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## **SYNERGIES**

*Innovating Preparedness by Leveraging SYNERGIES and  
Enhancing Results of DRM Projects*

*Grant Agreement No. 101121172*

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## **Deliverable D7.1 Exploitation Plan**

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## PROJECT OVERVIEW

SYNERGIES project aims to strengthen a culture of disaster preparedness by fostering a cohesive and coordinated engagement of various stakeholders in disaster management such as first and second responders, citizens, communities, research and education systems, authorities and public administrations and business companies. SYNERGIES concentrates on five preparedness needs:

- involvement of all relevant actors in building preparedness
- strengthening preparedness education and training
- communicating with citizens
- management of spontaneous volunteers
- ensuring sustainability of solutions for preparedness

The project leverages from the results of past DRS01 projects and a national project – called component projects (LINKS, RESILOEC, BUILDERS, ENGAGE, IMPACT, and Ready2Help). The project will integrate these findings with the best practices and experiences of practitioners, refining and elevating their maturity.

Three Preparedness Cases will guide the project, allowing for orientation, progress evaluation, and demonstration of final results. These cases involve real-life scenarios where stakeholders, such as first responders, authorities, citizen associations, and NGOs, seek to enhance preparedness by better involving and empowering citizens.



## EXECUTIVE SUMMARY

The SYNERGIES Exploitation plan aims to provide a comprehensive overview of information and guidelines for successful exploitation to ensure the sustainability of SYNERGIES' key exploitable results (KERs)<sup>3</sup>. It maps the project's KERs, provides a preliminary market analysis, and outlines the exploitation strategies for SYNERGIES as well as its individual consortium partners. The document was created with input from SYNERGIES' consortium partners, the Communication and Dissemination Plan (D5.1), documentation on the Key Exploitable Results (KERs) of the technical work packages (WP2, WP3, WP4), information gathered for the Preparedness Cases from partner end-users (WP1), and results from an Advisory Board survey.

Important links between the Exploitation plan and other results and deliverables exist. Insights from evaluation and validation deliverables (D1.1, D1.2, D1.3, D1.4) ensure alignment between KERs and user needs. The results from the technical work packages constitute the project's KERs. Collaboration between the Communication and Dissemination plan (D5.1) and the Exploitation plan to gain insight in target markets shapes messages and exploitation efforts. The CEN Workshop Project plan (D5.4) and CEN Workshop Agreement (R5.2) support standardisation as a measure to increase the impact of the project. The Sustainability analysis (D5.5) and cost/benefit analyses (R5.1) provide users with insights into the benefits and applicability of KERs compared to their costs, and the Impact analysis (D7.4) measures, among other things, the success of exploitation activities insofar this can be assessed during the project lifecycle.

The Exploitation plan comprises six sections:

- 1 Section 1 provides an overview of SYNERGIES' exploitation objectives and results. These results include both key exploitable results and other results that are important for successful exploitation.
- 2 Section 2 provides a preliminary market analysis of markets relevant to SYNERGIES' key exploitable results to gain an understanding of their dynamics, trends, opportunities, and challenges.
- 3 Section 3 outlines the project's and its partners' exploitation and IPR strategy, taking into account stakeholders and relations between internal and external stakeholders, distribution channels and resources.
- 4 Section 4 outlines the main exploitation actions and their corresponding timeline.
- 5 Section 5 provides an overview of evaluation criteria and the process for monitoring these criteria.
- 6 Section 6 provides a closing summary of the document.

All associated task objectives for this deliverable (mapping of project results, market analysis, outlining exploitation strategies) have been fulfilled. However, there is a notable deviation from the content outlined in the Description of the Action: the absence of a Return on Investment (ROI) analysis. The rationale behind this deviation is the early stage of the SYNERGIES project. At this juncture, it is premature to conduct a comprehensive ROI analysis due to various factors, including evolving project outcomes, market dynamics, and stakeholder engagement. Therefore, while the deliverable encompasses essential groundwork for future

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<sup>3</sup> The complete list of acronyms can be found on page 4 of this document.



ROI assessments, providing a detailed ROI analysis at this stage would not yield accurate or meaningful insights.



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## ABBREVIATIONS

Acronym	Description
<b>KER</b>	Key exploitable result
<b>WP</b>	Work package
<b>DRM</b>	Disaster and Risk Management
<b>DRS</b>	Disaster Resilient Societies
<b>CSO</b>	Civil Society Organisation
<b>NGO</b>	Non-governmental Organisation
<b>CMINE</b>	Crisis Management Innovation Network Europe
<b>CEN</b>	European Committee for Standardization (Comité Européen de Normalisation)
<b>EC</b>	European Commission
<b>SMCS</b>	Social Media and Crowdsourcing
<b>CA</b>	Consortium Agreement



# 1 Exploitation Objectives and Results

## 1.1 Exploitation Objectives

The key objective of SYNERGIES' exploitation strategy is to ensure the sustainability of its results. The following specific objectives support the achievement of this central objective:

- **User needs satisfaction:** ensure that the key exploitable results developed in the project satisfy the most important needs of users.
- **Forge relations:** help consortium partners to exploit project results after the project ends by forging relations with potential users.
- **Generate leads:** attract potential users and capture their interest in the project results.
- **Promote use of results:** encourage and facilitate the utilisation of the project results.

The users intended in these objectives are authorities and public administrators, education and research organisations, first and second responders, civil society organisations, business companies and citizens. This document aims to provide SYNERGIES' partners with guidelines on how to achieve these objectives.

