARE events (2 by M24, 6 by M36, 9 by M48) 2 awareness campaign (1 by M24, 2 by M48)
Press	8 press releases (2 by M24, 5 by M36, 8 by M48) 10 interviews (2 by M24, 5 by M36, 10 by M48)
Scientific publications	9 scientific publications (3 by M24, 6 by M6, 9 by M48)

Table 6 – Communication and Dissemination KPIs



3. Communication and dissemination data collection

All dissemination and communication activities will be reported, during the life-time of the project, in a specific table, in order to facilitate the Work Package leader to produce annual reports and to monitor the achievement of the KPIs.

The **dissemination and communication table** is composed by the following fields:

- Activity type → DISSEMINATION or COMMUNICATION
- Date of the activity
- Description of the activity → it must be accurate and understandable, containing:
 - the date and the place
 - what has been done
 - what was the purpose/objective
 - the name or title of the event
 - why it was held/how is related to the project
 - any other useful information
- Venue of the activity → write the name of the city where the activity took place or “ONLINE” for all digital/virtual activities (emails, online meetings, web articles, etc.)
- Status → To be chosen between DELIVERED (if the activity is closed) or ONGOING (if it still accessible after the publication/it is currently in progress)
- Geographical impact level → choose from the drop-down menu:
 - Local
 - Regional
 - National
 - European
 - International
- Context of dissemination → choose from the drop-down menu:
 - Conference (*Multiplier event, Presentation of the project during scientific public events*)
 - Education and training event (*Training course, Workshop, Seminar. In presence, online and blended*)
 - Information meeting (*Contact with stakeholders, Other public event*)
 - Clustering activity (*Participation to networking event*)
 - Collaboration with EU-funded projects (*Joint event or activity*)
 - Scientific collaboration
 - Scientific cooperation
 - Event (*Other public event -not conference or info meeting-*)
 - Exhibition (*Fairs*)
 - Interview
 - Media article (*Web site article, Blog posts*)
 - Mailing list/Newsletter (*E-mail, Group chat i.e. Viber, Whatsapp, etc*)
 - Press release (*Article published in online and print media*)



- ☐ Print materials (*Distribution of brochures, leaflets, posters, banners, etc.*)
- ☐ Social media (*Facebook, Instagram, Twitter, LinkedIn etc.*)
- ☐ Promotional videos
- ☐ TV/Radio campaign (*Promotional activity on media*)
- ☐ Other
- Target groups → for each group specify the number of attendees/addressees
 - ☐ Students
 - ☐ Families
 - ☐ Education scientific community
 - ☐ Teachers
 - ☐ Schools
 - ☐ Policy makers and authorities (local, regional, national)
 - ☐ European policy makers
 - ☐ NGOs and advocacy organizations
 - ☐ Citizen, Media Outlet, General public
 - ☐ Hits/Views/Visits on web sites
 - ☐ Others (specify in the next note field)
- Evidences → link to signatures /photo/ videos or to webpages/social media
- Notes → enter further details not mentioned before

In order to give a proof of their declared activities the partners have to collect pictures or photos or signatures on attendance sheets or videos or links and make them available in case of review.



D.6.2 - Plan for Dissemination and Exploitation

	A	B	C	D	E	F	G	
1	TYPE	DATE	D&C ACTIVITY	VENUE	STATUS	GEOGRAPHICAL LEVEL	CONTEXT OF DISSEMINATION/ COMMUNICATION	
2	Activity type (Dissemination or Communication)	Date of the activity [DD/MM/YY]	Describe the type, the objectives and possible related output of the activity Please, enter the <u>place</u> and the <u>date</u> of the event	The venue of the activity (Place or ONLINE)	The status of the activity (select by menu)	GEOGRAPHICAL LEVEL (select by menu)	How the project has been disseminated? (select by menu)	Study
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								

Figure 4 – Communication and dissemination reporting table (pt1)





