Deliverable D5.2:

Exploitation strategy and user community building action plan

(confidential document – only a summary is publicly available)

Authors:

Andrzej M.J. Skulimowski, Inez Badecka, Marek Czerni, Dariusz Kluz, Alicja Madura, Dawid Przeliorz, Vasileios Mezaris, Irina Bienia, Peter Mutschke, Tanja Zdolšek, Angela Fessl, Thomas Köhler, Aitor Apaolaza, Markel Vigo, Iacopo Vagliano

Version 1.0

September 29/09/2017

Work Package 5: Dissemination and exploitation

TraininG towards a society of data-saVvy inforMation prOfessionals to enable open leadership INnovation

Dissemination level	*CO*
Contractual date of delivery	*30/09/2017*
Actual date of delivery	*30/09/2017*
Deliverable number	*D5.2*
Deliverable name	*Exploitation strategy and user community building action plan MOVING_ Template*
File	*Moving-wp5-d5_2-20170929v1_0*
Nature	*Report*
Status & version	*1.0 (submission-ready version after Quality Assessment)*
Number of pages	*3*
WP contributing to the deliverable	*WP5*
Task responsible	*PBF*
Other contributors	*All*
Author(s)	*Andrzej M.J. Skulimowski, Inez Badecka, Marek Czerni, Dariusz Kluz, Alicja Madura, Dawid Przeliorz (PBF), Irina Bienia (EY), Vasileios Mezaris (CERTH), Irina Bienia (EY), Peter Mutschke (GESIS), Angela Fessl (KC), Thomas Köhler (TUD), Aitor Apaolaza, Markel Vigo (UMAN), Iacopo Vagliano (ZBW)*
Quality Assessors	*Chrysa Collyda (CERTH)*
EC Project Officer	*Hinano Spreafico*
Keywords	*Exploitation, User community building, Strategy, Sustainability, Durability period, Delphi survey, Risk management, SWOTC, Anticipatory networks, Prioritisation*

Executive Summary

The aim of this deliverable is twofold: first, it describes the methodology and reports the exploitation and user community building activities of the MOVING at present and in the future. Second, by reporting the results of the Delphi survey of the decision-makers type, it shows how the future-oriented thinking has been implemented into the project. Moreover, the survey results are aimed to awake the awareness of the whole MOVING team of the relevance of forward oriented activities, specifically the strategic planning, encompassing technology, social and economic environment of the platform, to its usability, efficiency and sustainability. The analysis of survey results shows that future challenges which may face the MOVING open innovation platform can be appropriately addressed with the tools and measures available to the consortium within the project contractual framework. The awareness-waking activities include the analysis of risk factors, and an assignment of mitigation measures to each of them. Similarly, the group SWOTC exercise (SWOT with Challenges as additional factors) allowed the project team to cope with Threats by matching them with appropriate measures. Conditions ensuring that Challenges cannot convert into Threats in non-favourable circumstances have been identified as well. The overall activities devoted to strategic planning of exploitation and user community are structures according to the Technological Roadmapping (TR) principles, while the current deliverable reports its initial phase, devoted mainly to gathering the information about the future, starting from the present state-of-the-art on PEST environment.

This report is structured as follows: the Introduction (Section 1) presents the scope and goals of this deliverable. Section 2 is devoted to the methodological background of the MOVING platform (MP) strategy building. In Section 3 we provide the description of individual exploitation activities, planned during the project realisation and till the end of its durability period. It contains also the exploitation action plan of the MOVING consortium as a whole. Section 4 contains the synthetic results of the Delphi survey, while the statistical analysis of the replies is provided in the technical report [33]. Section 5 presents the planned individual user community building activities, and the user community building action plan of the MOVING consortium as a whole. In Section 6 we provide hints, prioritised activities, risk management and mitigation measures resulting from the survey, SWOTC and previous risk analysis carried out within the project. Finally, Section 7 contains synthetic conclusions and discusses further activities within the WP 5 leading ultimately to the elaboration of the final MOVING exploitation strategy (Deliverable D5.4 in M35). The templates used to design the Delphi questions are contained in the Appendix 1. Appendix 2 contains business model canvas submitted by the partners.

It is to be pointed out that this report has explored intensively the cooperation among the project partners, with several interactive exercises (Survey rounds 0, 1 and 2, SWOTC, discussions and quality assessment activities). Furthermore, it opens the field for further cooperation aimed at exploring, exploiting and gathering a large community of users of the MOVING platform. Concluding, this deliverable has some links to the Deliverable D2.4 "Open innovation systems state of the art and beyond" [2] submitted in August 2017 (M17), specifically concerning the risk analysis. According to DoW, it should be regarded as an initial version of the final exploitation strategy which makes possible a vivid discussion on the issues related to the platform's future during its realisation phase.