



D8.4

PLAN FOR THE EXPLOITATION OF ECF4CLIM RESULTS AND FOR STIMULATING SYNERGIES

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WHO WE ARE

The ECF consortium consists of ten partners. The project is coordinated by Centro de Investigaciones Energéticas, Medioambientales y Tecnológicas-CIEMAT.

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Smartwatt Energy Sercuces SA Smartwatt	PT	
Que Technologies Kefalaiochiki Etaireia QUE	GR	



ABOUT THE PROJECT

Through a multidisciplinary, transdisciplinary and participatory process, ECF4CLIM develops, tests and validates a European Competence Framework (ECF) for transformational change, which will empower the educational community to take action against climate change and towards sustainable development.

Applying a novel hybrid participatory approach, rooted in participatory action research and citizen science, ECF4CLIM co-designs the ECF in selected schools and universities, by: 1) elaborating an initial ECF, supported by crowdsourcing of ideas and analysis of existing ECFs; 2) establishing the baseline of individual and collective competences, as well as environmental performance indicators; 3) implementing practical, replicable and context adapted technical, behavioural, and organisational interventions that foster the acquisition of competences; 4) evaluating the ability of the interventions to strengthen sustainability competences and environmental performance; and 5) validating the ECF.

The proposed ECF is unique in that it encompasses the interacting STEM (Science, Technology, Engineering, and Mathematics) --related, digital and social competences, and systematically explores individual, organisational and institutional factors that enable or constrain the desired change. The novel hybrid participatory approach provides the broad educational community with: an ECF adaptable to a range of settings; new ways of collaboration between public, private and third-sector bodies; and innovative organisational models of engagement and action for sustainability (Sustainability Competence Teams and Committees).

To encourage learning-by-doing, several novel tools will be co-designed with and made available to citizens, including a digital platform for crowdsourcing, IoT solutions for real-time monitoring of selected parameters, and a digital learning space. Participation of various SMEs in the consortium maximises the broad adoption and applicability of the ECF for the required transformational change towards sustainability.

Project information	
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1 EXECUTIVE SUMMARY

This document is the Deliverable 8.4, **Plan for the Exploitation of ECF4CLIM Results and for Stimulating Synergies (PERSS)**, project funded by the European Commission under the **H2020- European Green Deal Call**, under the grant agreement no. **101036505**.

In accordance with the H2020 Online Manual [1] the **exploitation process** is targeting the **effectively use of the results by turning them into concrete values** such as “the use of results for commercial purposes or in public policymaking” [1]. In the **dissemination process** only the transfer of the knowledge and of the results to enable the use of them is approached, whereas in **the communication** process the main purpose is to show the impact and benefits of the project to different stakeholders.

The main objective of the deliverable is to produce the PERSS to ensure an effective and efficient exploitation process for the ECF4CLIM results. The deliverable introduces a separate section for the methodology explaining the main methods and tools planned to be used for the exploitation. Two approaches, a top-down and a bottom-up, are used. The top down is devoted to perform an integral analysis of the whole project, starting with the expected results of the project, and benefiting of the contribution of all partners. The bottom-up approach is planned to offer the opportunity to discuss the exploitable potential of some specific components or innovative elements carried out in the frame of the project, generally by a limited number of partners. A set of selection criteria are defined to identify the exploitable deliverables and results.

The approaches aimed to assist the partners in the exploitation process are developed and presented. Due to the extension of the exploitation beyond the duration of the project, the approaches are developed to be practicable for whole estimated period. A special attention is paid for the cooperation between partners and IPR issues. An Exploitation Manager, nominated by the Steering Committee, will play a central role for the coordination of all exploitation activities. The procedural steps and the responsibilities are described in detail, such as the construction of the List of Exploitable Deliverables and List of Exploitable Results, definition, approval and implementation of the actions.

Another section is dedicated to the description of the key performance indicators (KPIs) established for the exploitation process, together with the measures planned to maximize the impact, and proposed targets.



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The target groups are described for a better understanding of the planned exploitation actions. Due to the specificity of ECF4CLIM project the audience will be approached in two phases, an engaging one, and a bridging one. An Action Plan of the ECF4CLIM project consisting of the all activities devoted to the exploitation during the implementation of the project and a projection of the actions expected beyond the duration of the ECF4CLIM is also presented. It will be updated periodically in accordance with the progress of the projects.

The deliverable includes the monitoring and evaluation actions, presented in a separate section.



2. OBJECTIVES

The objective of the Plan for the Exploitation of ECF4CLIM Results and for Stimulating Synergies (PERSS) is **to identify and organize the activities to be performed in order to reach a maximum influence/impact of the project and to prepare the exploitation activities**, including the identification of the appropriate routes to transfer the project's results.

In the **exploitation process** an **effectively use of the results by turning them into concrete values** is targeted. Making concrete use of the research results (not just commercial) is the central focus.

In the **dissemination process** only the transfer of the knowledge and of the results to enable the use of them is approached, whereas in **the communication** process the main purpose is to show the impact and benefits of the project to the society and different stakeholders.

The **secondary objectives** of the exploitation plan are the following:

- to identify the target audiences,
- to select the most appropriate tools and methods, as well as the optimal approaches for speeding up the exploitation of the project's results and stimulating the creation of synergies with other projects,
- to define the implementation approach for the exploitation activities and to provide an indicative timetable,
- to assist the partners of the project for a correct implementation of the exploitation actions,
- to define the appropriate KPIs, aimed to measure and to demonstrate the effectiveness and efficiency of the exploitation activities,
- to guarantee a transparent process during the project implementation, and beyond of them, including the management of the Intellectual Property Rights (IPRs),
- to ensure the collaboration between partners in terms of the use of the results after the finalisation of the project.



3. METHODOLOGY

PERSS is developed in agreement with the existing practices and recommendations for the European projects. According with [2] (EC, H2020) “any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected” are considered as results of a project. The key exploitable results are “the outputs generated during the project which can be used and create impact, either by the project partners or by other stakeholders” [2].

The project’s results include exploitable elements (such as inventions, prototypes, concepts, services, etc.) and elements having potential to contribute for further work on research or innovation (such as processes, networks, knowledge, etc.).

The development of an Exploitation Plan is an obligation stated into the financing rules and also in the Grant Agreement (Article 28). The plan will be: (1) proportionate to the scale of the project, (2) contains exploitation measures to be implemented both during and after the end of the project, which help to achieve the expected impact of the project.

PERSS is a tool to help the partners to make use of the results both during and beyond the duration of the ECF4CLIM project. It will be built on two main pillars: (1) the identification of key deliverables and results with a particularly high impact potential amongst the various audiences, (2) the selection of the most appropriate delivery targets to maximise the impact.

It should be noted that the results may be important in terms of commercial, societal, and political values, or for the empowering of citizens with improved knowledge and actions, including the recommendations for policy making.

The exploitation process has three main steps:

- (s1) identification of the exploitable results and their target audience,
- (s2) building the procedures aimed to assist the partners in the exploitation process and to create the synergies,
- (s3) define and implement the exploitation actions (the implementation process for exploitation).

In Fig.3.1 the expected categories of results produced by ECF4CLIM project are represented together with the possible beneficiaries.