D.6.2 - Plan for Dissemination and Exploitation

	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	TARGET GROUP Who was the project disseminated to? Numbers of participants per each category involved												EVIDENCES	NOTES
2	Students*	Families	Education Scientific Community	Teachers	Schools	Policy Makers & Authorities	European Policy Makers	NGOs & Advocacy Organizations	Citizen, Media Outlet, General Public	Hits/ Views/ Visits on websites	Other (specify)	TOTAL (automatically Calculated)	Link the evidence of the activity (photos, videos, Clipping...) and attendance (signed lists, online report...) Or the link to the webpage (for online dissemination)	Other relevant data or information on the activity 1) For events with MULTIPLE COUNTRIES please LIST them 2) * For events with STUDENTS please identify how many of them are from CHALLENGING CONTEXTS
3													0	
4													0	
5													0	
6													0	
7													0	
8													0	
9													0	
10													0	
11													0	
12													0	

Figure 5 – Communication and dissemination reporting table (pt2)





The **scientific publications table** is composed by the following fields:

- Type of publication → to be chosen from the drop-down menu:
 - Article in journal
 - Publication in conference proceeding/Workshop
 - Book/Monograph
 - Chapter in book
 - Thesis/Dissertation
 - Other
- Peer-reviewed → Choose YES or NO
- Type of the PID [repository] → to be chosen from the drop-down menu:
 - DO
 - Handle
 - ARK
 - URI
 - pURL
 - Other
 - None
- PID of deposited publicationsLink to publication (if no PID of publication)
- Title of the publication (for book chapters: title of the chapter NOT of the book)
- PID of publisher version of record
- ISSN/eISSN (if book insert ISBN)
- Authors
- Title of the journal or equivalent
- Number of the journal
- Publisher of the journal
- Month/Year of publication
- PID of book (if book chapter)
- Book title (if book chapter)
- Publication available in Open Access through the repository at the time of publication (YES/NO)
 - Charging of OA publishing fees to the project (YES/NO - If YES insert the amount)
- License type → to be chosen from the drop-down menu:
 - CC BY NC or equivalent
 - CC BY NC or equivalent
 - CC BY NC ND or equivalent
 - Other licenses



D.6.2 - Plan for Dissemination and Exploitation

	A	B	C	D	E	F	G	H	I	
1	TYPE	PEER – REVIEW	PID		LINK	PUBLICATION				
2	Type of publication (select by menu)	Peer – review (YES/NO)	Type of PID [repository] (select by menu)	PID of deposited publication (insert PID of publication)	Link to publication (if no PID of publication)	Title of the publication (for book chapters: title of the chapter NOT of the book)	PID of publisher version of record	ISSN/eSSN (if book insert ISBN)	Authors	Tit jo eq
3										
4										
5										
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7										
8										
9										
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11										
12										

Figure 6 – Publication reporting table (pt1)

	J	K	L	M	N	O	P	Q	R	S	
1	JOURNAL			DATE OF PUBLICATION	BOOK CHAPTER		OPEN ACCESS				
2	Title of the journal or equivalent	Number of the journal	Publisher of the journal	Month/Year of publication [MM/YYYY]	PID of book (if book chapter)	Book title (if book chapter)	Publication available in Open Access through the repository at the time of publication (YES/NO)	Charging of OA publishing fees to the project (YES/NO If YES insert the amount)		License type (select menu)	
3									€ 0,00		
4									€ 0,00		
5									€ 0,00		
6									€ 0,00		
7									€ 0,00		
8									€ 0,00		
9									€ 0,00		
10									€ 0,00		
11									€ 0,00		
12									€ 0,00		

Figure 7 – Publication reporting table (pt2)





Part C - EXPLOITATION STRATEGY AND IPR

1. Introduction

The exploitation of results is a critical moment in any research and innovation project, because it focuses on the effective utilization of the outcomes generated by the project. Exploitation builds upon dissemination activities to create real-world value and impact.

Exploitation encompasses the various strategies, actions and processes that enable a project's outputs to be transformed into beneficial and tangible solutions for targeted audiences and stakeholders.

The primary aim of exploitation is to optimise the value and impact of the project's results by leveraging the research findings, intellectual property and innovative solutions to address pressing challenges and needs or contribute to social progress. This process involves identifying the project's most valuable assets and determining the most effective ways to share, promote, and implement them in relevant contexts.