Beyond the European Commission and the project partners, this document may benefit a broader audience, including policymakers, academic researchers, disaster risk management professionals, and technology developers. It may be useful for those who wish to utilise SYNERGIES' results, providing them with information about the project results and how they aim to address the challenges of their target groups. Additionally, it can serve as a valuable resource for similar projects seeking to maximise their impact, fostering collaboration and innovation across various sectors dedicated to enhancing disaster resilience and sustainable development.

## 1.2 Key Exploitable Results

This section provides an overview of SYNERGIES' key exploitable results (KERs) and their value proposition, using the HORIZON Results Booster UVP/USP formulation. Importantly, this overview is based on the current concept and status of results. SYNERGIES investigates possibilities to merge results in order to offer users a comprehensive and integrated solution for the challenges they face. The overview will be refined and, if necessary, adjusted in the final exploitation plan in accordance with new insights and developments.

### 1.2.1 Atlas of Empowerment (R1.1)

The Atlas of Empowerment is a navigable platform with tools and solutions, lessons learned, guidance material, good practices and ethical guidelines on citizen's engagement. It targets formal and informal leaders in DRM who are responsible for or have a role in building the preparedness of their communities, including vulnerable groups. Formal leaders include national, regional, and local authorities, first responders and social workers. Informal leaders include CSOs, NGOs and organised volunteers. In their efforts to build community preparedness, these actors experience difficulties with engaging citizens and accounting for the needs of vulnerable groups.

The Atlas' focus on empowerment sets the ambition of equipping community leaders with the knowledge, tools, and methodologies necessary to motivate and mobilise citizens towards proactive participation in preparedness. It strives to capacitate formal and informal leaders in their outreach efforts whilst acknowledging and engaging a community diversity, fostering a collaborative environment. An empowered, collaborative community lays on the easiness by which all members feel they have a voice, have access to decision-making processes, thus contributing to disaster readiness initiatives. Ultimately citizens engagement and empowerment is believed to lead to more resilient communities.



Therefore, the Atlas aims to provide a structured set of information to support the co-creation of community-led strategies targeting community preparedness and, thus, tailored to specific context and objectives. These considerations lead to the following value proposition:

*The SYNERGIES' Atlas of Empowerment equips formal and informal leaders in disaster risk management who want to build community preparedness with targeted resources to streamline citizen engagement and tailor community preparedness strategies.*

### 1.2.2 Preparedness self-Assessment Tool (R1.2)

The Preparedness self-Assessment Tool (PAT) identifies actions to improve preparedness by assessing both vulnerability sources and the factors that strengthen community resilience. The tool targets formal and informal leaders in DRM who play key roles in enhancing the preparedness of their communities, including vulnerable groups. However, these leaders often face challenges in understanding the current level of preparedness and the (cultural) factors influencing it. They stand to gain from a comprehensive overview of vulnerability sources, resilience conditions, and actionable steps to enhance preparedness. This set of factors forms the core of the following value proposition:

*SYNERGIES' Preparedness self-Assessment Tool helps formal and informal leaders in DRM who want to build community preparedness by enabling them to assess preparedness, and identify (cultural) factors influencing preparedness and the actions needed to strengthen it.*

### 1.2.3 Roadmap and Training Modules (R2.1)

The Roadmap outlines the requirements for a capacity-building strategy to enhance community preparedness. The training modules aim to develop capacities for preparedness in line with the requirements of the Roadmap. The Roadmap and training modules target (future) formal and informal community leaders in DRM who are responsible for or have a role in building the preparedness of their communities, and their educators in particular. These groups include academia, local government, first responders, social workers and other community leaders.

In their efforts to build community preparedness or educate those who do, these groups experience difficulties with finding coherent education roadmaps and training modules tailored specifically for their needs. They would benefit from (1) preparedness education Roadmap specifically tailored for their needs, which would be aligned with the Higher Education for the next decade of UNESCO and with the Capacity Building Project on Education for Preparedness of the Council of Europe; (2) training module addressing preparedness assessment, use of Atlas of Empowerment, learning from past disaster and co-design preparedness actions involving community members with diverse needs and capacities; (3) A University education module for future social workers, community leaders and first responders. These factors lead to the following value proposition:

*SYNERGIES' Roadmap and training modules help (in)formal leaders in DRM and their educators who want to build community preparedness by reducing difficulties with finding coherent education roadmaps and training modules tailored specifically for their needs.*

### 1.2.4 Knowledge Base for Innovative Channels and Communication (R3.1)

The Knowledge Base for Innovative Channels and Communication serves as a knowledge repository that offers guidance and resources to authorities for effectively engaging citizens



during the preparedness phase of crisis, by innovative communication channels and strategies. It targets authorities tasked with enhancing community preparedness by planning improved communication preparedness actions. In their efforts to enhance community preparedness, these authorities often encounter challenges in effective sharing of information with stakeholders and citizens in disaster preparedness, communicating with diverse (especially vulnerable) groups, and may lack understanding of legal considerations regarding communication and information sharing measures. Tailored messaging aligned with audience characteristics and legal analysis would greatly benefit them. These factors form the basis of the following value proposition:

*SYNERGIES' Knowledge Base for Innovative Channels and Communication helps crisis managers seeking to enhance community preparedness by technology-driven and innovative communication with diverse populations, including vulnerable groups, and consideration of legal aspects in communication efforts.*

### 1.2.5 Automated Early Warning (R3.2)

The Automated Early Warning is a tool for early warning messaging that implements the findings from the KB4ICC. It targets disaster management authorities who are responsible for enhancing community preparedness by planning preparedness actions and communicating with stakeholders. These authorities often encounter challenges with crafting tailored early warning messages for different audience groups. Additionally, they face concerns about compatibility with existing systems and meeting ISO standards when considering new early warning systems. They would benefit from a streamlined process for preparing audience-tailored early warning messages, seamless integration with existing early warning platforms to ensure smooth operation and interoperability, and assurance of compliance with ISO standards for disaster early warning systems. In addressing these factors, the following value proposition applies to the Automated Early Warning:

