

RI-URBANS

Tasks description of WP7

T7.1. Development and refinement of the strategy for dissemination, exploitation and communication (DEC).

This task will establish the framework and strategy to build on the RI-URBANS DEC activities, at both internal and external levels, including joint actions with the Green Deal project PAUL. T7.1 will ensure effective internal communication among RI-URBANS partners and the maximization of outreach efforts via cooperation and synergies with the PAUL project. To set up the DEC strategy, a plan will be developed (D7.1, 10 and 11. M09, M20 and M36) and continuously updated along the project, to implement the most effective methods to engage with the target groups. A mid-term and final evaluation of the DEC plan will be carried out to measure the effectiveness of the project communication, the targets reached, and the quality of the plan. In addition to communication and dissemination, T7.1 will collect and record the outcomes of the RI-URBANS impact on science, technology and societal topics, which will be used to modify the DEC plan.

T7.2. Targeted tools for dissemination, communication and exploitation actions.

This task provides tools for achieving project impacts, awareness and dialogue among the stakeholders and facilitates valorisation of knowledge. The task will exploit and build on top of RI-URBANS resulting STs and pilot activities collected by T7.1, turning outcomes into success stories. With a funnelled approach, STs, pilots, case studies, interviews with partners, users and other involved actors, will be transformed into dissemination materials feeding the communications to target audiences (websites, brochures/roll up and teaser, video, booklets, open research articles and reports, D7.2, D7.4, D7.5-D7.8). T7.2. activities include: (i) implementing a portfolio of outreach resources that will enable RI-URBANS outreach towards specific key stakeholders and users (D7.4), including possible joint outreach material with the PAUL project; (ii) ensure the active participation and representation of RI-URBANS to relevant events especially to those for stakeholders and agencies listed in WP6; (iii) organization of science meetings, project meetings, the stakeholders workshop devised in WP6, and support in the dissemination of training sessions to foster the uptake of RI-URBANS outputs (see milestones), including possible joint events with the PAUL project; (iv) track and record RI-URBANS communication, dissemination and exploitation activities.

T7.3. Exploitation and intellectual property rights (IPR) management.

We will continuously monitor the efficiency of the DEC strategy/actions from T7.1-7.2 to enable adjustments and to report on project's outcomes (D7.7). Exploitation is of key importance to maximise RI-URBANS impacts and will catalyse the extensive integration



of STs into RIs-AQMNs and decision-making processes during and beyond the project's lifetime. Similarly, it will deliver the appropriate messages and language to T5.5 towards the development of the sustainability plan for upscaling, and to T5.4 to demonstrate the added value of the proposed interoperable STs. Management of knowledge and IPR will also be addressed in T7.3, including ownership, protection, access rights and publication of foreground, confidentiality, access rights to background, handling of sensitive data and general data protection regulations (D7.7). Activities will include: (i) map project's outcomes to targeted audiences, expected impacts and indicators to measure success of DEC actions; (ii) suggest refinements of DEC practices; (iii) interface with WPs 5-6 on guidance-means to reach engagement and exploitation objectives; (iv) guidance on knowledge management and IPR issues. D7.8 will contain a report listing on how to access the open research articles and reports generated by RI-URBANS. D7.9 will report the results of WP7.