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Plan for Dissemination and Exploitation of Project Results

TetRRIS | WP7-D7.3

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Abbreviations Table

CA	Consortium Agreement
D	Deliverable
EC	European Commission
EU	European Union
GA	Grant Agreement
KPI	Key Performance Indicators
IPR	Intellectual Property Rights
PDER	Plan for Dissemination and Exploitation of Results
RDA	Regional Development Agency
RIS3	Regional Innovative Strategies under the Smart Specialisation framework
RRI	Responsible Research and Innovation
S3	Smart Specialisation Strategies
S4	Smart Specialisation Strategies for Sustainability
SDGs	Sustainable Development Goals
SG	Steering Group
WP	Work Package

Executive Summary

This document is the TetRRIS' Plan for Dissemination and Exploitation of Results (PDER) which is identified as Deliverable 7.3 (D7.3) of the project. The PDER serves as a guiding document which sets out how the project will: approach the dissemination and exploitation of the project's results; consider the contents to be disseminated; determine the appropriate targets of dissemination and their areas of interests in alignment with the TetRRIS project; develop a timeline for dissemination during and following the project; identify and carry out means to designate and reach the target audiences; and utilise the tools and methods developed as part of the project to carry out dissemination and exploitation activities. The PDER ensures that activities carried out to demonstrate the project's impact will be done so in coordination with the most suitable messaging and channels to reach the desired stakeholders. This deliverable seeks to facilitate the use of the methodologies and results emerging from the project, so as to ensure their practical use and ensure the sustainability of the results beyond the project's lifecycle.

1. Introduction

1.1 TetRRIS Overview

Over the last few decades, there is an increasing recognition of territories and regions as important sources of economic and innovation activity. Simultaneously, environmental and social concerns have become progressively more important across all levels of governance, with increasing discussions on the need for responsibility to be wholly integrated into research and innovation. TetRRIS aims to implement RRI at the territorial level, with regions from across Europe participating in the project in order to provide case studies to demonstrate and allow for comparison in how different political socio-economic contexts and their effects can shape the implementation of RRI. The pilot regions selected for the project – the Tampere Region in Finland, Karlsruhe Technology Region in Germany, Autonomous Community of Cantabria in Spain, and the Szeged-Timisoara Region in Hungary and Romania – represent diverse contexts and parts of Europe in order to provide for a wide-ranging collection of case studies.

The overarching aim of TetRRIS is threefold. Firstly, to support the pilot regions in systematically integrating RRI practices into their territorial innovation systems and development approaches, and thereby embed value-driven transformation. Second, to promote mutual learning and interaction between territories, and thirdly, to develop tools for good practices and policy recommendations that can be used to integrate RRI in the regional development in other European territories.

The main objective of the project is to develop RRI territorial participatory projects in four European regions, which can be further broken down further into seven specific objectives:

1. Map territorial actors, analytically describe patterns of interaction, and identify opportunities for enhancing collaboration between actors for value-driven transformation and the uptake of RRI thought and practice.
2. Put regional actors' concerns at the centre of the research agenda by developing pilot projects that give answers to regional actors' questions.
3. Advance the state of the art in territorial R&I projects by building on the capacities of local actors and their insights and embedding RRI into territorial agendas.
4. Develop methods, tools and insights that enable to easily scale-up and replicate pilot projects, thus opening research and innovation to regional actors.
5. Address ethical challenges that often constrain territorial R&I projects by designing innovative approaches to promoting regional actor-led governance of science, including its evaluation.

6. Evaluate the model of territorial R&I projects and their impacts on society, economy and science itself.
7. Raise awareness on the effects of RRI in European territories by translating scientific knowledge gained throughout the process into useful and practical recommendations for policy and governance of the regions.

In TetRRIS, the terms “territory” and “region” are frequently used interchangeably and are loosely defined as an area of country with definable characteristics and identity like municipalities and provinces. Sometimes also term “local” is used similarly.

