

Planning for Exploitation #1



Effective management of Key Exploitable Results in SPIRE projects



Context – Starting from the proposal stage, consortia are required to describe what the likely exploitable outputs will be from their project.

Once projects have started, beyond standard progress reporting requirements, projects also receive many other requests for information on their exploitable outputs and likely impact (e.g. the annual SPIRE Progress Monitoring Report questionnaire and the Innovation Radar - www.innoradar.eu).

Issues – Exploitation planning can sometimes be left until late in the project, pushing innovations out into the market, rather than addressing what industry will want to *pull* through to commercialisation.

There is a tendency to focus on project actions, then jump to potential impacts, without detailed mapping of the outcomes that need to happen, the changes of behaviour and what will make key actors consider exploiting the innovations.

Projects can find it difficult and frustrating to collect similar bits of exploitation data for several different forms and requests.

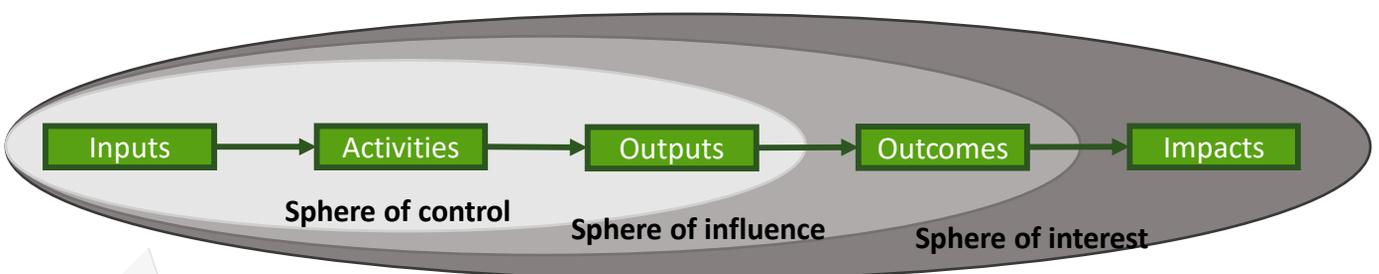
Recommendations

We recommend visually mapping out how the outputs/ results of your project could lead to desired outcomes in different downstream actors (e.g. changes in raw materials purchasing plans in sector X, adoption of new operating procedures in sector Y, incorporation of learning into training course Z), which then eventually deliver impact (e.g. energy and resource savings).

SPRING guidance on Industrial Barriers and Technology Scanning can help in developing an understanding of potential end-users of innovations.

To help manage exploitation planning and data requests, we recommend using, or taking learning from, the ***SPRING Exploitation Template, which is detailed on p2 of this guidance...***

For more guidance on enhancing the impact of SPIRE projects, see: www.spire2030.eu/spring



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