*SYNERGIES' Automated Early Warning helps disaster management authorities who want to enhance community preparedness by providing a streamlined process for preparing tailored early warning messages, seamless integration with existing systems and assurance of compliance with ISO standards.*

### 1.2.6 Support System for Integrating Spontaneous Volunteers (R4.1)

The Support System for Integrating Spontaneous Volunteers targets all organisations that are responsible for creating preparedness plans and have a role in the management of spontaneous volunteers during crises and disasters. These organisations often encounter challenges with effectively managing spontaneous volunteers and integrating them into preparedness plans due to a lack of tailored best practices and guidance materials. They would benefit from tailored guidance material to integrate and manage volunteers based on their specific context. To address the pains and gains from these organisations, the Support System offers tailored guidance for managing spontaneous volunteers and support for integrating them into preparedness plans. Its value proposition is as follows:

*SYNERGIES' Support System for Integrating Spontaneous Volunteers helps organisations involved in management of spontaneous volunteers who want to effectively manage spontaneous volunteers and integrate them into preparedness plans by providing tailored guidance material for managing spontaneous volunteers and support for integrating them into preparedness plans.*



### 1.2.7 Table Top Game (R4.2)

The Table Top Game simulates the role of organised and spontaneous volunteers in the management of a set of disasters. The game will be able to consider different types of initial conditions (resources, stakeholders involved), and different types of preparedness plans and contributions of the volunteers, complementing the application of the Support System. The game targets authorities responsible for managing disasters where (spontaneous) volunteering can occur. In their efforts to manage disasters, these authorities face challenges with effectively managing and coordinating organised and spontaneous volunteers, and have limited capacity to test and evaluate different preparedness plans and volunteer contributions in a realistic setting. They would benefit from simulating volunteer roles to enhance understanding of the conditions and means needed for effective collaboration between authorities and volunteers. These factors lead to the following value proposition:

*SYNERGIES' Table Top Game helps authorities in DRM responsible for managing (spontaneous) volunteers who want to effectively respond to disasters and collaborate with volunteers by enhancing understanding of the conditions and means needed for effective collaboration between authorities and volunteers through simulation.*

### 1.3 Other results

In addition to the KERs, there are two other results that are important for successful exploitation. These results promote adoption of the project's KERs by a) increasing understanding among potential users of how the benefits of adopting the KERs compare to the costs, and b) establishing standards in preparedness solutions that apply to the project's KERs.

#### 1.3.1 Sustainability Analysis (R5.1)

The Sustainability Analysis is a comprehensive evaluation that examines the sustainability and applicability of the project's KERs. By analysing their potential across various market conditions, regions, and cultural and social contexts within Europe, it aims to provide valuable insights into their viability. Moreover, the analysis assesses the technical and economic performances of these results under real operational conditions during the Preparedness Cases, comparing them to user expectations. It also includes a cost/benefit analysis for each KER, offering potential users a clear understanding of how the benefits of implementing these results stack up against their associated costs. Together with an assessment of the legal and ethical implications (WP6), this information equips users with a holistic view of the opportunities and limitations presented by the KERs.

#### 1.3.2 CEN Workshop Agreement (R5.2)

SYNERGIES will organise a CEN Workshop to obtain a CEN Workshop Agreement (CWA). The purpose of this voluntary agreement is to establish standards on relevant preparedness solutions, focussing on guidelines and processes in R1.1, R3.1, and R4.1. The CWA will promote adoption by ensuring interoperability between KERs and existing systems or processes, thereby reducing barriers to integration and adoption. Additionally, KERs that adhere to the CWA framework may be perceived as more credible and trustworthy by potential users, as they are backed by a consensus-driven process involving industry experts and relevant stakeholders.



## 2 Market Analysis

This section provides a market analysis based on the current concept and status of the project results.

### 2.1 Industry overview

#### 2.1.1 Public Safety

The public safety industry plays a pivotal role in addressing the multifaceted challenges posed by natural and man-made disasters worldwide. With increasing globalisation, urbanisation, and environmental changes, the demand for comprehensive public safety solutions has surged. This industry encompasses a wide range of sectors, including emergency response services, risk assessment, recovery and reconstruction, technology development, and policy formulation. In recent years, the EU public safety market has experienced consistent growth. From 2015 to 2020, the DRS security area in particular emerged as the second-largest area in terms of expenditure by both EU and national demand-side stakeholders, with a total expenditure of €13.9 billion<sup>4</sup>. Some key market trends are:

- **Technological advancements:** Development of technology is an important driver of the public safety industry<sup>5</sup>. The integration of advanced technologies such as artificial intelligence, big data analytics, geographic information systems, and remote sensing has revolutionised public safety processes, enabling real-time monitoring, early warning systems, and data-driven decision-making.
- **Focus on resilience and preparedness:** There is a growing emphasis on proactive risk reduction strategies, community-based resilience-building initiatives, and capacity development programs to enhance preparedness and mitigate the impacts of disasters.
- **Climate change adaptation:** Climate change has been identified as a trend that may impact spending on the area of Disaster Resilient societies<sup>6</sup>. The escalating threats posed by climate change, including extreme weather events, sea-level rise, and ecosystem degradation, are driving efforts to integrate climate adaptation measures into disaster risk reduction and management strategies.