2. The exploitation social dimension

Exploitation refers to a set of core values that emphasize the importance of collaboration, transparency, inclusivity and sustainability. These values ensure that the project's results are accessible to a wide range of stakeholders and that the benefits derived from the project are equitably distributed and long-lasting. The exploitation plan of LET'S CARE will consider not only the aspects of intellectual property and the exploitation of the results. In light of the important social objectives of the project, the consortium members will also develop a plan to ensure exploitation for the benefit of society.

The social dimensions of exploitation play a vital role in amplifying the project's outcomes and fostering a lasting influence on communities, stakeholders and end-users. In the context of social exploitation, the focus is on leveraging the project's results to address societal challenges, improve the quality of life and contribute to the greater public good. The social aspects of the exploitation of LET'S CARE results will take various forms, such as enhancing public awareness, informing policy-making, fostering collaborations or supporting capacity building. By prioritizing the social aspects of exploitation, LET'S CARE aims to generate a ripple effect that extends beyond its immediate beneficiaries and stakeholders, contributing to the betterment of communities and fostering social progress. The social exploitation of project results seeks to create a sustainable, lasting impact that goes beyond the project's lifespan and resonates with a broader audience, ensuring that the fruits of research and innovation are accessible, relevant and beneficial to all.

3. Exploitation Strategy and IPR management

An ad-hoc methodology has been designed to develop the Exploitation Strategy for LET'S CARE project, following a step-by-step approach which, in its successive stages, includes the generation of business models for the business ideas identified, the definition of an IP (Intellectual Property) management strategy plan and the creation of global and individual exploitation plans for each result obtained, either with individual or joint ownership between different partners.

The following figure shows this step-by-step approach:

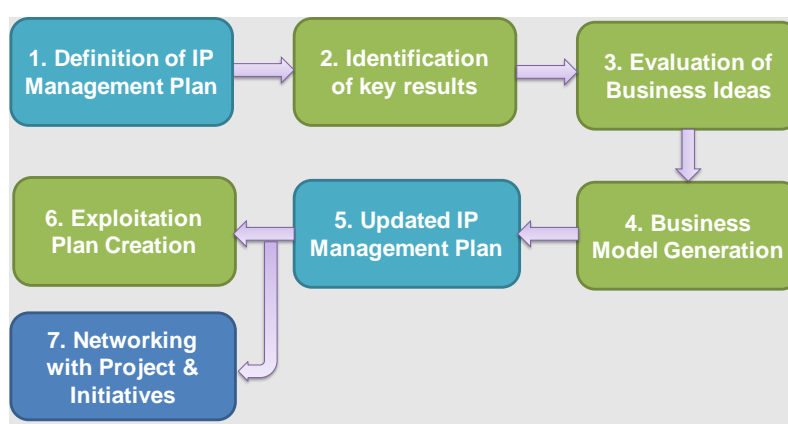


Figure 8 - Step by step approach of the Let's care exploitation strategy

The exploitation strategy requires, at a preliminary stage, to identify the most promising results and to carry out a functional analysis of each of the identified key results. This analysis will ensure that the project delivers results that match the purpose for which they have been designed. At a second stage, the business potential of each exploitable result will be evaluated, establishing the preliminary business models for those results that can be exploited in the market by the companies of the consortium. According to the definition of these business models, the project will generate a pool of individual exploitation plans. They will be the backbone of the Exploitation Plan of the LET'S CARE Project. In this sense, the partners will require implementing specific IP strategies (patents, utility models, etc.) in order to preserve their foreground (individual or joint ownership scenarios) and focused on defining how the results will be exploited (further internal research, collaborative research, licensing, internal product development, joint venture, etc.) according to their technology maturity at the end of the project.

4. Schedule of Exploitation Strategy

The Exploitation strategy has been planned along the duration of the project as shown in the following figure.

