Deliverable D5.4:

The MOVING platform final exploitation strategy

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

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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 project at present and in the future. Second, by reporting the results of the Delphi surveys of the decision-makers and policy types, it shows how the future-oriented thinking has been implemented into the project. The survey results were also aimed to awake the awareness of the whole MOVING team of the relevance of forward oriented activities, specifically the strategic planning. It encompassed technology, social and economic environment of the MOVING platform (MP) impact on its usability, efficiency and sustainability. The analysis of survey results shows that future challenges which may face the exploitation of 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 could be identified as well. The overall activities devoted to strategic planning of exploitation and user community building were structured according to the Technological Roadmapping (TR) principles. This deliverable reports its final phase, devoted mainly to binding the information about the future with the capabilities of the platform.

This document 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 MP strategy building. In Section 3 we provide the description of individual exploitation activities, already accomplished during the project performance and planned 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 replies is provided in the technical report [50]. Section 5 presents the individual user community building activities planned by the partners and the user community building action plan of the MOVING consortium as a whole. In Section 6 we provide hints, prioritised activities, SWOTC, risk management and mitigation measures resulting from the survey, and the final roadmap carried out within the project. Finally, Section 7 contains conclusions from the overall MOVING strategy building process within the WP 5 and discusses further activities of the partners to implement the strategy after project end. This section provides also a brief comparison of the initial and the final exploitation strategies (Deliverables D5.2 and this document). The templates used to design the Delphi questions are contained in the Appendix 1. Appendix 2 contains updated business model canvas in an extended template submitted by the partners.

It should be pointed out that this report has explored intensively the cooperation among the project partners, with several interactive exercises (survey rounds 0, 1, 2, 3 and 4, SWOTC stages 1 and 2, group technology assessment, roadmap building, discussions and quality assessment activities). Exploitation activities open the prospects for further cooperation aimed at exploring, exploiting and gathering a large community of the MP users. Concluding, this deliverable should be read in the context of all outcomes of the project, taking into account other views on the risks to the platform (cf. Deliverable D2.4 [2]). It should also be regarded as a basis for future discussions and updating in response to the changes of the PEST factors during the platform's durability period. D5.4 updates, extends, and replaces in further implementation the initial MP exploitation strategy (Deliverable D5.2 [50]).