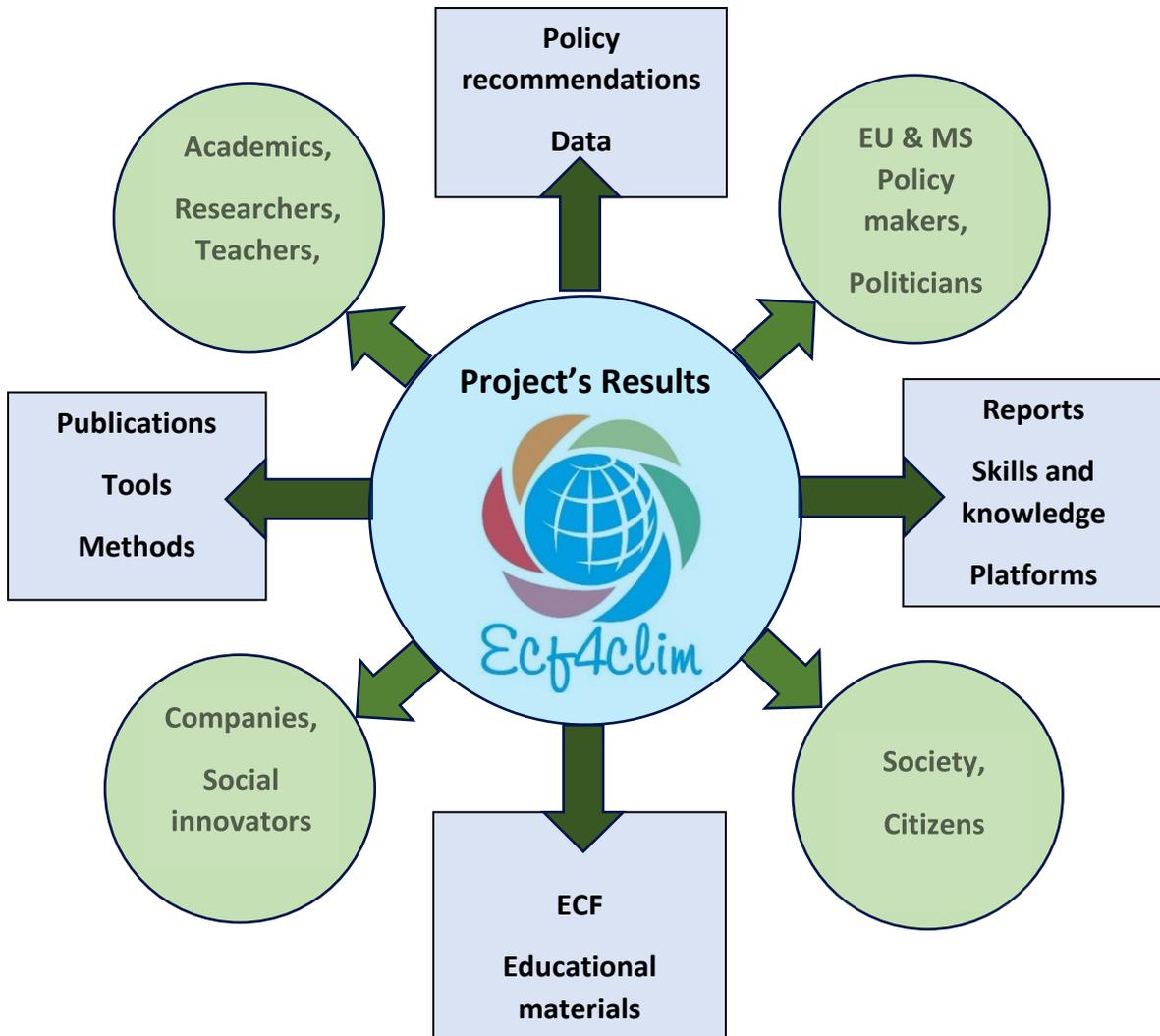


Fig. 3.1 Exploitable results and beneficiaries

3.1 The identification of the exploitable results

An integrative analysis of all the planned deliverables has identified those having enough potential for the exploitation purposes. The List of Exploitable Deliverables (LED), produced as the initial list, is presented in a separate section (Section 5.2). The LED will be periodically updated (annually, as a regular planning), and, if necessary, more frequently, according to the evolution of the project, work progress and the accumulated knowledge. The updating process may be initiated by the release of any deliverable included in the current LED.



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If the deliverable contains exploitable elements, such as new knowledge, new tools, new methods, relevant data, innovations or recommendations, it will be considered an exploitable result.

In the 1st project meeting (Spring 2022), the list of deliverables having potential for the exploitation will be discussed and approved. The preliminary list is presented in the current deliverable (Section 5.2).

The periodically updating will be coordinated by the Exploitation Manager (EM) and supported by the Steering Group (SG). The EM will be nominated by the SG during the 1st annual meeting (Spring 2022). The EM will coordinate the exploitation process, taking into consideration the management of IPR and the objectives of PERSS. The responsibilities of the EM are presented in the next section devoted to roles and responsibilities.

To analyze the content of a deliverable already included in the LED, the EM will be supported by a group (Exploitation group, EG). The EG will include representatives of all partners. For a specific deliverable the WP leader, Task responsible, and the main authors of the deliverable will be invited to EG to offer the support information. The EG will be set-up immediate after the first reporting period considering relevant results are ready to enter in the exploitation process. The role of EG is to identify the exploitable results (create the List of Exploitable Results, LER), to define the exploitation actions, and to coordinate their implementation.

The previous approach is a top-down one with the initiation of the exploitation process at the level of consortium management. A bottom-up approach may be initiated by any individual researcher, partner, task leader, WP leader, based on the considerations for a certain result. In this case the initiator has identified a result (not included yet in the LER) as an exploitable one by his/her own resources and analysis. The initiator will complete a dedicated form (Exploitable Result Form, ERF) and sent it to the EM to be discussed in the next EG meeting. The Form is presented in a separate section (Annex 1). It is available on the Private Area of ECF4CLIM website. This approach is mainly devoted to some individual results, components or innovative elements, carried out in the project by one partner or a limited number of partners and not well represented in the expected exploitable results of the project.

3.2 The responsibilities

The roles and responsibilities in the exploitation process are presented in Table 3.2.1.

The creation of LED, LER and their update, the planning of the exploitation activities, and the coordination of them is in responsibility of the Exploitation Group (EG).



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EG identifies the involved partners for a specific exploitable result to discuss the potential IPRs and contributes to the avoiding of future disputes.

After the deciding that a result of the project is exploitable (therefore the including it in the List of Exploitable Results) **the planning of the actions and implementation process** will be started.

The Exploitation Manager will report periodically in the name of EG on the progress of the implementation process. The interval for reporting will be defined by the ECF4CLIM coordinator. The coordinator will inform the partners about any progress.

