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under grant agreement N° 101005985

# Durability strategy

## D8.2 (WP8): Development of the exploitation plan

Responsible partner: IPAG

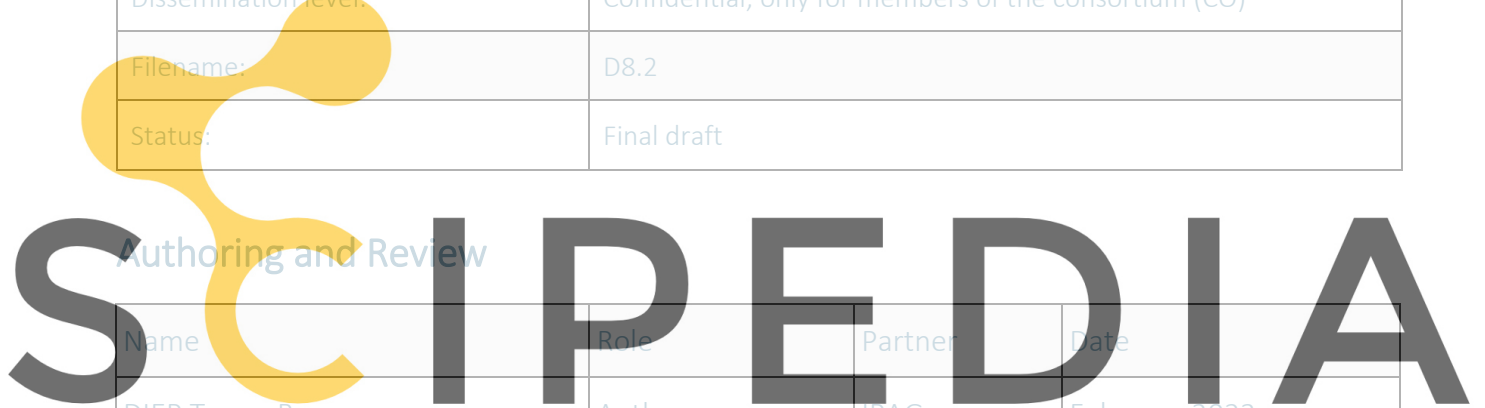
Contributor(s):



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## Document information table

Contract number:	723360
Project acronym:	ProdPhD
Project coordinator:	CIMNE
Document responsible partner:	IPAG
Deliverable type:	Report
Document title:	Exploitation strategy
Document ID:	D8.2
Dissemination level:	Confidential, only for members of the consortium (CO)
Filename:	D8.2
Status:	Final draft



Name	Role	Partner	Date
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Please cite this publication as:

Diep, Tuong Bao (2023). Development of the exploitation plan

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## EXECUTIVE SUMMARY

This document presents the exploitation strategy jointly designed by the consortium as well as individual exploitation intentions of each partner organisation. It includes the actions to be carried out beyond the project lifetime to ensure that prodPhD outcomes are as widely reused as possible, including improvement of the project results, pre-commercialisation action and future exploitation ideas and intentions.

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## 1. Introduction

The goal of the durability strategy is to design and carry out the activities beyond the project lifetime, so to ensure maintain the cooperation between the prodPhD partners after the funding of the project by the European Commission.

## 2. Approach

- Reflection on the mission and form of the 'alliance'

To maintain the cooperation between the prodPhD partners, each organisation will thoroughly reflect and exchange on the mission the alliance may have and the form it may takes.

- Regarding the mission, this could span from:
  - Promoting entrepreneurship by training
  - Extend the cooperation around any topic of common interest
- The form of the alliance could span from:
  - Opportunistic cooperation whenever relevant
  - More formal cooperation that could take the form of intention agreement engaging the partners to inform and favour cooperation with the former prodPhD whenever possible
  - A scientific interest grouping

- Defining the objectives of the 'alliance'

Whether informal or formal, the objectives of such an 'alliance' could be to:

- To gather scientific skills and resources around a common research or educational project on a given theme, for a period decided by the parties
- To make visible a collaboration or synergy between partner parties, possibly in order to benefit more easily from joint funding.
- Flexibility and speed of reaction or project
- Where appropriate, set up a learning organisation based on more collaborative or synergistic knowledge management, for example in the form of a scientific competence centre.

- Define the activities of the 'alliance'

Whether formal or informal, some actions are necessary to make the 'alliance' durable, among them:

- To verify with each organisation's faculty and supporting staff that this alliance responds to their needs and meets their interests
- To list and describe the research and education fields and topics covered by the 'alliance'
- To list each organisation's laboratories or teams involved in the 'alliance'
- To make a financial statement specifying the respective contributions of the parties
- To specify the regular activities the 'alliance' will carry out: meetings, surveys, research programmes to be carried out, etc.

- Defining the functioning of the 'alliance'

Whether formal or informal, the 'alliance' may need a minimal structure to work on a long run, which could include

- a 'board', which represents the parties and deliberates on all matters relating to the activity of the 'alliance'
- an advisory scientific council, which brings together representatives of each team and research unit of the 'alliance', and qualified external personalities to discuss on specific

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matters. The mission of board is to advise and/or evaluate the 'alliance' in its plans, programmes and activities;

- a director of the 'alliance' may be appointed by the members of the 'alliance' with defined duration and rules for change

### 3. Advantages and drawbacks

- Advantages

As a more or less collaborative cluster, an 'alliance' facilitates cross-fertilisation, allows the implementation of tools such as a collaborative platform, optimised collaborative monitoring, or other efficient, effective and economical shared approaches if all parties are involved and complement each other. New collaborative tools (Wikis, videoconferences, shared virtual reality, etc.) allow for more flexible, rapid and creative work, while reducing transport and administrative costs and time. The 'alliance' can pool its resources to make information available to the public.

- Disadvantages

As an alliance has no legal personality, it has no financial or legal autonomy enabling it to manage its own resources, carry out work or recruit its own staff.



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