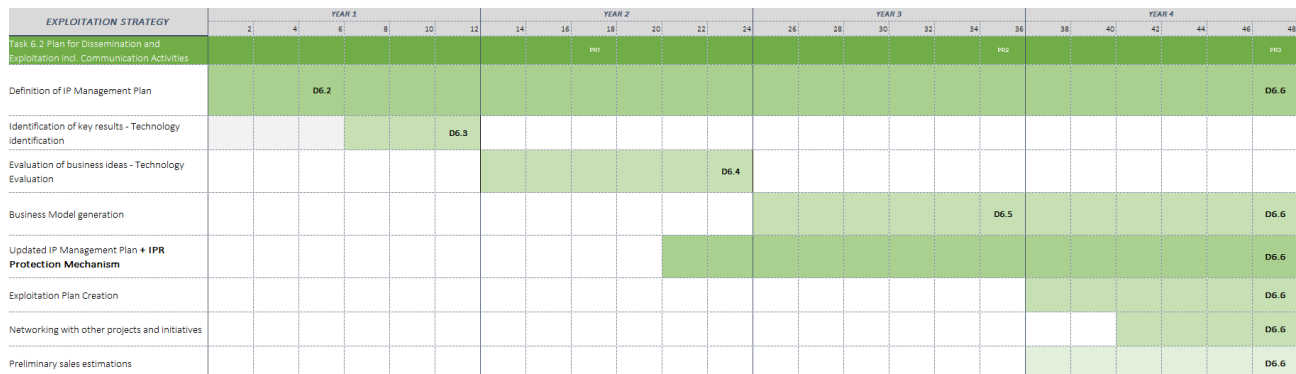


Figure 9 – Exploitation and IPR management Gantt

Each of the stages related to the Exploitation Strategy are described in the following sections.

4.1. Stage 1. Definition of IP Management Plan

In the first 12 months of LET'S CARE project, the partners will start to implement the main steps of the IP management strategy (see section 5) . The starting point is the IP strategies defined per each project partner in terms of background and foreground identified. This information is included in the Grant Agreement (Impact Section) and Consortium Agreement (CA).

This phase will provide a complete overview of the main stages of the IPR management strategy, as well as identify the background and foreground per each member of the consortium. During the life-time of the project, the exploitable results, already identified, will be developed in detail. Therefore, as soon as these results will be mature, it will be easier to explore the best way to preserve the ownership of the knowledge generated following a specific IP tool. In addition, new exploitable results could be identified and analyzed as result of implementing the technical WPs. Under this scenario, the knowledge generated will be dealt with the principles defined in the IP management strategy of the project. All these outputs will be gathered and updated in the IP Management Plan. The final version of this document will be included in the final version of deliverable D6.4, that will be delivered in Month 48.

4.2. Stage 2. Identification of Key Results

Within this stage a procedure to screen and detect those new innovative technologies/products/services developed or to be developed in the framework of LET'S CARE project that could be commercially exploitable in the future will be developed.

The individual results preliminary expected to be obtained can be found in page Section 2.2 of Part B (Annex 1 to GA). In order to have a basis for the Stage 3 of the Exploitation Strategy, within this Stage 2 a questionnaire has been created and will be delivered to all partners. Such questionnaire is prepared so that it is possible to add new results non identified in the abovementioned documentation, should they be detected by one or more partners.

Within this stage, some results with joint ownership between two or more partners, that were identified in CA, are considered for the questionnaire.

A monitoring task will be performed in order to gather and analyse any new result with exploitation potential which may arise afterwards. This will permit to update the selection of key results that will be evaluated in further stages of the Exploitation Plan process.

The procedure consists of the following 3 steps:

- Step 1. Gathering information of identified key results: Partners will be asked to complete a template in order to gather enough information for each result and enable its evaluation in a further stage of the process. Such template will be an Excel file, including as much sheets as results identified. ZIC will prepare and send this template to each partner that had already identified results with potential of exploitation. It is probably that new results with potential for commercial exploitation come up from unforeseen developments that are within the scope of the project and are also necessary to achieve the established objectives. In that case, the partner or partners which identify such new results will add a new sheet in the template and complete the same questionnaire.
- Step 2. Analysis of key results potential for exploitation: The completed templates will be studied by ZIC. We will make a first analysis to check if any further information is required. Afterwards, ZIC will identify/confirm which are the key results with exploitation potential, according to the information provided in the templates. The key results with potential of exploitation will be presented to the General Assembly, where they will be discussed and accepted. If required, ZIC will update the list of key results including, excluding or modifying the results.
- Step 3. Monitoring of new results and list update: ZIC will make a monitoring work with every partner, all along the first Reporting Period, in order to gather and analyse any new result with exploitation potential which may be identified. This will permit to update the selection of key results that will be evaluated in further stages of the Exploitation Plan process.