Table 3.2.1 Roles and responsibilities in the exploitation process

	Decision makers	Who could be/Who is	Role
1	Initiator	Any partner or group of partners Task leader WP leader Project coordinator Exploitation manager	Initiates a proposal for exploitable results: - identify the results - fill the ERF - send ERF to EM
2	Exploitation manager	Nominated during the SC meeting and validated in the GA meeting	- coordinates the exploitation and dissemination of the results, - report to the SG on the evolution of the exploitation process, - inform the project Coordinator on the progress of the exploitation process beyond the duration of the project, - cooperates, if necessary, with technical and commercial staff of all the partners - propose appropriate actions to the SG
3	Steering Group	Steering Group	Check the opportunity and feasibility of the exploitation for a certain result, at request of EM
4	General Assembly	General Assembly	In case of disputes, analyses the IPR at the level of Consortium
5	Exploitation Group	EM and one representative per	- Define and approve the LER - Plan the exploitation actions



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		each involved partner.	- Coordinate the implementation of the specific actions for all the exploitable results
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3.3 The implementation process

During of the ECF4CLIM project implementation and beyond that, the partners can exploit results themselves, or make arrangements for the exploitation by others (for example by using open licenses) and collect the benefits by dedicate procedures and rules. The PERSS is devoted to support the partners to identify the appropriate actions for a successful exploitation process.

In Fig.3.3.1 a general view of the exploitation process is presented. At the beginning of the project the preliminary LED (pLED) was developed based on the consultation with work package leaders. On the other hand, all partners were consulted to estimate the potential of their results for the exploitation activities. The pLED included in the PERSS will be discussed and approved by the SG meeting (Spring 2023). Also, the SG will nominate a responsible for the coordination of all exploitation activities (Exploitation Manager, EM).

The implementation process will consist of a set of actions defined for each exploitable result. An Exploitation Group (EG), composed by the EM and one representative per each partner contributing to the exploitable result, will be in charge of the coordination of the implementation The EG will produce the specific Action Plan for a certain result and inform the project's Coordinator on the planning.

One specificity of the ECF4CLIM project is created by the intervention sites, educational and local communities involved in the process. Each partner is integrated into a specific geographic and societal reality and has a deep understanding of the individuals, institutions, citizens that should be enrolled in the project and empowered.

On the other hand, the complexity of the knowledge to be exploited, especially by empowerment of the educational communities, citizens, policy-makers, and other stakeholders for climate and environmental actions, will need a broad spectrum of actions to obtain a successful exploitation of the results of the ECF4CLIM project.

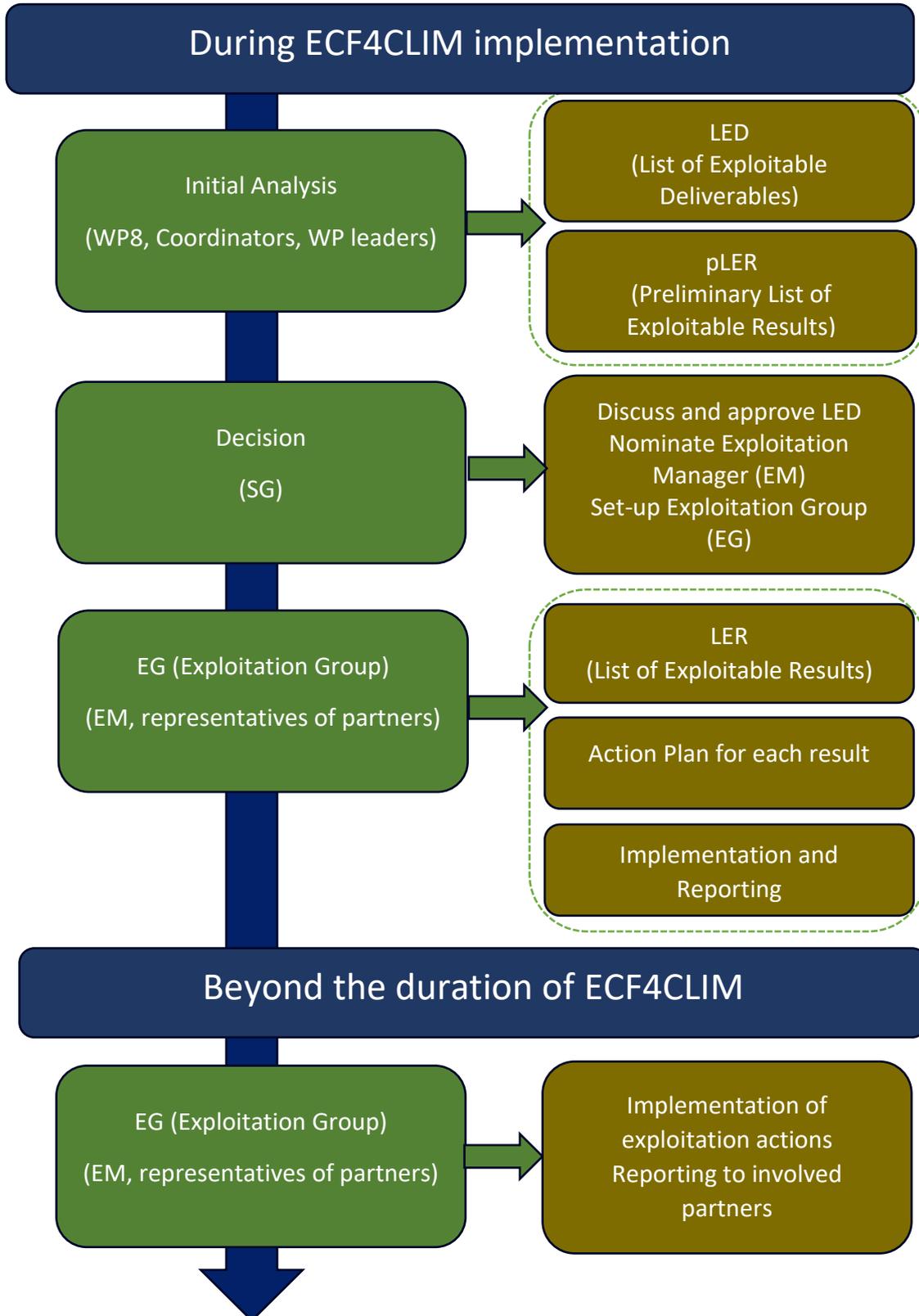


Fig. 3.3.1 A schematic view of the main steps of the exploitation process



3.4 Stimulation of the synergies

The complexity of climate change actions involves the participation of a broad spectrum of stakeholders and the use of a large variety of methods, tools, and actions, usually grouped in programmes and projects.

Dedicated activities to enhance the cooperation between all relevant stakeholders (research scientists, professionals, universities, business, society, other research, and innovation actors) are included in different European programmes with the aim to accelerate the transfer of knowledge, methods, tools, and practices for climate actions, and also to stimulate the synergies between different groups and between different initiatives.

Considering the ECF4CLIM main objectives the stimulation of the synergies will approach:

- (1) the identification of the appropriate projects, actions, and initiatives having potential to create synergies,
- (2) organize meeting with different teams to discuss the expected results, the progress of their efforts, and to identify the suitable actions to stimulate the synergies,
- (3) create a common planning of actions to support the synergies, and integrate the actions in the PERSS,
- (4) cooperate with other teams, including the monitorization of the common actions.

Due to the specificity of ECF4CLIM project (working with educational communities and empowering the citizens) at the local/national level each national team will identify the **initiatives and activities** (in progress or planned) having potential to create synergies. A contact with these teams/initiators will be created. The potential synergy will be communicated to the WP8 and project Coordinator. A decision will be produced at the level of SC to define dedicated actions and include them into the PERSS.