1.2 Covid-19 Impact

The COVID-19 pandemic significantly impacted the project, with partners forced to respond and adapt to unforeseen circumstances from the early stages of the project, which launched in autumn 2020. Activities, meetings, and events that were intended to be face-to-face meetings were shifted to virtual ones as partners strived to adapt to the changing situation and the personal and professional challenges that accompanied the relatively instant transition to virtual work. The majority of activities relating to the project have thus far been online, and health and government regulations will continue to be monitored throughout the remainder of the project to determine whether it is appropriate and possible to hold in-person events in the second half of the project. The consortium is striving to respond to adapt to the ongoing uncertainty as to what extent in-person events and activities might be possible over the remainder of the project’s lifetime and will respond accordingly. In the project proposal there was a number of physical events that were intended to be held to further dissemination the project, which, after a forced stop, could be resumed from September/October 2022 maximising the reach and impact of these events, and the project overall.

1.3 The PDER as a living document

The decision was made to view this deliverable as a ‘living’ document throughout the project. Throughout the course of the project, this document was written, adapted, and revised in response to new ideas and refined approaches that emerged at various points throughout the project. The document serves to demonstrate the approach taken throughout the project in terms of dissemination and exploitation of results, as well as includes information on the activities planned for the remaining months of the project, by all consortium members.

2. Scope and Objectives

2.1 Objectives

The purpose of this PDER is to provide clear guidance to consortium partners to ensure they have the necessary information to carry out implement dissemination and exploitation activities independently, in alignment with TetRRIS' objectives. Part of this is defining the scope of dissemination and exploitation activities which are outlined in their respective sections of this document.

As part of Work Package (WP) 7 of the consortium agreement (CA), this deliverable has two overall aims, to spread awareness and success of the project supporting the overall implementation of the project through a set of communication activities, and to raise awareness about the TetRRIS project and allow for the mobilisation of as many relevant stakeholders as possible. The PDER is closely connected to the other WP7 deliverables: establishment of a communication and dissemination strategy and visual identity (D7.1); development of different tools for communication (D7.2); and dissemination events (D7.3), and is designed to contribute cohesively to the WP success of the overall project and its communication, dissemination, and exploitation efforts.

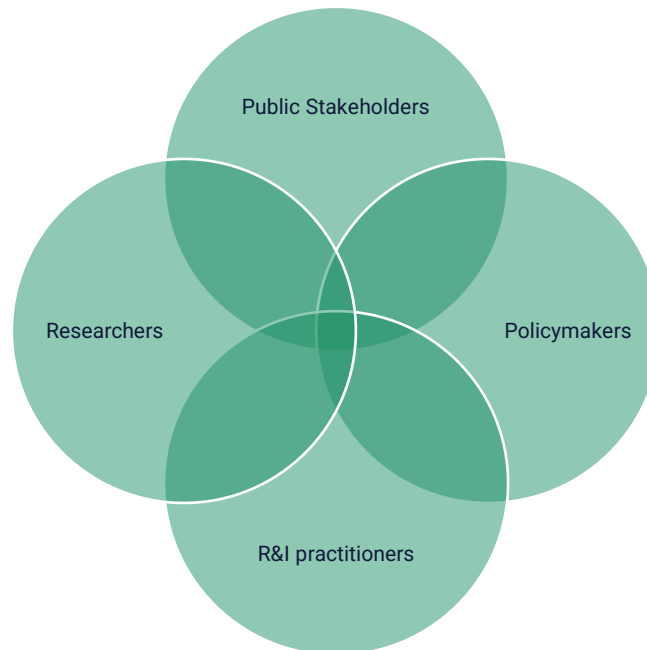
The main objectives of this PDER are to:

- Seek opportunities to disseminate information emerging from the project, in the form of the project results;
- Outline the main objectives of the dissemination activities;
- Identify the target audiences for the project and determine how best to approach them;
- Define the tools and channels to be used, and the activities to be carried out to reach each target audience;
- Develop a set of key performance indicators (KPIs) to measure the effectiveness of the activities; and
- Define how the activities will be managed, and to whom is responsible.

2.2 Dissemination Target Audience and Segmentation

Successful dissemination of the project requires having a clear understanding of who the intended stakeholders are, in order to focus efforts and activities accordingly. The figure below displays the six types of stakeholder groups that have been identified and will be targeted through dissemination activities:

Figure 1: Target Stakeholder Groups



Appropriate segmentation of the intended project audiences is necessary to accommodate the different interests of each of the groups. The four identified stakeholder groups are as follows: public stakeholders, policymakers, researchers, and R&I practitioners. The principal stakeholders of this project, through which the majority of dissemination efforts will be focused on are regions, which includes persons and agencies involved in development and innovation at the regional level, and R&I practitioners who are involved in the implementation and integrating of RRI itself. Table 1 outlines the different stakeholders, who is included in that category of stakeholder and whether they are a primary or secondary focus of dissemination efforts.