#### 2.1.2 Consultancy

The consultancy industry serves as a vital component across various sectors, offering expert advice and solutions to governments, businesses, and other organisations. The consultancy industry dedicated to public safety encompasses a diverse array of services aimed at enhancing the security, resilience, and emergency preparedness. These consultants specialise in providing expertise in areas such as disaster risk management, crisis response planning, cybersecurity, law enforcement strategies, and infrastructure protection.

The EU consultancy market has been growing steadily over the past years. For example, the total value of service contracts awarded by the European Commission in preparing legislation

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<sup>4</sup> European Commission, Directorate-General for Migration and Home Affairs, *EU security market study – Final report*, Publications Office of the European Union, 2022, 31-33, <https://data.europa.eu/doi/10.2837/19472>

<sup>5</sup> European Commission, Directorate-General for Migration and Home Affairs, *EU security market study – Final report*, Publications Office of the European Union, 2022, 67, <https://data.europa.eu/doi/10.2837/19472>

<sup>6</sup> European Commission, Directorate-General for Migration and Home Affairs, *EU security market study – Final report*, Publications Office of the European Union, 2022, 49, <https://data.europa.eu/doi/10.2837/19472>



has risen from EUR 1.3 billion in 2014 to EUR 2.1 billion in 2021<sup>7</sup>. In line with the trend at the EU level, most Member States have seen a consistent rise in the utilisation of consultants over the years<sup>8</sup>. Some key market trends are:

- **Supplier base diversification:** Traditionally, the consultancy market has been dominated by the 'Big Four' and other major firms. However, in recent years, smaller and medium-sized firms have started to play a significant role as providers of consultancy services to the EU's public sector in most countries, as well as to the European Commission<sup>9</sup>.
- **Holistic approach:** Consultancies are increasingly adopting a holistic approach, integrating technical expertise with socio-economic, environmental, and cultural considerations to develop comprehensive and sustainable solutions.
- **Risk-based decision making:** Consultancies are assisting clients in adopting risk-based decision-making processes, using data analytics, modelling tools, and scenario planning to identify, assess, and prioritise risks and vulnerabilities.

### 2.1.3 Training and Education

The education and training sector serves as the cornerstone of societal development, shaping individuals' skills, knowledge, and capabilities. With an ever-evolving landscape influenced by technological advancements, pedagogical innovations, and socio-economic dynamics, understanding the current state and future trends within the education and training sector is crucial for informed decision-making to maximise SYNERGIES' impact. Some key market trends are:

- **Online and blended learning:** The adoption of online and blended learning formats, including e-learning platforms, virtual classrooms, and interactive modules, is expanding accessibility and flexibility for learners, particularly in remote or resource-constrained areas. The COVID-19 pandemic has substantially contributed to this trend through the necessity of working remotely.
- **Experiential learning:** There is a growing emphasis on experiential learning methodologies, such as simulations, field exercises, case studies, and role-playing, to enhance hands-on experience, decision-making abilities, and teamwork in real-world scenarios.
- **Multidisciplinary curriculum:** Training and education programs are increasingly adopting a multidisciplinary approach, integrating knowledge from various fields to keep up with increasingly complex societies.

## 2.2 Similarly aligned organisations and products/services

Table 1 presents a comprehensive but non-exhaustive overview of similarly aligned organisations and their solutions to issues also tackled by SYNERGIES. It includes commercial competitors, and non-profit organisations and projects with similar results. SYNERGIES uses this terminology of similarly aligned organisations because even though governmental and non-profit consortium partners may not directly compete with organisations,

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<sup>7</sup> European Parliament, Directorate-General for Internal Policies of the Union, Malan, J., *The European Commission's use of consultants in preparing legislation*, European Parliament, 2022, p.24, <https://data.europa.eu/doi/10.2861/279304>

<sup>8</sup> European Parliament, Directorate-General for Internal Policies of the Union, Malan, J., *The European Commission's use of consultants in preparing legislation*, European Parliament, 2022, p.38, <https://data.europa.eu/doi/10.2861/279304>

<sup>9</sup> European Parliament, Directorate-General for Internal Policies of the Union, Malan, J., *The European Commission's use of consultants in preparing legislation*, European Parliament, 2022, p.29, <https://data.europa.eu/doi/10.2861/279304>



they can still be relevant for SYNERGIES' market analysis. Relevant organisations offer valuable insights into the market landscape, helping SYNERGIES better understand its positioning and potential opportunities for collaboration or differentiation.

The overview below was created based on online research, and an Advisory Board survey and interviews with the Preparedness Cases responsible, in particular questions about the tools they currently use to solve the problems they face in disaster management and preparedness. The updated Exploitation Plan will include a thorough analysis of these competitive solutions.

**Table 1 - Similarly aligned organisations and products/services**

KER	Organisation	Products / services	Target market
<b>Severall</b>	Noggin	<a href="#">The Noggin Platform and Library</a>	Any industry
<b>R1.1 Atlas of Empowerment</b>	FutuResilience	<a href="#">Knowledge Base</a>	Citizens, practitioners, policy actors
	AGORAH	<a href="#">Risques Naturels website</a>	AGORAH, citizens
	GFDRR	<a href="#">ThinkHazard! web-based tool</a>	Non-specialists who want to know possible impacts of disasters in new development projects
<b>R1.2 Preparedness Assessment Tool</b>	National Association of State Directors of Developmental Disabilities Services	<a href="#">NASDDDS Emergency Response Preparedness Self-Assessment Instrument</a>	State developmental disabilities officials, people with intellectual and developmental disabilities
	PwC	<a href="#">Crisis Preparedness Assessment tool</a>	Public and private organisations
<b>R2.1 Roadmap and Training Modules</b>	UNESCO	<a href="#">Roadmap for Higher Education for the next decade</a>	Higher education systems
<b>R3.1 Knowledge Base for Innovative Channels and Communication</b>	UNDRR	<a href="#">Knowledge base on Disaster Risk Communication</a>	Broad range of stakeholder from the DRR community (e.g. decision makers, strategic and operational practitioners etc.)
<b>R3.2</b>	Dutch government	<a href="#">NL-Alert</a>	Dutch government, citizens