The ECF4CLIM website, the Digital platform and social media pages (ECF4CLIM Facebook, YouTube, LinkedIn) will be used to spread the information on the activities of different initiatives in order to increase the participation and stimulate the synergies with ECF4CLIM activities.

Another source of possible synergies will result from the **clustering activities** grouped in the Task 8.4. A series of periodic meetings and joint activities are planned to be organised. The first one (2022 February 14 and February 23) has grouped the representatives of the following projects:



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- (1) ECF4CLIM and GreenSCENT, both financed in Green Deal LC-GD-10-3-2020, Sub topic 1 “Enabling citizens to act on climate change and for sustainable development through education”. Green Scent and ECF4CLIM are acting as sister project, and common activities, including stimulation of synergies, were started from the yearly phase of the two projects.
- (2) Five projects financed in the same Call, Sub topic 2 “Enabling citizens to act on climate change and for sustainable development through better monitoring and observing of the environment and their environmental impacts” as follows:

Projects focussing on monitoring of the environment

SOCIO-BEE (Wearables and droneS fOr City Socio- Environmental Observations and BEhavioral ChangE, coordinated by the ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS (Greece),

Compare (Community Observation Measurement & Participation in AIR Science), coordinated by VLAAMSE GEWEST (Belgium),

I-CHANGE (Individual Change of HABits Needed for Green European transition) coordinated by Centro Internazionale in Monitoraggio Ambientale -Fondazione CIMA (Italy),

Projects focussing on monitoring environmental impacts

PSLifestyle (Co-Creating Positive and Sustainable Lifestyle Tool with and for European Citizens), coordinated by SUOMEN ITSENAISYYDEN JUHLARAHASTO (Finland),

AURORA (Achieving a new European Energy Awareness), coordinated by UNIVERSIDAD POLITECNICA DE MADRID (Spain).

The clustering activities pursue two main objectives: (1) to communicate and discuss relevant policy contexts, (2) to shape collaboration between projects, on subjects where there is a mutual interest. The identification of the synergies are the basis to develop Action Plans on the identified topics in order to maximise the impacts.

Some areas of complementarities across the projects within the same sub topic but also across sub topics were identified before the workshop organized in February 2022. This event was devoted to have a first interaction in order to stimulate synergies, even co-create components, setting up joint communication and exploitation events, or exchange approaches, methods and tools. A strong collaboration will be the basis to keep a cluster initiative on-going after the lifetime of the projects.



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During the first day of the workshop some synergies were identified and preliminary agreed among the coordinators of the projects. Drafts of action plans (bi- or multi-lateral) were prepared by discussion between parties.

Four areas of synergies/cooperation were identified. The ECF4CLIM project will participate in the following four:

- (1) “Environmental, Carbon Footprint Calculator, Evaluation of people environmental impacts”, lead by ECF4CLIM, participants: ECF4CLIM, AURORA, PFLifeStyle, I-Change, CompAir
- (2) “Citizen engagement strategies and collaboration on pilot areas”, participants: ECF4CLIM, GreenSCENT, CompAir, I-Change, Socio-Bee, AURORA, PFLifeStyle.
- (3) “Air quality”, participants: Socio-Bee, CompAir, ECF4CLIM, GreenSCENT, I-Change,
- (4) “Synergies for Dissemination and links with broader initiatives”, participants: AURORA, Socio-Bee, CompAir, ECF4CLIM, GreenSCENT, I-Change, PSLifestyle.

Other elements having potential interest are: (1) sharing knowledge on ethical issues (including working with children), (2) Green Deal ambassadors.

The drafts of the Action Plans developed for each category of identified synergy are presented in Annex 3 (Action Plan for Carbon Footprint Calculator), Annex 4 (Citizen engagement strategies and collaboration on pilot areas), Annex 5 (Air quality), Annex 6 (Synergies for Dissemination and links with broader initiatives).

The actions involving ECF4CLIM collaboration aiming the stimulation of synergies are part of the PERSS. It should be noted the living character of these documents regularly updated through the interaction among projects.

The **GreenSCENT project** (funded under the Green Deal call topic 10.3, subtopic 1: “Enabling citizens to act on climate change and for sustainable development through education”) is of a special interest since ECF4CLIM and GreenSCENT are acting as sister projects. Common actions were already agreed and planned [3]. The project is coordinated by the Università Telematica Internazionale UNINETTUNO (Italy). A detailed Action Plan has been developed already in the GA preparation phase, and it is presented in [3]. The two projects agreed about a shared strategy for continuous and mutual updates, synergies development and definition of Joint activities. GreenSCENT and ECF4CLIM will setup a set of mechanism for collaborating on a regular basis. Regular meetings for synchronization are planned approaching the common actions, including the stimulation of the synergies. It should be noted three sets of activities were identified as the basis for synergies: (1) meta-analysis/desk research, performed by



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consortium experts, (2) co-design/citizen engagement/participatory approach, (3) common advisory boards involvement.

The ECF4CLIM will act also to create synergies with the JRC activities aimed to develop a **common reference framework on Sustainability competences (GreenComp)**. For this, the JRC competence framework will be considered as a starting point of the competence framework developed in ECF4CLIM (and also for the GreenSCENT, the sister project). Coordination activities with GreenComp were early started, both by ECF4CLIM and GreenSCENT (2021 September 15th, second expert workshop on a European competence framework on sustainability). The final conceptual framework was obtained based on a validation process (a separate workshop with stakeholders from Member States) and it is treated as a living document subject to further refinement and improvements especially from the work performed under ECF4CLIM and GreenSCENT.

As part of these coordination activities, JRC and DG EAC representatives were participated in different meetings (for example ECF4CLIM kick off meeting October 18th 2021, ECF4CLIM and GreenSCENT meeting on November 19th 2021). The exploitation of possible synergies was included in the discussions.

The simulation of the synergies is also planned with the **European Climate Pact (ECP)** (an EU-wide initiative inviting people, communities and organizations to participate in climate action and build a greener Europe). Three categories of activities are targeted: (1) Connect and share knowledge, (2) Learn about climate change, (3) Develop, implement and scale up solutions.

The activities of the ECF4CLIM project are fully in line with all four areas (Green areas, Green transport, Green buildings and Green skills) of the Climate Pact. ECF4CLIM project will encourage the participation of the educational establishments to become Climate Pact Ambassadors [3]. Exchange of information with Climate Pact is planned, especially on the environmental interventions implemented in ECF4CLIM (WP5, WP6), with the aim of knowledge spreading and to increase the awareness and empowerment to implement climate solutions.

Information concerning the environmental interventions implemented in WP5 and evaluated in WP6 could be communicated to the other participants on Climate Pact activities in order to spread knowledge and awareness and collectively develop and implement climate solutions.



4. KEY PERFORMANCE INDICATORS, KPIS

A set of key performance indicators (KPIs) were established for different actions of the exploitation process, including the stimulation of synergies with other project and climate actions (Table 4.1). Measures planned to maximize the impact are included.