Table 1: Target Stakeholder Groups

Target Stakeholder	Description	Level of Dissemination
Policymakers (national and EU level)	<p>Persons working on regional policy, and in areas related to the activities of the pilot region (ie. innovation, sustainability, etc.) at the national level.</p> <p>At the European level, this includes the European Commission and its agencies, such as the Joint Research Centre,</p>	Primary

	Research Executive Agency, and the European Research Council.	
R&I Practitioners	Persons engaged in practicing R&I, primarily, but not exclusively at the territorial level. This includes experts in R&I and RRI.	Primary
General Public	All persons who have an interest in the work of the project, excluding researchers, policymakers, and stakeholders who are directly involved in the project itself.	Secondary
Researchers	Academics who are directly or indirectly involved in scientific research related to RRI.	Secondary

3. Communication Tools and Channels

Communication mechanisms are interconnected with the dissemination and exploitation of the project’s results. This section outlines the tools and channels available to project partners to aid in their dissemination and exploitation efforts. Further details on the overarching communications strategy for the project can be found in D7.1 Communication and Dissemination Strategy.

3.1 Website

The TetRRIS website, accessible at <https://tetrris.eu/> is one of the main tools for communication and dissemination. The website serves as a direct channel of communication to a range of stakeholders, and provides general and specific information related to their needs, including information on RRI, the project, its impact, and results. Detailed information on the creation and organisation can be found under D7.2 Project Website and D7.1 Communication and Dissemination Strategy.

Once deliverables are produced, they are clearly accessible on the website under the “Results” tab of the menu bar. In order to maximise the project’s impact, project updates and outcomes will also be shared through other means on the website, such as the “Blog&News” pages, as appropriate.

The website facilitates communication activities and support dissemination efforts to the targeted stakeholders. There is different information posted on the website designed to target the specific groups of stakeholders. Primary stakeholders will be addressed mainly through the publication of relevant deliverables and articles written by the project partners, the representatives of

the pilot regions or their scientific partners. Secondary stakeholders will be targeted with daily social media publications, the newsletter, as well as all the relevant website publications and updates.

The “RRI in practice” section of the website will serve as a space for users to get to know events and action developments from the project classified by different focal topics. Besides giving the definition of RRI, S3 and S4, the publication of this session will follow five pillar subjects: engagement, interregional cooperation, responsibility, sustainability and policy development.

The project’s website contributes to the transparency of the project and its results, and will also allow for information on the project and its impact to remain easily accessible by stakeholders in the years after the project concludes.

3.2 Blog&News

The website also includes a “Blog&News” section which is designed to host articles written on a range of topics relating to the project, RRI, and RIS3 at the territorial level. The blog can also serve as a space where completed project deliverables can be explained and discussed in order to make them more accessible to a wider audience. The blog was designed to be a more accessible form of content, in particular to appeal to public stakeholders. The layout of the page, as well as structure and content of the posts are designed to bring the themes of TeRRIS, namely the one abovementioned around which the “RRI in practice” section is built, to a broader audience.

3.3 Newsletter

The project newsletter provides updates on the progress, achievements, impacts, and news of the project with persons who have subscribed. Additionally, the newsletter will be added to the project website and multiple posts will be made on social media platforms to further disseminate the information.

3.4 Social Media Channels

On social media networks, through the designated TetRRIS social media accounts, which can be found on LinkedIn at <https://www.linkedin.com/company/67876149> and on Twitter at https://twitter.com/tetRRIS_project, the communication and dissemination impacts of the project can be maximised and utilised to reach a wider range of targeted stakeholders. A range of types of information can be published on the social media platforms, such as: project updates, project deliverables,

advertising of upcoming events (those hosted by the TetRRIS consortium, and by consortium members or where consortium members are speaking in relation to the project), sharing relevant information and materials relating to RRI and S3/S4 to increase broader awareness and understanding of RRI amongst the general public.

3.5 Partners' Communication Networks

Project partner's own networks of communication serve as channels through which the outcomes and impacts of the project can be disseminated. Each partner's website and social media channels can be utilised to reach out to targeted stakeholders depending on their audience.