<b>Automated Early Warning</b>	Italian government	<a href="#">IT-alert</a>	Italian government, citizens
<b>R4.1 Support System for Integrating Spontaneous Volunteers</b>	Australian Disaster Resilience Knowledge Hub	<a href="#">Planning for Spontaneous Volunteers Handbook</a>	All organisations with a role / responsibility to help communities following a disaster when spontaneous volunteering occurs
<b>R4.2 Table Top Game</b>	UN Office for Disaster Risk Reduction	<a href="#">Stop disasters game</a>	Children and youth under age 30
	B-prepared	<a href="#">Preparedness serious games</a>	Citizens

### 2.3 Target markets

Understanding and correctly addressing target markets through effective segmentation is crucial for creating lasting change and growth. By clearly defining who its potential clients are and breaking down market segments, SYNERGIES can tailor its solutions to meet their specific needs. This not only increases the chances of success but also builds strong, long-term relationships based on trust and relevance. SYNERGIES has identified the following main categories:

- 1. First and second responders:** firefighters, police, paramedics, civil protection, etc. They use the results of the project for improving their preparedness processes and services (e.g., a first responder providing an innovative training course).
- 2. Citizens:** citizens are often the first individuals that arrive on the scene of a disaster or emergency, and their actions often continue even after emergency services have left the scene. Their role is essential to enhance the preparedness of local communities, including vulnerable categories. Importantly, citizens will be beneficiaries rather than users of results. Whereas a user is someone who uses a good or service, a beneficiary is someone who benefits from others using a good or service, without themselves being the user.
- 3. Civil society organisations:** NGOs and CSOs are in between citizens and other actors, such as first responders and authorities. They manage groups of organised volunteers that provide essential support in disaster management through a wide range of roles. They use the results of the project for improving their preparedness processes and services.
- 4. Education systems:** academia, research organisations, educational institutions. They use the operational knowledge acquired through the results to improve their research and educational activity in favour of all the other actors.
- 5. Authorities and public administrations:** local and regional authorities use the results of the project for improving their preparedness processes and services (e.g., an authority improving its interaction with the citizen thanks to the implementation of communication guidelines).
- 6. Business companies:** companies such as consultancy and IT organisations may use the results for their own business and service activity. A consultancy company can offer a better consultancy service thanks to the use of a training tool or offering a new campaign for awareness raising of the citizens. An IT company can, for example, integrate the results into the systems currently used by authorities and responders.



The relevance of SYNERGIES' results varies across different groups. Highlighting this variability, Table 2 below outlines the specific groups targeted by each result, underscoring the importance of tailored approaches to address diverse needs and interests. Further research will be conducted in the upcoming months to ascertain whether groups that are still under consideration will align well with the result in question.

**Table 2 - Target groups for each KER**

KER / Target	First & second responders	Citizens	Civil society organisations	Education systems	Authorities and public administrators	Business companies
R1.1	YES	YES	YES	YES	YES	UC
R1.2	YES	UC	YES	YES	YES	UC
R2.1	YES	YES	YES	YES	YES	YES
R3.1	YES	UC	YES	UC	YES	YES
R3.2	YES	YES	YES	YES	YES	YES
R4.1	YES	UC	YES	YES	YES	UC
R4.2	YES	NO	UC	YES	YES	UC

- YES** Group will certainly be targeted by the KER in question.
- UC** Group is still under consideration; more research is needed to determine if it is a good fit for the KER.
- NO** Group is not relevant for the KER in question.

These categories will be refined in the final version of the exploitation plan. To this end, SYNERGIES will use a combination of quantitative and qualitative methods, complementing the weaknesses of one type of method with the strengths of the other. Quantitative methods such as data analytics and surveys provide valuable insights into market size, trends, and potential demand. Meanwhile, qualitative methods such as interviews and workshops offer nuanced understanding of user preferences, pain points, and behaviours. The integration of these methodologies allows for a holistic view of the target markets at hand, facilitating informed decision-making and ensuring alignment between SYNERGIES' solutions and the identified needs.

Some interesting insights regarding user needs and awareness emerged from the Advisory Board survey on DRM platforms. This survey received 21 responses. The majority of respondents represented public authorities (33,3%), CSOs (23,8%), and first responders (19%). The other respondents represented research organisations, volunteers, consultancy companies, consultants, and law enforcement/first responders (each 4,7%).

71,4% of respondents is aware of online or digital platforms where methods, tools, and good practices for disaster risk management are collected. With exception of the consultant group, the majority of respondents from each group is aware of such platforms, including 75% of first responders, 71,4% of public authorities, and 60% of CSOs. Some of the platforms that are known to the respondents have been included in similarly aligned organisations and products/services in Table 1 of the previous section.

37,5% of respondents use the indicated platforms yearly, 37,5% use them monthly, and 18,8% even weekly. Public authorities are the most frequent users of these platforms, with 60% accessing them monthly and 40% using them weekly.

Most respondents use these platforms to find inspiration about innovative DRM solutions to apply in their own context, and to read and keep themselves informed about the latest



publications related to DRM. Notably, CSOs and first responders prioritise staying informed, while public authorities focus on finding innovative solutions for their context. The most important reason for not using these platforms reported by respondents is the absence of information relevant to their activity (a first responders, a CSO representative, a consultancy organisation representative).