Table 4.1. KPIs for the exploitation and stimulation of the synergies

Action	Measures to maximize the impact	KPI	Target
Create links and synergies with local/national initiatives	<p>Early identification of local and national initiatives having potential for synergies with ECF4CLIM actions</p> <p>Present key findings of ECF4CLIM and identify the synergies</p> <p>Avoid parallelism and acting together for an optimal use of the resources</p>	No of initiatives	8
Involve the educational communities in the ECP (European Climate Pact actions)	<p>Prepare the schools and universities (intervention sites) for the participation in ECP actions</p> <p>Methodological support from ECF4CLIM</p>	No of schools/universities involved	12
Create synergies with GreenComp	Include the main results of GreenComp in the crowdsourcing activities with the schools and universities	No of schools/universities involved	12
Create synergies with GreenScent	Early contact with GreenScent	No of meetings with GreenScent	6



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	Periodic analysis for optimal use of the resources of the project and develop some common results		
Create synergies with European Projects	Early start of the analysis of possible synergies, development of common results and exploitation of them	No of other projects contacted to create synergies	5
Exploitation of ECF4CLIM results	<p>Early development of exploitation procedures</p> <p>Involvement of all partners in the process</p> <p>Nominate the EM</p> <p>Regular reporting (EM to SC)</p>	Number of results launched in the exploitation process	12

5. WHAT TO EXPLOIT

5.1 Identification of the exploitable results

In [4] the estimated results of the ECF4CLIM project are presented. Based on them, an initial analysis was performed to identify the results having potential for the exploitation process. The following selection criteria (RC1-RC3) were used to identify the exploitable results:

- (RC1) The result addresses the real world/market needs,
- (RC2) There is a short- or medium-term implementation of the result,
- (RC3) There is an estimated benefit (monetary or non-monetary) for the specific result.

By grouping the identified exploitable results, four categories resulted as follows:

- (1) tools,
- (2) methods,
- (3) data,



(4) knowledge.

More explicitly, the identified results are:

- **Tools:**
 - crowdsourcing collaborative space,
 - retrofitting tool kit,
 - environmental footprint calculator,
 - tools to evaluate the sustainability of interventions,
 - learning space and its educational resources (Digital Learning Contents, games, narratives, storytelling, and creative writing tasks integrated in the games).
 - IoT Ecosystem for Multipurpose Monitoring.
- **Methods**
 - ECF4CLIM Crowdsourcing (participatory will formation)
 - Environmental audits
 - Hybrid participatory approach for the co-design, co-implementation and co-evaluation of interventions to promote sustainability competences
- **Data:**
 - baseline of collective and individual competences and environmental performance,
- **Knowledge:**
 - ECF4CLIM Roadmap
 - small-scale demonstration solutions to improve sustainability jointly with the educational community (compilation of interventions),

5.2 The preliminary list of exploitable deliverables

The previous analysis has produced the preliminary list of exploitable deliverables (Table 5.2.1). This list will be updated according with the progress of the activities of ECF4CLIM project.

Table 5.2.1 Preliminary list of exploitable deliverables (LED)

	Deliverable	Expected exploitable results
WP3	D3.1	Tool: Crowdsourcing collaborative space
		Method: Participatory will formation
	D3.3 & D3.5	Knowledge: ECF4CLIM Roadmap
WP4	D4.1	Data: Baseline of collective competences
		Method: Hybrid participatory approach



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	D4.2	Data: Baseline of individual competences Method: Hybrid participatory approach
	D4.3	Data: Baseline Assessment of the environmental performance Method: Environmental audits
	D4.4	Method: Hybrid participatory approach
WP5	D5.3	Method: Hybrid participatory approach Knowledge: small-scale demonstration interventions
WP6	D6.4	Method: Hybrid participatory approach
WP7	D7.8	Tool: Environmental footprint calculator
	D7.9	Tool: Retrofitting tool kit
	D7.10	Tools to evaluate the sustainability of interventions
	D7.12	Tool: IoT Ecosystem for Multipurpose Monitoring
	D7.13, D7.14	Tool: Learning space and its educational resources (Digital Learning Contents, games, narratives, storytelling, and creative writing tasks integrated in the games

After the release of each deliverable included in the list, an analysis of the content and results will be performed to check if the result is confirmed as exploitable, and to identify any other exploitable result.

6. TARGET GROUPS

Taking into consideration the results identified in the previous section the target groups (defined as those potentially making concrete use of the project results) for the exploitation process are:

- (1) **educational communities** from the intervention sites - students, teachers, parents and the wider educational community (from primary schools to universities) engaged in project as associated partners,
- (2) **local communities** various actor groups to change their personal and collective behaviors, habits, routines and social norms in order to foster sustainable development, represented by,
- (3) **other educational communities** reached by the spreading of the information, knowledge and practice and exploitation processes,
- (4) **different NGOs and organizations** acting in the field of education and climate actions,
- (5) **policy-makers** (national and European), for example local/regional/national authorities in education, environment, sustainable development,
- (6) **companies and other organizations** involved in initiatives about sustainability competences for civil society,



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(7) **scientific communities**

(8) **general public.**

The target groups are structured into:

- (I) **internal users** of the results, data, tools, methods, knowledge
In this group the educational communities of the demonstration sites are included together with some users directly linked with those schools or universities such as parents, local communities, local associations.
- (II) **external users**
This group includes other educational communities (from schools and universities other than the demonstration sites). NGOs and organizations acting for sustainability, stakeholders (such as policy-makers in the field of education/environment/sustainability, companies, public), and the scientific communities.

The exploitation of the results addresses in a balanced way both categories of target groups.

In Table 6.1 the potential exploitable results are codified to illustrate easily the links between the exploitable results and target groups presented in Figure 6.1.

Table 6.1 List of potential exploitable results and associated codes

Code	Potential exploitable results	Type of results
m1	ECF4CLIM Crowdsourcing (participatory will formation)	Method
m2	Environmental audits	Method
m3	Hybrid participatory approach for the co-design, co-implementation and co-evaluation of interventions to promote sustainability competences	Method
T1	Environmental footprint calculator	Tool
T2	Retrofitting tool kit	Tool
T3	Tools to evaluate the sustainability of interventions	Tool
T4	Learning space and its educational resources (Digital Learning Contents, games, narratives, storytelling, and creative writing tasks integrated in the games)	Tool
T5	Crowdsourcing collaborative space	Tool
T8	IoT Ecosystem for Multipurpose Monitoring	Tool



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K1	Small-scale demonstration interventions to improve sustainability jointly with the educational community	Knowledge
K2	ECF4CLIM Roadmap	Knowledge
D1	baseline of collective and individual competences and environmental performance	Data