3.6 Events and Conferences

In person and virtual events, including workshops, conferences, and congresses related to science and technology, RRI, regional development, and S3/S4 serve as platforms for partners to communicate and disseminate the project's impacts to a specific audience. Project partners are expected to participate in such events in order to disseminate the impacts of their work in the project, as well as the project as a whole.

The TetRRIS final conference will serve as a final dissemination event to be organised at the conclusion of the project. This high-level international event, to be organised virtually or in-person depending on the global health situation at the time, will be an opportunity to disseminate the project outcomes and impacts to an engaged audience. This event will be organised with the support of, and attended by all project partners.

3.7 Scientific Publications and Conferences

Peer-reviewed academic publications will lend rigorous credibility to the approaches used and the impact of the TetRRIS project. Such publications will also expand the reach of the project results to a wider audience, and will provide greater longevity to the methods and outcomes of the project. By publishing in academic publications, this will immortalise the project into the field of scientific literature from which policymakers, researchers, and practitioners draw from to design and develop future research and implementation of RRI.

Additionally, scientific and/or academic conferences provide the opportunity for these results to be disseminated directly to researchers and practitioners. The

project results could be communication in the form of a panel discussion, a poster presentation, or a paper presentation, depending on the specific conference.

3.8 Policy Labs

Several policy labs will be held over the course of the project to facilitate structured exchange, cross-regional learning, and network building between three of the pilot regions (Tampere, Karlsruhe, and Cantabria). During these policy labs regions will share their experiences and learnings in regards to integrating RRI into policies and practice at the regional level. Three of these labs will focus on the specific interventions and challenges of one of the abovementioned pilot regions, with a final policy lab consolidating and validating the experiences and lessons learned from across all of the pilot regions.

The aim of these policy labs are not only to build connections and develop partnerships for cross-regional learning between pilot regions, they will also serve as a means to bring together stakeholders within a region, as well as other stakeholders not involved in the project, but with an interest in these regional dynamics and the integration of RRI principles. Developing these connections with non-project partners and practitioners will help further the sustainability of this project and ensure its impact and effect extends beyond the project's lifespan.

4. Dissemination

4.1 Dissemination Strategy

The dissemination of results will begin during the second year of the project, as project results begin to be delivered, building up throughout the third year, when the majority of results are expected to be produced.

Once project outcomes emerge the aim will be to immediately move forward with the dissemination of the results, to ensure there are enough time and resources available to successfully disseminate the results. The dissemination of results will be done so in a way that adapts the results to the needs of the user to allow for the easy exploitation of the results.

Table 2: Dissemination Strategy

Aim of Dissemination Action	Impacts to Disseminate	Target Stakeholder Groups	Tools of Dissemination
To make R&I systems more open, transparent, and democratic	Policy recommendations for embedding RRI into regional development strategies and policies	Regions; Policymakers	<ul style="list-style-type: none"> • Final conference • Workshops • Conferences
To convey societal, economic, environmental, and scientific impacts	Outcomes from the pilot regions and future steps	Pilot regions and their territorial stakeholders	<ul style="list-style-type: none"> • Meetings with regional partners • Policy labs • Workshops • Conferences • Scientific articles
Transformation from use of RRI in pilot regions	Conclusions from the pilot regions	Regions	<ul style="list-style-type: none"> • Final conference • Social media • Specialised publications
To contribute to SDGs and MoRRI Indicators	Knowledge on bottom-up governance innovations (SDGs) and RRI governance innovations (MoRRI)	Researchers	<ul style="list-style-type: none"> • Participation in conferences on related topics • Final conference

4.2 Dissemination Plan

To document and monitor dissemination activities by all partners, a dissemination plan has been developed, as seen in Table 3: Dissemination Plan Template. This plan tracks the planned (and eventually carried out) activities relating to the dissemination of the TetRRIS project and its results. All partners are expected to input their activities, which not only facilitates tracking the scale

of the impact of the project and dissemination activities, it will also help ensure that all relevant stakeholders are being reached.