It is important to note that in each Preparedness Case, interactions with the Local Support Team (including the target groups above) aim to uncover local needs in terms of the population's disaster preparedness. Some of these needs do not always align perfectly with the results initially envisioned at the project level (the KERs).

For instance, in la Réunion, one of the challenges expressed by local actors is related to the multiplicity of initiatives from a variety of actors to develop and implement population preparedness activities. While there is a very positive side to this situation, limited coordination and activities conducted in organisational silos also risk generating confusion, overload and missed opportunities. As a response to this challenge, partners SRUN and AGORAH are planning the development of a centralised resource (e.g., web platform) allowing for the sharing of information on actors and activities for the disaster preparedness of the population. Such resource is very relevant for the local partners, as it is directly in line with the organisations' current activities and recognized responsibilities, i.e. AGORAH's mandate to manage the "risquesnaturels.re" web platform on regional natural risks and SRUN's "rondavelle des sciences", a web platform that inventories scientific communication actors and activities on the island. Such potential local results and their associated exploitation plans will be considered and added in the final version of the document.

## 2.4 Market opportunities

Understanding the opportunities in the market landscape is crucial for developing sustainable solutions that not only meet the current demands but also anticipate future needs. This section identifies where the unmet needs lie, why they matter, and how SYNERGIES aims to bridge these divides.

### **Inclusion in preparedness planning**

There's a need for citizens contributing to the management of disasters that affect them to prevent exclusion mechanisms from amplifying the impact of disasters. This entails the need for involving citizens in decision-making and preparedness actions. Effective collaboration between communities and authorities is required to meet these needs. Without this collaboration, it is difficult to identify sources of vulnerability within communities, define adequate mitigation strategies, and to allocate resources to the right disaster preparedness initiatives.

While the recognition for the need to involve citizens is growing, it is not adequately addressed by the current solutions available. First, current solutions that provide insight and tailored instructions for enhancing preparedness, such as the Noggin Platform, do not focus on citizen participation in disaster management. Second, current solutions for preparedness assessment do not specifically focus on communities as a whole. For example, PwC's Preparedness Assessment tool focuses on assessing the preparedness of organisations, and the NASDDDS Emergency Response Preparedness Self-Assessment Instrument focuses on state developmental disabilities officials and people with intellectual and developmental disabilities. The Atlas of Empowerment (R1.1) and the Preparedness self-Assessment Tool (PAT, R1.2) aim to address these unmet needs. The Atlas will provide tailored guidance for enhancing preparedness focused on citizen participation in disaster management. The PAT will provide a preparedness assessment that takes into account communities as a whole.



### **Preparedness education and training**

There's a need for extending disaster related education and training from traditional targets such as first responders towards community leaders, including social workers, teachers and other influential figures. If communities and their leaders are to effectively contribute to disaster management in a safe way, they need to be provided with the relevant skills and knowledge to do so.

Both social work education and first responder education do not adequately address this need. Social work education has not fully explored pre-disaster interventions' types, timing, roles, and scope, or the broader impact of social work and community-development strategies in disaster prevention and mitigation. Additionally, the training of first responders often lacks integration with education on engaging with diverse societies' representatives and citizens with specific needs and capacities.

SYNERGIES aims to address this unmet need with its Roadmap and training modules (R2.1) by targeting both traditional and non-traditional leaders in disaster management and by providing coherent education roadmaps and training modules tailored specifically for their needs.

### **Communication between citizens and authorities**

DRM organisations (e.g. government agencies, emergency management groups, and public service bodies) typically have been using one-way, top-down flow of information from formal authorities to the public rather than participatory approaches that value local citizen expertise. Even though there's an effort to make crisis communication more inclusive, there's still a lack of knowledge on innovative methods, technological solutions and lessons identified. Social media and crowdsourcing (SMCS) have become crucial components of crisis communication because they enable real-time information sharing and community engagement during emergencies. However, DRM organisations face significant unmet needs due to a fragmented landscape of knowledge and resources. Many initiatives, studies, and projects develop insights and tools independently, creating silos that hinder collaboration and a unified approach. Technological advancements in SMCS outpace the ability of DRM organisations to adapt. They often lack familiarity with these technologies, resulting in underutilization due to inadequate training or awareness. Challenges related to trust, misinformation, privacy, and ethical considerations further complicate the effective integration of SMCS into DRM operations. There is a clear need for systematic approaches, structured and user friendly knowledge repositories, and best practices to address these unmet needs. The Knowledge Base for Innovative Channels and Communication (KB4ICC, R3.1) aims to bridge this divide by providing an extensive overview embedded in an online platform. The Automated Early Warning (R3.2) will help to put the guidance from the KB4ICC into practice by enabling authorities to prepare crisis communication messages tailored to specific audiences.

### **Integration of spontaneous volunteers**

There is a need for better integrating the contribution of informal members of the population, such as spontaneous volunteers, in disaster management, since active participation of the population has been recognised as both valuable and challenging.

Potential barriers to such integration include, for instance, limitations (or even absence) of regulations, limitations in informal actors' capabilities or situation awareness, and the discrepancy between formal command-and-control structures on the one hand, and less structured actions of volunteer groups or individuals.

The Support System for Integrating Spontaneous Volunteers (R4.1) aim to address this unmet need by providing tools, methods and guidelines adapted to the needs and context of



various DM actors (formal or informal). The Table Top Game (4.2) helps formal actors to simulate volunteer roles in order to reduce discrepancies between formal and informal ways of working.