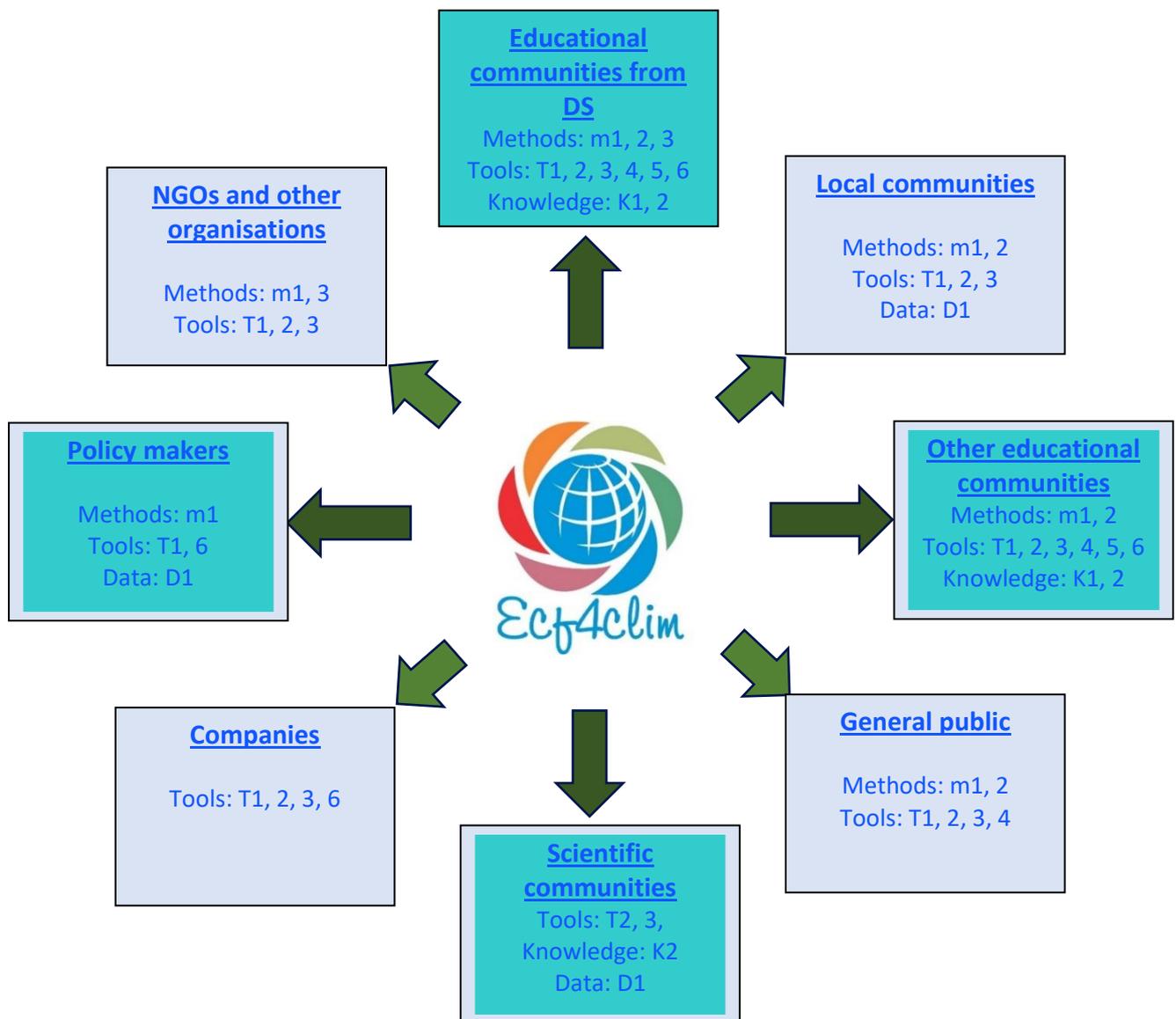


Fig. 6.1 Links between exploitable results and target groups



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The strategy to reach the target groups is based on a balanced approach of the two mentioned categories of users. The strategy will be fine-tuned following the up-dated Communication Plan (D8.6)

Given the education orientation of the ECF4CLIM project, working with educational communities and empowering the citizens and other stakeholders, four phases are envisaged:

- an **initiating phase** devoted to the preparation of exploitation activities, finalized with the Exploitation Plan,
- an **engaging phase** aimed to create awareness among the target audiences on the benefits to act for sustainability, including the use of the exploitable results of the ECF4CLIM project;
- a **bridging phase** aimed to launch the results in a broader market targeting other stakeholders than the educational communities and actors already involved in the project
- a **post-project phase** aimed to maintain the ECF4CLIM Web site.

The main steps are presented in the Table 6.2.

Table 6.2 Strategy to reach target groups in the exploitation process

Phase	Description and actions	Period
1. Initiating	<ul style="list-style-type: none"> - understanding characteristics, needs, interests, and communication preferences for the target audiences - discuss the communication objectives for each audience and adapt them to stimulate the exploitation process - highlight the relevance of the project's results to their specific context and interests; emphasize the benefits and impact they can expect. - establish the communication channels to ensure broad coverage of the exploitation - build the Exploitation Plan 	2021 October, 2022 April
2. Engaging phase with the educational communities	<ul style="list-style-type: none"> - collaborate with schools, universities, and online learning platforms to integrate the competences into educational programmes. - conduct workshops, webinars, and seminars for educational communities (for example the ECF workshops, TDS webinars, see the Communication Plan) 	2022 May, 2023 December



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	<ul style="list-style-type: none"> - develop the Digital Platform offering direct access to the ECF4CLIM developed tools - discuss the results, including the developed tools, in the frame of SCTs and SCCs - use the feedback from SCTs and SCCs meetings for tuning the tools to increase the chances of a fruitful exploitation 	
3. Bridging phase with stakeholders	<ul style="list-style-type: none"> - create compelling narratives that showcase real-world examples of how the competences contribute to sustainability - organize local community workshops, and use local media to share how the competences can improve local sustainability efforts - engage with academic networks - organize targeted briefings, workshops, and meetings to directly involve stakeholders in the project's results and potential applications - develop tailored materials, such as fact sheets, infographics, videos, and interactive tools. - use social media, press releases, and public events to communicate in a way that's accessible and engaging for the broader public - 	2024 January, 2025 September
4. Post-project phase	<ul style="list-style-type: none"> - maintain the project Website and the Digital Platform to connect the world with the results of the project with a special focus on the exploitable results. Keep alive the interactive elements for audience engagement - 	After the end of ECF4CLIM project),

7. ACTION PLAN

An Action Plan of the ECF4CLIM project is presented in Table 7.1 consisting of the all activities devoted to the exploitation during the implementation of the project and a



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projection of the actions expected beyond the duration of the ECF4CLIM. It will be updated in accordance with the progress of the projects.

Table 7.1 The Action Plan for Exploitation of the Results and Simulation of Synergies

	Action	Responsible	Planning
1	Integrative analysis of the all deliverables to generate the initial list of exploitable deliverables (LED)	WPLs, Coordinator	February 2022
2	Nomination of Exploitation Manager (EM)	SC	March 2022
3	Finalization of the exploitation procedures (including the upload of exploitation forms in ECF4CLIM website, Private Area)	WP8	March 2022
4	PERSS communicated to partners	WP8	March 2022
5	Identification of possible synergies with other project and developing of action plans	Coordinator, WP8L	March 2022
6	Development of the LER (List of Exploitable Results) and approval of it	EM and SG	After releasing of each deliverable of LED
7	Set-up the Exploitation Group	EM and SG	After 1 st reporting period
8	Development of the implementation actions (Action Plan) for a specific exploitable result and create the Exploitation Group for a certain result	EM and Exploitation Group	After each updating of LER
9	Implementation of the actions	EM and Exploitation Group	Continuous, after the including of result in the LER, in agreement with



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			the action plan for a certain result
10	Periodical reporting	EM	SG meetings
11	Clustering actions with GD projects to stimulate the synergies	Coordinator, WP8L	Continuous, according with the separate Action Plans defined per each synergy category

8. RULES AND RECOMMENDATIONS

All the partners are invited to understand the role of the exploitation procedures and to apply them in the current activities of ECF4CLIM project.