4.3. Stage 3. Evaluation of Business Ideas

The exploitation potential of the results generated in LET'S CARE project will be evaluated, in order to identify business ideas and develop business plans for each of them. The business potential will be assessed by a “scoring tool” envisaged considering the following aspects:

- Strength of the business idea (main advantages of the new solution, comparison with similar references of competitors, level of maturity of your innovation);
- Industry-related issues;
- Target market and customer-related issues

The questionnaire that has been elaborated for the Stage 2:

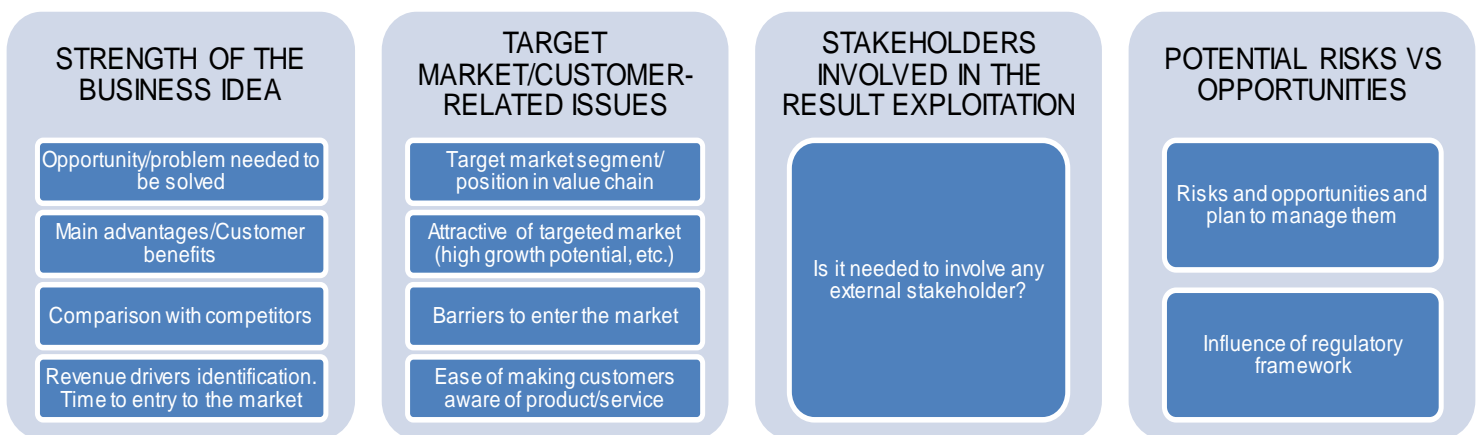


Figure 10. Questions included in the questionnaire for the future evaluation of exploitation potential of each result

As a result of this evaluation, a preliminary definition of the possible exploitation routes will be made, considering the target market of each result.

4.4. Stage 4. Business Model Generation

This stage will suggest business models propositions for those results with a high exploitation potential defined in the previous stage. Such business models will be able to help to define the exploitation plans for the future (as will be described in Stage 6). These business models will be aligned with the main overall exploitation strategies of each partner within their organizations. In this stage, specific business model generation strategies such as Lean Canvas, Exploitation Workshops and other methodologies, will be coordinated by ZIC and developed by all partners.

Taking as a reference the Lean Canvas-based methodology (this methodology is a one-page document that includes all of the important aspects of a business, such as its value proposition,



target market, channels, cost structure, and revenue streams), the following outputs are expected to be generated in order to focus each Business Model based on the nature of the exploitable result: #BE9CE0