### 2.5 SWOT analysis

This section provides a SWOT analysis of the SYNERGIES project. The strengths, weaknesses, opportunities and threats described in Table 3 apply to SYNERGIES as a whole. The final Exploitation Plan, however, will be more refined and contain a SWOT analysis for each separate result.

**Table 3 - SYNERGIES SWOT analysis**

STRENGTHS	WEAKNESSES
<p><b>Innovative solution portfolio:</b> diverse range of innovative solutions, providing a comprehensive toolkit to address various aspects of disaster preparedness.</p> <p><b>Tailored solutions:</b> results will be tailored to meet the specific needs of different target markets, ensuring relevance and effectiveness.</p> <p><b>Integration of past findings:</b> integrating findings of past projects with best practices and practitioner experiences increases the maturity and effectiveness of the solutions.</p>	<p><b>Fragmented market:</b> various existing solutions and stakeholders in disaster management and preparedness make it challenging to achieve widespread adoption. This can also make it difficult for users to have a clear overview of what solutions exist and make the right choice for their specific context.</p> <p><b>Limited skills:</b> marketing and sales skills within the consortium are limited, as it only includes two SMEs.</p>
OPPORTUNITIES	THREATS
<p><b>Growing demand:</b> growing recognition of the importance of and demand for disaster preparedness and resilience-building initiatives.</p> <p><b>Technological advancements:</b> advanced in, for example, artificial intelligence and mobile applications, offer opportunities for SYNERGIES to enhance its solutions and improve disaster preparedness processes.</p>	<p><b>Budget constraints:</b> local authorities are particularly susceptible to budget constraints, which may reduce investment in novel preparedness solutions.</p> <p><b>Bureaucratic inertia:</b> sluggishness or resistance to change within authorities can hinder the adoption of SYNERGIES' results.</p>



### 3 Exploitation strategy

This chapter outlines the approach to ensuring the long-term impact and sustainability of the project results and its components. It is inspired by and covers several components of the Business Model Canvas<sup>10</sup>, such as resources, channels, and stakeholder relations.

#### 3.1 IPR strategy

This section outlines a strategy for long term maintenance of the project results, coherent with the definition of the IPR in the Consortium Agreement (CA).

##### Open access

SYNERGIES primarily aims to generate social benefit with its innovations. The project creates data and mature results for the public good, including data and results that may be used by the public and volunteer-based organisations. Therefore, SYNERGIES provides open access to data and results unless it is in conflict with the legitimate interest of consortium partners, which can include commercial exploitation. Open access results will be accessible under Creative Commons licenses.

Open access results will be connected to CMINE, a network for crisis management that offers links with practitioners and a 'shop window' for legacy projects. Resilience Advisors Network, the partner coordinating and promoting CMINE, will maintain the connection to these results for at least three years following the end of the project. During this period the content of the open access results can be updated by interested parties in line with the CMINE editing and moderation policy.

Each partner should notify the consortium about dissemination activities 30 days before, to allow others to analyse if it compromises their IPR. The dedicated Open Science Representative will be the main contact point for issues and questions related to Open Science. SYNERGIES follows the FAIR principles to ensure that data and project results are findable, accessible, interoperable, and reusable.

##### Restricted access

For some results, access will be restricted. There may be cases where the use of a result requires the support of an expert consultant. For example, the usefulness of the Table Top Game depends on adequate stimulation and moderation of the reasoning and discussion of participants. Additionally, authorities and first responders may need consultants when they lack adequate resources or are not sufficiently familiar with innovation. Therefore, these results are oriented towards professional use. Their access is restricted by IPR to allow commercial use by organisations that provide consultancy services, and *in-house* use and facilitation of third party use by other consortium partners.

SYNERGIES will maintain an IPR Directory containing item descriptions, ownership information, access rights during the project, access rights upon project completion, details on IPR protection, and opportunities for exploitation. Table 4 provides an overview of access to and maintenance of SYNERGIES' results and specifies the IP assets that are considered for each KER.

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<sup>10</sup> Osterwalder, A., & Pigneur, Y. (2010). *Business model generation*. John Wiley & Sons.



**Table 4 – Access and maintenance**

No.	KER	Access	Maintenance of result
<b>R1.1</b>	<b>Atlas of Empowerment</b>	Open	Maintained by ISIG, connected to CMINE. Content integration is expected from a CMINE users - under CMINE policy, and open to further users, notably those of EDEN (edenplatform.org) and EDURES (eduresplatform.org) platforms, therefore reaching also local authorities represented in the Congress of Regional and Local authorities at the council of Europe.
<b>R1.2</b>	<b>Preparedness Assessment Tool</b>	Restricted	Maintained by IPR owners.
<b>R2.1</b>	<b>Roadmap and Training Modules</b>	Restricted	Maintained by IPR owners.
<b>R3.1</b>	<b>Knowledge Base for Innovative Channels and Communication</b>	Open	Connected to CMINE and maintained by the community under the corresponding policy.
<b>R3.2</b>	<b>Automated Early Warning</b>	Restricted	Maintained by IPR owners.
<b>R4.1</b>	<b>Support System for Integrating Spontaneous Volunteers</b>	Open	Connected to CMINE and maintained by its users under CMINE policy.
<b>R4.2</b>	<b>Table Top Game</b>	Restricted	Maintained by IPR owners.

Issues regarding IPR are covered in the CA. Partners who create the results will be the owners. In case of joint ownership, an additional agreement will be signed, defining the allocation and terms of exercising that joint ownership. The CA clearly addresses legal aspects related to the products to be used or produced, including trademarks, patents, and each partner's rights in exploiting the results. SYNERGIES will agree on measures to balance early sharing of research and outputs with protection strategies. Prior agreement from consortium partners will be required for patents and publications, regarding both content and the publication platform.