The exploitation process will respect the following procedural steps and recommendations:

- (1) the exploitation activities will respect the methodology and procedures established in the current PERSS in terms of initiation, deadlines, coordination, and responsibilities,
- (2) any partner may propose a specific result to be included in the exploitation process; after the approval the implementation actions will be in the responsibility of the Exploitation Group,
- (3) the Exploitation Manager will have a key role in the coordination of all the exploitation actions; EM will coordinate the efforts of the partners for the implementation of all actions defined in the PERSS,
- (4) the progress of the exploitation activities will be reported by the EM to SG,
- (5) any exploitation activity will consider the rules established for the IPR management.

All IPRs aspects are strictly ruled in the Consortium Agreement, Article 23a and 24-28 [5] which complies with the EC Grant Agreement [6] (and related Annexes) provisions. Knowledge generated and used within the project will be properly managed. Any Intellectual Property (IP) issue identified will be protected while allowing for open access publications and the transfer of data generated to open repositories for training and/or dissemination as appropriate. IP management will follow the legal requirements defined



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in the official documentation published by the European Commission: 'H2020 Rules for Participation' and specified in the Consortium Agreement. The data will be collected, generated, stored and handled with the respect of ECF4CLIM Data Management Plan.

The description of the procedural steps to be followed in the exploitation process are described in the Section 3 (Methodology).

9. MONITORING AND EVALUATION

The main objective of the monitoring and evaluation is to ensure a high-quality execution of the PERSS. The monitoring of the exploitation activities is vital for the transfer of the research results in the reality of educational communities, citizens, and other stakeholders.

It is important that this evaluation is carried out on a continuous basis to ensure:

- the effectivity of the impact of the exploitation activities; corrective measures will be introduced, if necessary, also a redefinition of the exploitation activities is possible in agreement with the evolution, objectives, target audiences, and available resources,
- a high quality of the exploitation activities based on an appropriate adaptation to the real needs of the users, a detailed planning and preparation of the activities, the use of performant methods and tools.

The PERSS will be monitored based on the indicators defined in Section 4 (Key performance indicators, KPIs), Table 4.1. For each result launched in the exploitation process, specific indicators will be defined by the Exploitation Group and included in the planning of the actions.

The impact of the exploitation of a result will be used to measure and assess the exploitation activities in terms of their relevance and quality. The assessment can help the consortium to understand the level of success in reaching the target groups and also to ensure the effectively use of the project's results.

The Exploitation Group will be represented by the Exploitation Manager. During the project, the Exploitation Manager will inform the SG and GA on the progress of the exploitation activity at each annual project meeting.



10. REFERENCES

- [1] European Commission, Dissemination & Exploitation of results, <https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-resultsen.htm>
- [2] European Commission, Communicating EU research and innovation guidance for project participants, <http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-commen.pdf>
- [3] Y. Lechon et al, Clustering Plan, ECF4CLIM project, Deliverable D8.2, December 2021
- [4] A.Prades et al, ECF4CLIM Project Management Plan, Deliverable D2.1, December 2021
- [5] ECF4CLIM - Consortium Agreement
- [6] ECF4CLIM - EC Grant Agreement



ANNEX 1. EXPLOITABLE RESULT FORM (ERF)

1. **Date of application**

2. **Initiator**
 - Exploitation Manager
 - WP Leader
 - Task Leader
 - Partner, please specify the name.....
 - Group of partners, please specify the names
 -

3. **Type of result**
 - Tool
 - Method or process
 - Methodology
 - Analysis
 - Data
 - Knowledge
 - Other, please specify

4. **Name of the result**
5. **Description of the result**
-
-
-
-
-
-

6. **Potential users of the results** (please specify)
-
-

7. **Main arguments to include the results in the List of Exploitable Results**
.....
-
-

8. **Preliminary evaluation for the criteria DR1-DR3**
 - (RC1) The result addresses the real world/market needs YES NO
 - (RC2) There is a short- or medium-term implementation of the result YES NO
 - (RC3) There is an estimated benefit (market value, monetary or non-monetary) for the specific result YES NO



ANNEX 2. SINERGY IDENTIFICATION FORM (SIF)

- 1. Date of application**

- 2. Initiator**
 - Exploitation Manager
 - WP Leader
 - Task Leader
 - Partner, please specify the name.....
 - Group of partners, please specify the names
 -

- 3. Expected synergies of ECF4CLIM with another:**
 - Project
 - Initiative
 - Action
 - Other, please specify

- 4. Current state of the corresponding project/initiative/action:**
 - In progress
 - Planned

- 5. Short name of the synergy:**

- 6. Description of the synergy, including expected results:**
.....
.....
.....
.....

- 7. Proposed measures for stimulation of the synergy:**
.....
.....
.....
.....



ANNEX 3. ACTION PLAN FOR SINERGY: CARBON FOOTPRINT CALCULATOR

Scope of carbon footprint calculators clustering area is to develop CFCs. The following specificities are identified: (1) **AURORA** is developing a carbon footprint calculator focused on **energy consumption** (electricity, heat and mobility), (2) **PSLifestyle** develops a **lifestyle** carbon footprint covering consumption-based GHG emissions of housing, transport & tourism, food, other consumption, (3) **ICHANGE** is developing a **Smartphone Application for personalized Carbon footprint calculator** with a focus on Household Energy consumption, Transport, Food consumption, Water and wastewater consumption, etc., (4) **COMPAIR** will develop a **Carbon Footprint Dashboard** designed to support specific experiments around carbon footprints, (5) **ECF4CLIM** is developing an **environmental footprint calculator** thought for the self-assessment of **students and educational institutions**.

Actions:

		Coordinated by	Purpose
1	Share/Compare databases The projects will share the databases used in their tools to the extent possible (open source data). When data come from proprietary databases (those coming from Ecoinvent for example), a comparison of data will be performed to identify major discrepancies.	ECF4CLIM in cooperation with PSLifestyle	Use common/comparable background data for carbon footprint calculations
Next steps: Create and share a template to be filled by the projects			
2	Common labelling approach The projects will share the methodology employed to define these labels and a possible common approach on labeling will be studied	AURORA in cooperation with PSLifestyle.	Adopt a common approach for a simplified communication of CF results oriented to laypeople
Next steps: Sharing of the methods for labelling by AURORA and PSLifestyle and planning of discussions among projects on the possibilities to implement similar approach in the other 3 projects			
3	External review process An open peer-review processes within our "cluster" can be performed once the various calculators are finalized	AURORA	Review of approaches, methods and underlying data used in the tools
Next steps: Select the volunteers for the peer review among the projects' partners			
4	Joint exploitation The projects will develop a common exploitation strategy based on the following elements: (1) offer a package of	ECF4CLIM	Maximize the impact



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	applications (2) identification of the well fitted audiences (3) identify the best ways to reach the audiences, (4) define the common rules for the exploitation		
5	<p>Common hosting of the tools The projects will host a link to their calculators in a common platform. A possible option would be https://living-in.eu/.</p> <p>Next steps: Check possible options for this common platform</p>	CompAir	Facilitate the use of the package of applications
6	<p>Intercomparability exercise The projects will perform an intercomparability exercise when all the calculators are ready</p>	I-CHANGE	Make sure that the tools provide comparable results

- The projects will meet **twice per year** by videoconference to update on the development of each other's calculators and to make a review of the status of the 6 clustering activities planned.
- Next meeting will be organized after the summer 2022.