SUB-SECTION	SUMMARY AND HOW THE INFORMATION WILL BE USED
Value Proposition	This summarises the value that each product/service can bring to the customers and the marketplace. The information will be used to inform the Value Analysis exercise and marketing activities.
Customer Segments, Sales Channels and Relationships	This summarises who the partners feel will be interested in buying the product and / or service as developed, and the routes to be taken to reach these customers. It also provides an overview of the current relationships that can be used to accelerate the exploitation process, and new ones that need to be established. The information will be used to inform the “market entry plans” and marketing activities.
End-User Engagement	This summarises partner feedback as to whom it is best to approach for end-user validation, providing a qualified overview of opportunities and routes into established and new marketplaces. Partners assessed each customer segment and judged the level of value a customer would place on the result; how easy it would be to contact a customer (ie. whether there is an existing relationship; whether the related sector is experiencing growth) and the likelihood of a customer agreeing to take part in the end-user validation process.
Revenue Streams	This summarises the potential income streams taking as a reference the definition of specific revenue models and pricing models. This information will be used to further refine the exploitation plans and will be developed in conjunction with the techno-economic assessment activity.
Key partners	This summarises the key stakeholders required per each partner to ensure the exploitation of the results in the market.
Cost Structure	This summarises the general approaches in order to analyse which are the most important costs inherent in the business model that must be defined. It has to be identified whether the business model is more cost-

	driven or value-driven.
Key Activities	This summarises the actions needed to accelerate the exploitation process and/or the technology upscaling if it is required.
Key Resources	This analysis will identify the specific resources (technological, manufacturing, etc.) required by the partner to exploit the results.
Value Proposition	This summarises the value that each product/service can bring to the customers and the marketplace. The information will be used to inform the Value Analysis exercise and marketing activities.

Table 7 - Business Model Explanatory overview

4.5. Stage 5. Updated IP Management Plan

Once the business models associated of the exploitable results are well defined, the knowledge generated will be preserved following a specific IP mechanism identified by the implementation of the IP management strategy. This Stage will be carried out the following actions:

Mapping of existing patents related to the knowledge generated for those results could be protected by a patent mechanism: Assessment of the knowledge produced and general recommendation for protection.

As a result of this, in the month 48 it will be included an updated IP Management Plan within deliverable D6.6.

4.6. Stage 6. Exploitation Plan Creation

As described in Section 2.2 of Part B (Annex 1 to GA), the backbone of LET'S CARE exploitation strategy is based on two different approaches fully integrated: a joint and individual exploitation plans.

Within this stage individual exploitation plans will be built, establishing connections among them, considering the synergies identified in the joint exploitation plan. In a future stage, as a post-project activity, will be analysed the possible "embedding" of such plans within the business/exploitation plans of each of the organizations.

The exploitation plans will be based on the conclusions and information obtained in all the previous stages of this exploitation strategy, and particularly, on the business models generated in the Stage 4.



Such exploitation plans will be conceived in a different way depending on the particularities of each of the partners. However, it is expected that the following issues will be tackled more or less deeply, depending on the case:

- Description of the organization: status, objectives, managers, shareholders, and mission.
- Description of the products and services offered, including further developments being foreseen.
- Description of the target markets/clients and competitors. Estimation of the market suitability of the product or services created, according to the current context of the technology, product or service.
- Description of the marketing strategy of the company and the sales and distribution channels being used.
- Description of the business organisation, including employees, suppliers, manufacturing sites, purchasing and outsourcing issues, as well as technology partners.
- General definition of technical barriers.
- General definition of non-technical barriers: legislation, standards, economic and financial contexts, communications and IPR.

4.7. Stage 7. Networking with Projects & Initiatives

The objective of this stage is to seek for synergies with other projects & initiatives. To achieve this, the following actions will be carried out:

- Alignment with other Exploitation Strategies from other projects & initiatives.
- Participation in joint events, workshops and fairs with other projects & initiatives.
- Generating synergies with potential business stakeholders (providers, clients, investors, etc.).

5. IPR Management Strategy

The IPR management strategy for LET'S CARE project includes the following contents:

- A set of the most relevant definitions, procedures and agreements (included in the CA), that regulate the IP management within LET'S CARE consortium.
- Starting from the defined background, a mapping of existing patents and potentially IPR overlapping for the future Foreground.



- An assessment of the knowledge generated in the project.
- A proposition of optimal IPR protection options, in line with the obtained results.
- A mapping of existing relevant standards and of standards in development.
- Considerations with regards to the standardisation strategy.