Table 3: Dissemination Plan Template

Partner	Date	Title	Type of Activity	Location	Comments	Type of Audience	App. Size of Audience
Ex. Yaghma	May 4, 2022	RRI by European Cooperation	Presentation	Virtual	Part of DIH-World Community Day Event on Digital Innovation by European networks for Green Transition of Manufacturing SMEs		20

4.3 Dissemination Management

4.3.1 Intellectual property rights and access

The TetRRIS consortium agreement includes rules for the management of the intellectual property rights (IPR), ownership, and access rights. Article 28.1 of the CA outlines the obligation of project partners to exploit the results, either directly or indirectly during and following the project lifespan by: using them in further research activities (outside the action); developing, creating or marketing a product or process; creating and providing a service, or using them in standardisation activities.

The publication of deliverables will be aligned with rules provided by the EU. All possible knowledge produced by the project will be informed by open access principles. Any and all deliverables not restricted to the consortium shall be disseminated and made freely accessible to the public.

The policies and regulations outlined below are from the grant agreement, and are obligatory as part of the funding requirements by the European Commission.

- I. Open Access of Scientific Publications
 - a. Partners must enable 'green' open access (free online access for any user) to all peer-reviewed scientific publications relating to its results, in accordance with H2020 regulations.
- II. Acknowledgement of Funding
 - a. Unless the European Commission requests or agrees otherwise, or unless it is impossible to comply for acceptable reasons, the acknowledgment of EU funding is essential and obligatory in all communication and dissemination material within the project.
- III. The EU emblem (European flag) must be displayed together with the text referring the programme and the number of the grant agreement. When displayed together with another logo, the EU emblem must have an appropriate position.
- IV. Disclaimers
 - a. Any dissemination of results (except scientific papers) must indicate that those only reflect the author's view, thus excluding the European Commission responsibility of the information it contains:
 - b. "The content reflects only the author's view. The Commission is not responsible for any use that may be made of the information that it contains."
- V. A legal notice is added to project material when deemed relevant:
 - a. "This [document, presentation etc.] is intended to inform about

TetRRIS project only. TetRRIS Consortium makes no warranties, express, implied, or statutory as to the information provided in this material. Neither the European Commission nor TetRRIS Consortium are liable for any use that may be made of the information that it contains. All rights reserved. Copyright: TetRRIS Project.”

VI. Deliverables

- a. All deliverables designated as ‘public’ will be available to be downloaded on TetRRIS website. Dissemination of results from deliverables classified as either confidential or restricted need to be approved by the Consortium or the involved partners before any release can take place.

4.3.2 Partner responsibilities

As stated in the grant agreement, all project partners must engage in actively disseminating the project and exploiting its results through their networks and to their respective relevant stakeholders.

Table 3: Project Partner Roles in Dissemination

Partner	Role in Dissemination Activities
VTT (project coordinator)	Ensure there is continuous contribution by all partners towards dissemination activities
EURADA (lead partner for WP7)	<ul style="list-style-type: none"> • Support partners’ dissemination activities • Disseminate results through the project’s communication channels
Pilot Regions	<ul style="list-style-type: none"> • Share updates on project activities and results • Identify and present at relevant conference and events • Disseminate results in local languages and at the local level
Scientific Partners	<ul style="list-style-type: none"> • Contribute to scientific articles • Identify and present at relevant conferences and events

As part of WP5, an external stakeholder group will be developed to promote networking activities with regions outside of the project partners, in order to extend the reach of the project. This group will be formed at the beginning of the TetRRIS Policy Lab.

4.3.2.1 Reporting and monitoring of dissemination actions

Reporting and monitoring of dissemination activities is the responsibility of all project partners, given that all partners will also be contributing to carry out these activities. Each partner is responsible for reporting all dissemination actions they carry out in a shared 'dissemination tracking' document stored on the VTT SharePoint drive of which all project partners have access to. This ensures all actions are recorded in a single place, and can easily reviewed by other partners.

The tracking document will be set up as a spreadsheet and include information such as:

- Partner organisation carrying out the activity;
- Related work package or deliverable;
- Type of activity (presentation, interview, article, report, publication, etc.);
- Beneficiary or intended audience (including regions/countries, if known);
- Estimated size of audience (if known);
- Date of activity;
- Place (physical location or link if available online); and
- Expected impact of the activity.

The information collected through this tracking document will be compiled periodically and used to update plans and reports on communication, dissemination, and exploitation, as relevant. Additionally, this document also contributes to the monitoring of specific activities, as well as overall progress and effectiveness of dissemination efforts.