ANNEX 4. ACTION PLAN FOR SINERGY: CITIZEN ENGAGEMENT STRATEGIES AND COLLABORATION ON PILOT AREAS

Scope of Citizen Engagement area: exploitation of the potential of all seven projects to engage citizens in experimenting the EU Green Deal in order to: (1) emphasize the role of participatory design and citizen engagement in the definition/adoption of a policy, (2) enable projects to share practices and lesson learned (and possible data collected by the research participants), (3) start the definition of a EU user research repository.

Actions:

		Coordinated by	Purpose
1	<p>Map the projects' activities involving citizens/users in the different projects in terms of: characteristics of actors involved, geographic scope, nature of information/feedback requested/collected</p> <p>Define an online form to be shared with the projects, mapping the activities involving citizens/users during the project lifetime, and the expected level of engagement</p>	GreenSCENT	Exchange of the experiences in involving citizens/users, identify good practices
<p>Next actions: (1) form preparation and launch (mid of April 22), (2) collect the data (June 22), (3) online meeting (June 22)</p>			
2	<p>Elaborate a short template (2 pages) for the exchange of information between projects (short reports on feedback gathered)</p> <p>The following elements will be included: (1) geographical regions involved, (2) number of participants and their characteristics, (3) methodology, (4) key results, (5) difficulties and risks prevention measures to be incorporated in lesson learned</p>	GreenSCENT	Enhance the knowledge exchange and strengthen the collaboration possibilities
<p>Next actions: Template to be circulated in September 22, Short reports – start the circulation in Fal 22</p>			
3	<p>Establish a basic user exchange data process</p> <p>Develop a minimum protocol for the exchange of user research data among projects (variables, type). Establish a EU user research repository.</p>	tbd	Increase the capacity of projects to exchange data from engagement activities



ANNEX 5. ACTION PLAN FOR SINERGY: AIR QUALITY

Scope of Air Quality synergy area: explore how to better communicate air quality to citizens and young students in order to educate, raise awareness and promote behavioural changes, e.g. how to visualise scientific data in a way that is understandable to non-experts (for example by developing augmented reality app).

Actions:

		Coordinated by	Purpose
1	<p>Map activities and initiatives related to air quality Create a list of relevant activities planned by each project that are related to air quality. The activities list will be updated regularly.</p>	tbd	Understand the nature, timings and geographical distribution of activities planned in each project; better identify specific areas for synergy and opportunities for collaboration
Next steps: Create and share activity template / form; all projects to fill this in			
2	<p>Regularly share lessons learnt Share the lessons learnt from the air quality activities and interactions with schools and citizens; oral presentation or written summary during cluster meetings scheduled at the end (or beginning) of each school semester - approx. every 3 months</p>	tbd	Exchange knowledge on the methodology used and good practices; learn from each other and avoid repeating errors; have a larger pool of knowledge and feedback to help shape and improve future actions
Next steps: meetings March/April, September, December...			
3	<p>Draft a pathway for synergies Through the regular interactions, identify and create a plan for collaboration (such as organize a joint event, convene a joint session or share a booth at a conference, participate in the planned activities of other projects, joint communication activities...)</p>	tbd	
Next steps: Identify any collaboration opportunities by the end of 2022			
4	<p>Legal aspects of air quality Investigation of the legal frameworks and identification of the common legal aspects and peculiarities to be considered</p>	tbd	



ANNEX 6. ACTION PLAN FOR SINERGY: DISSEMINATION AND LINKS WITH BROADER INITIATIVES

Scope of the Dissemination and Links with Broader Initiatives is to develop common actions in support of the communication, dissemination and exploitation of the projects' results.

Actions:

		Coordinated by	Purpose
1	Briefing sessions for DGs and the EU Parliament Build support for the integration of our work in the EU Directives and subsequent implementation	AURORA, SOCIO-BEE, and COMPAIR	Political and policy briefing
2	Briefing sessions with MS representatives and EU representatives on UN Standing Committees multi-lateral agreements for UNEA Develop champions able to argue for the replication of the cluster findings into UNEA multi-lateral agreements	AURORA, SOCIO-BEE, and COMPAIR	Political and policy briefing
3	Headline speakers at critical UN events To illustrate the values of the cluster work in delivering UN objectives. To create champions for replication of the cluster work	AURORA, SOCIO-BEE, and COMPAIR	Political and policy briefing
4	Bi-monthly meetings to share project progress and brainstorm common issues Sharing the best practices, brainstorming on common problems, fostering cooperative working, developing a common agenda	tbd	Developing common materials
5	Brainstorm/Hackathon events to develop a suite of common tools and methods Developing low-cost tools and procedures to meet common objectives of the cluster	tbd	Developing common materials
6	Develop a common Green Deal Cluster website with EU-Citizen Science Developing a value for money solution building on the existing EU investments in EU Citizen Science avoiding proliferation of websites on similar topics. Developing strong links to the global citizen science	tbd	Developing common materials



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	community to support replication activities		
7	<p>Developing common approach and methodology to measure citizen science impact on society</p> <p>Developing a standard best practices procedure to measure the societal impact of citizen science</p>	SOCIO-BEE	Promoting long-term programmes and data systems
8	<p>Building regional and global replication programmes with DG INTP, the GSCP, and the UNSPBF</p> <p>Developing and replicating model that would support uptake of the outputs as part of EU overseas aid development programmes. Identifying business opportunities supporting global replication in support of the delivery of key SDG's and Climate change targets with UNSPBF partners</p>	tbd	Promoting long-term programmes and data systems



ANNEX 7. ABBREVIATIONS & ACRONYMS

CINEA	European Climate Infrastructure and Environment Executive Agency
DG	Decision Group
DG EAC	Directorate General for Education and Culture
DG INTPA	Directorate-General for International Partnership
ECF	European Competence Framework
ECP	European Climate Pact
EG	Exploitation Group
EM	Exploitation Manager
ERF	Exploitable Result Form
EU	European Union
GA	General Assembly
GSCP	Global Smart City Partnership
IoT	Internet of Things
IPR	Intellectual Property Rights
JRC	Joint Research Centre
KPIs	Key Performance Indicators
LEDs	List of Exploitable Deliverables
LERs	List of Exploitable Results
MS	Member State
NGOs	Non-governmental Organizations
PERSS	Plan for the Exploitation of ECF4CLIM Results and for Stimulating Synergies
SG	Steering Group
SIF	Sinergy Identification Form
SMEs	Small and Medium size Enterprises



H2020-LC-GD-2020-3, Project 101036505, ECF4CLIM, European
Competence Framework for a Low Carbon Economy and
Sustainability through Education

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STEM	Science, Technology, Engineering, and Mathematics
UN	United Nations
UNEA	United Nations Environment Assembly
UNSPBF	United Nations Science Policy Business Forum