The contents of this preliminary version of the IPR Management Strategy have been elaborated considering on the European IPR helpdesk methodology. In the present version of D6.2, the IPR Management Strategy is at a preliminary stage, where the methodology is defined, and some contents but not all are available. The complete version of this document will be delivered within the final D6.6 delivery, in month 48 of the project.

6. Mapping of existing patents and potentially IPR overlapping for the future Foreground

In order to ensure the freedom to operate, it is critical to perform an analysis of the existing patents which could overlap for the future foreground generated by LET'S CARE project.

It is crucial to carry out surveillance tasks, from the very beginning of the project, in order to be able to detect protected designs, knowledge or technologies with a possible overlapping with the results expected to be generated within LET'S CARE. Technological surveillance may also a way of identifying technologies or knowledge with potential of application in the project tasks, contributing to facilitate the achievement of results or to improve them.

It is therefore necessary that each of the partners involve their personnel specialized in IPR issues to carry out this efficiently.

As a general procedure, but in special for the cases of joint development that could lead to jointly owned results, it is critical to inform the corresponding persons as soon as any existing patent or potentially IPR overlapping is identified, so that the partners involved can make a strategy decision in time. Anyhow, the WP meetings, synchronization meetings, or EB meetings can also serve as a channel for transmitting this information.

7. Assessment of the knowledge generated in the project (Foreground)

Any result generated in the project, with potential of exploitation, will be correctly assessed in order to check such potential and analyse exploitation routes and optimal protection measures, when appropriate.



To do so, a first action to take is to create a procedure to efficiently identify and assess the results generated. In this sense, the Stage 2 of the Exploitation Strategy aims at identifying the results with exploitation potential, through the complementation of a simple questionnaire that includes useful information to make a first assessment of the exploitation potential, market suitability, and technical and non-technical barriers. The assessment of the exploitation potential of such results will be performed in the Stage 3 of the exploitation strategy.

8. First definition of IP results' protection possibilities

Some results to be generated in LET'S CARE project could be subjected to protection actions, to ensure an effective exploitation. This will be assessed once such results are generated. Each partner will decide about the possible protection of its results, as well as about which protection action is the most suitable. Regarding joint ownership results, protection issues will be agreed between the partners involved and will be included in the joint ownership agreements.

The choice of the most suitable form of IP protection, as well as the duration and geographical coverage will depend on the results at stake, as well as on the business plans for their exploitation and legitimate interests of consortium partners. Some IP protection possibilities, according to the IPR Helpdesk methodology, are mentioned below:

- Patent
- Utility Model
- Industrial Design
- Copyright
- Trade Mark
- Confidential Information

A proposed choice of the most suitable form of IP protection according to the type of intellectual property is next offered.

	Patent	Utility Model	Industrial Design	Copyright	Trade Mark	Confidential Information
Inventions	X	X				X
Software	X	X		X		X
Scientific article				X		
Design of a Product			X	X	X	
Name of a technology/product					X	
Know How	X	X				X
Website			X	X	X	X

Figure 11 - A reference of the most suitable form of IP protection according to the type of intellectual property

A proposition of optimal IPR protection options, in line with the obtained results, will be developed in later stages, and will be included in the final version of this deliverable.

In addition to this, following are described some recommendations made by the IPR Helpdesk regarding results that are not protected.

- Best practice when deciding not to protect results: If a partner does not intend to protect a result, according to IPR Helpdesk it is a best practice to consider offering to transfer it to other consortium partners or third parties, better positioned for the exploitation of the results and willing to seek their protection. If such transfer is not done, participants that have received European Union funding but do not intend to protect their results which are capable of industrial or commercial application for reasons other than legal impossibility, must be careful not to perform any dissemination activities without first informing the European Commission. This notification is mandatory up to four years after the end of the project. The European Commission may decide, with the consent of the participant to whom the result belongs to, to assume ownership and take the necessary measures to protect it.
- Best practice when deciding to stop protection of results: If a result is protected and a partner decides later to stop protection, this partner must notify the European Commission at least 60 days before the protection lapses or its extension is no longer possible up to four years after the project, except if:



- the protection is stopped because of a lack of potential for commercial or industrial exploitation or;
- the extension to further territories would not be justified.

The Commission must inform the participant on its decision also within 45 days of receiving the notification.