4.3.3 Dissemination tools and channels

Dissemination tools refers to the supports in place utilised to share project outcomes, while dissemination channels refers to the pathways through which TetRRIS partners will disclose and distribute the project results. In order to reach a wide audience, dissemination efforts will take place online and offline through various channels. Dissemination will take place at the local level of each pilot region, as well as at the European and international levels, as the project

outcomes are expected to be of interest to stakeholders at all levels of governance, in countries around the world.

Efforts will be made to disseminate the results in a variety of different engaging formats in order to ensure engaging and interest in the project outcomes. This may include the development of visuals, infographics, interactive pages, and other mechanisms in order to engage with the targeted stakeholders, as appropriate.

For instance, ad-hoc graphic visuals recalling the Tetris logo will be produced, in the last months of the project, for each of the four pilot regions in order to disseminate the results of the actions implemented in the territories. A podcast series will be recorded in five episodes to carry out communication and dissemination of the project topics also, and especially, from the point of view of non-visual content, using well-known dissemination platforms such as Spotify.

In general terms, results will be disseminated in the previously mentioned communication channels: project website, blog, newsletter, social media channels, partner communication networks. Additionally, results will be disseminated through internal and external events and conferences, informational sessions, toolkits, and discussions. The results will also be published in open-access, peer-reviewed scientific journals.

All deliverables, communication materials, and project results will be published and shared across communication channels in English. For each pilot region, the outcomes will also be translated and disseminated in the language(s) of the region, in order to increase the distribution and chances of utilisation in the region. If resources allow, all project outcomes will be translated into all languages of the consortium in order to expand the reach of the project as much as possible.

4.3.4 Target groups

For TetRRIS, the aim of communication, dissemination, and exploitation efforts is to reach the largest number of people who are interested in, or engaging with RRI to some extent at the regional level. Dissemination efforts towards these targeted groups will be prioritised, with particular focus on territorial stakeholders, policymakers (at the national and EU level), and regions, and different activities and messaging will be used to best reach the different stakeholder groups, and will be adapted based on the needs and interests of the group.

4.3.5 Evaluating dissemination

Each dissemination activity has an expected result and impact as outlined below in Table 4. The overall results, or aims, of each activity are expected to remain throughout the course of the project. The activities will be evaluated based on

their expected impact, which will be reviewed and revised, if necessary, throughout the course of the project.

Table 4: Dissemination Results and Impacts

Dissemination Activity	Target Audience	Expected Result	Expected Impact
Publication of scientific articles	Researchers; Policymakers	Increase the amount of reliable data and information about RRI that provides a solid background for further investigation and development.	One peer reviewed publication per year, for a total of 3
Presentations or participation in conferences and events	Researchers; Policymakers; Regions; R&I practitioners	Raise the awareness of the project while demonstrating existing and future results that can be scaled and transferred to other regions and circumstances.	At least two events per year in which the TetRRIS project is presented
Press releases	General public	Facilitate the promotion and dissemination of the project and its impact with a wide audience through mass media.	Total of 6 over 3 years
Workshops in pilot regions	Territorial stakeholders	Reach stakeholders within each pilot region.	Over 120 stakeholders across the 4 pilot regions
Final conference	Policymakers (in particular at the EU level); R&I practitioners	Provide a forum for the final results of the conference to be presented.	Over 200 participants
Newsletter	Policymakers; R&I practitioners	Inform experts and interested parties in the ongoing project activities and emerging results	Around 300 subscribers; publication of 12 newsletters over 3 years
Website	All stakeholders	Provide easy access to all project outcomes.	15,000 views per year for a total of 45,000 visitors over 3 years

Social media channels	Policymakers; R&I practitioners	Increase awareness of the project and its impacts through regular posting and interaction across platforms.	Over 500 followers per network (Twitter and LinkedIn)
Partners' communication networks	Policymakers; Territorial stakeholders	Increase reach of dissemination through the independent networks of project partners such as their website, newsletters, social media, etc.)	Reach of over 4,000 people through various mechanisms

5. Exploitation

5.1 Scope of Exploitation

This section outlines how the TetRRIS consortium intends to exploit the results from the project throughout the second half of the project and continuing beyond the project's wrap-up. It is during this second phase of the project, in which the project has begun to produce valuable outcomes that are relevant for project partners as well as external stakeholders. While exploitation is closely linked with both communication and dissemination activities, it is uniquely focused on the use of the results and doesn't include efforts to inform, promote, describe, or ensure availability of results, which is done under the scope of the other activities. The understanding of exploitation adopted by TetRRIS is one that refers to all activities contributing to the utilisation of project results in a concrete manner for commercial, societal, and/or political purposes. The project results are may be relevant and used by numerous stakeholders, including but not limited to: policymakers and authorities at the local, regional, and national level, civil society, academic, and sectors of interest.

The Steering Group (SG) represents the interests of all consortium members in regards to the exploitation of project results, and is responsible for reviewing and accepting all deliverables related to exploitation prior to being publicly shared.

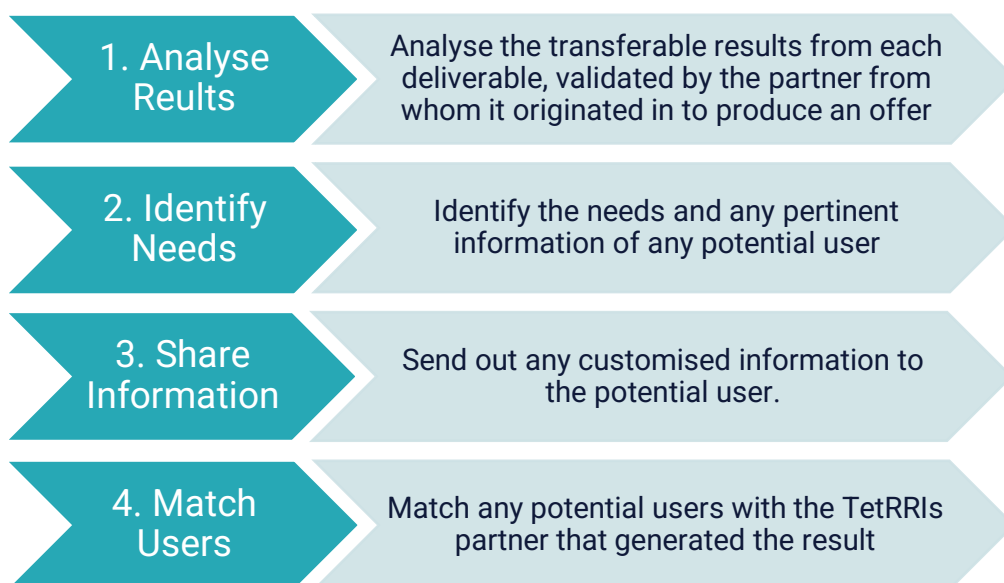
5.2 Project Results

The TetRRIS project expects valuable outcomes to emerge from the project that will contribute to the discourse on RRI at the regional level and that will provide relevant and useful insights and resources for regional economic practitioners and territorial policymaking. One of the principal exploitations of the TetRRIS project is the development of a Handbook of Policy Recommendations (D6.3). This handbook will be approximately 15-25 pages and will summarise the key lessons, tools, good practices, and policy recommendations derived from the project as a whole, and will be presented in a manner that facilitates its integration of RRI into regional development across Europe. Secondly, the project’s impact will be transformed into dissemination materials targeting territorial policymaking (S3) in the form of policy briefs (D6.2) aimed at the providing insights and recommendations on the challenges and impacts of implementing territorial RRI.

5.3 Exploitation Strategy

The exploitation of results will begin in the second half of the project, with the majority of results expected during the third year. The consortium has agreed on a process of exploitation of results as shown below in Figure 2. Specific stakeholders and potential users for each outcome will be identified as part of this process.

Figure 2: Exploitation Process



Analyse Results

During the first phase of the process, project partners will identify the most promising results to be transferred from each deliverable and analyse them to determine the most appropriate contents and format of the material. This information will be validated by the lead partner for the deliverable from which the results emerged, and will be used to create an offer.

Identify Needs

For each offer, potential users will be identified and efforts will be made to identify their needs and determine which information, channels of communication, and other pertinent information is most suitable to the potential user. Efforts to identify potential users will begin in the second year of the project and continue until the end of the project.

Share Information

During this phase potential users will be engaged with, and information will be shared with them in order to further assess their interest in the results.

Match Users

The final phase of this process entails matching potential users with the TetRRIS partner responsible for the outcomes, whether that is in the form of mappings, methodologies, or recommendations.

The guiding principle of this process is to target potential users and tailor the presentation of the relevant project results to their needs. The focus should be on how the outcomes can serve as a solution to users' needs and how the ways in which they could offer benefits. This approach is preferable to that of pushing offers and information on users, as the more closely the results are intentionally aligned with the needs and challenges of potential users, the more sustainable the ongoing exploitation of the project's results is expected to be.

5.4 Exploitation Plans

Following the emergence of a project outcome, an individual exploitation plan shall be developed to determine how best to exploit the specific outcome. Partners will be responsible for creating the exploitation plan for their deliverables, from which the outcome arose from. These plans will be shared and reviewed by the consortium prior to being carried out, as needed.

Exploitation can be understood in three layers: exploitation by a project partner, exploitation by another project partner, and external exploitation.

Table 5: Template for Exploitation Plan

<i>Name of Result</i>	
Type of result	
Link to result (if applicable)	
Key innovation	
Target audience	
Strategy for exploiting the result	

The exploitation of the TetRRIS project takes place in three concentric layers, ranging from lesser to greater intensity of outcomes' involvement within the project. Firstly, exploitation is carried out by the project partners themselves. In the final stages of the project, and after the lifetime of the project itself, TetRRIS continue to use the results for their own exploitation. The project partner take measures to ensure the exploitation and re-organise themselves on RRI based institutional changes. This is particularly relevant in the four regions involved in the project that could directly implement project results. In this moment, it is foreseeable that Karlsruhe will continue to mobilise regional development experts for informal exchanges, Tampere will continue to implement its civil society engagement mechanisms for sustainability, Cantabria will continue its inclusive EDP through social laboratories in its smart specialisation strategy and Szeged will establish substantial improvements in the governance of its regional innovation ecosystem through the lessons learned from its participation in this project. The other academic partners of the project supporting these regions (VTT, Tecnalia, Fraunhofer and Yaghma), use these case studies of institutional changes to establish concrete cases of application of theories they develop.

The second level of exploitation takes place through specialised forums, with other project partners and networks. The TetRRIS project is embedded in a community of entities running RRI application projects. At all times,

communication is established in order to specifically disseminate results of the TetRRIS project that are useful for other regions and a process of co-creation is established. This is the case, for example, of the collaboration in the actions implemented by CheRRles and other SwafS-14 project (participating in their workshops and/or project conferences). An additional example are the specialized publications activities related to the ethics of artificial intelligence that are being developed by the project partners. In this way it cooperates closely with other SwafS projects and in general with projects linked to the management of regional innovation strategies.

For the exploitation it is used as well the activities of the networks. One of the partners of the project is the European Association of Regional Development Agencies (EURADA). The TetRRIS project is framed as a fundamental pillar in its activities to improve regional innovation strategies. Other two partners of TetRRIS, both SODERCAN and DARINNO are part of EURADA. This partnership has established a continuous flow of specialised dissemination of the results of this project to its 70 partners. In this way, the project is presented in every possible circumstance where the future of smart specialisation strategies or in general the improvement of regional governance is discussed. The presence of TetRRIS is being particularly used in the development of the results of this project. At present it coincides with the launching of the specialisation strategies and therefore whenever the EURADA secretariat is asked to participate in any of the presentation actions of the second generation of RIS3, the TetRRIS project is presented as an advanced case of some of the particular issues. This was for example the case of the RIS3 2027 Extremadura in which a mechanism for citizen participation has been established similar to the one previously developed in Tampere and Cantabria. Another example of a specialised channel for the exploitation of project results is the Committee of the Regions' Partnerships for Regional Innovation (PRI). Special efforts have been made to include the regions in these PRIs and in the content of the Playbook, which includes concrete examples of actions for the governance of regional innovation. The PRIs are a very specialised channel that will be used at all times to make these PRIs more relevant to regional innovation governance.

The third level refers to specialised customised dissemination which is carried out according to the channels and mechanisms outlined above in the section 4 of this document. The project partners carry out scientific publications, participate in events and organise workshops or conferences themselves to disseminate the project results. The project itself also has specialised information channels, such as the newsletter, its web news and social media accounts that help it to communicate the results to a specialised audience. All this dissemination means produce changes in the audience by informing them about TetRRIS' outcomes.