### 3.2 Exploitation of results by partners

The exploitation of project results by partners is a crucial aspect of maximising the impact and sustainability of SYNERGIES. This section makes explicit how each partner intends to leverage the project's KERs to address specific needs, enhance their existing services, and contribute to broader goals in disaster management and preparedness.

#### Deep Blue

Deep Blue is a research and consultancy SME, specialised in human factors, safety, validation and scientific dissemination. The exploitation strategy of DBL mainly focuses on providing consultancy and training. The Atlas of Empowerment (R1.1) will be used for consultancy by creating a service that will assist local authorities and first responders for improving preparedness with the involvement of citizens. In addition, Deep Blue intends to exploit the Support System for Integrating Spontaneous Volunteers (R4.1) and the tabletop game (R4.2)



in conjunction with the Crew Resource Management training modules for Italian firefighters. These exploitable items will be an addition to the portfolio of DBL and they will offer the opportunity to open the way to new client markets, such as local authorities.

### **Webgenesys**

Webgenesys SPA is a System Integrator with a wide range of specific and transversal skills in the various fields of ICT, digital innovation and cloud transformation. The SYNERGIES project offers an opportunity to maximise the adoption of (components of) the Preparedness Assessment Tool, grasping new feedback for further improvement of its constituent parts developed in past projects. This will be beneficial for all the preparedness cases involved in the project, promoting the adoption of new technologies to better understand the specific needs and challenges faced by communities, authorities, and NGOs involved in disaster management. This involves building partnerships with government agencies, international organisations, and local community groups to promote adoption and integration into existing disaster management frameworks.

### **International Training and Safety College**

ISTC will embed the results into training programmes related to crisis management and incident command and response. The results will be shared with national government departments, Civil Protection Directorate in Malta and other national response organisations such as the fire service at Malta International Airport and Armed Forces in Malta. Other volunteer organisations engaged with rescue operations will also see the results of the research. Additionally, the learning will be shared beyond the shores of Malta to spread good practice throughout the region.

### **Gezamenlijke Brandweer**

GB will share and promote the results to improve the preparation of incident response within its own organisation as well as within its national network, including the Nederlands Instituut voor Publieke Veiligheid (NIPV) and Brandweer Nederland. Additionally, it will introduce results to several departments of the Safety Region of Rotterdam-Rijnmond (R1.1, R1.2 and R4.1 to Risk and Crisis Management; R2.1 to Professional Competence; R3.1 and R3.2 to Communication). Lastly, it will evaluate whether some components of the results can be integrated in its Decision Support System.

### **Netherlands Red Cross**

The Netherlands Red Cross (RCNL) will evaluate if the results of the project can be integrated in the strategy of its internal crisis response system, innovating its citizen assistance network 'Ready2Help'. The focus of this innovation will be on communication, cooperation with existing civilian support initiatives during a crisis and improving the coordination of spontaneous volunteers (people who are not yet registered with the Ready2Help network) during a crisis situation.

Secondly, the RCNL will share and promote results within its own organisation as well as the broader cooperation of Red Cross/Red Crescent societies (IFRC). Existing platforms of the IFRC promoting cooperation on volunteer development will be used. As a frontrunner on citizens assistance, the RCNL will actively share knowledge and results by participating in events focused on improving the cooperation of crisis response in the Netherlands.

### **Regjun Tramuntana**

Regjun Tramuntana, the largest region in Malta, has prioritised stakeholder cooperation over the past two years, serving as a vital platform for collaboration among nine local councils and



stakeholders, including Government ministries, agencies and authorities. Emphasising strong local identities, it promotes cultural heritage preservation, urban and natural environment, tourism and community engagement. Engaging with residents and community groups, it fosters community participation and empowerment, nurturing a sense of belonging. Environmental sustainability is a key focus, with initiatives targeting resource protection, climate change mitigation, and resilience enhancement. Proactive educational courses for youths and adults aim to empower individuals and contribute to socio-economic development. Collaborating with EU programs like Erasmus and Horizon, the region focuses on promoting health through nature-based activities, disaster preparedness, and youth empowerment. Through EU funding, Regjun Tramuntana implements diverse projects spanning environmental, tourism, and social sectors, enhancing infrastructure and improving residents' quality of life. Through local initiatives driven by community engagement, the region addresses specific challenges with innovative solutions.

Through this project Regjun Tramuntana aims to address specific challenges related to earthquakes in Malta, by conducting research and involving awareness of communities and stakeholders, focusing is on geology, mitigating ground shaking, building structure vulnerability, including historic and cultural assets, and infrastructural damage and logistical weak points. Preparedness actions for earthquakes involve enhancing monitoring systems, review of building codes, and infrastructure standards. The overarching goal is to safeguard lives, property, and infrastructure against seismic risks through coordinated efforts and sustainable solutions, that can easily be replicated in other parts of the country or at a nation-wide level.

### **Agorah**

AGORAH is an urban planning agency belonging to the FNAU (National Federation of Urban Planning Agencies). The agency plays a role in observing the territory of La Réunion concerning various thematic fields such as urban planning, housing, environment, natural risks, etc. Its productions aim to enlighten public authorities on territorial development issues. The results of its work are accessible through printed publications and on its various online platforms, including [risquesnaturels.re](http://risquesnaturels.re).

This website aims to be a local hub of information concerning natural risks in La Réunion, catering to both political actors and the entire population, especially the most vulnerable and exposed to risks. In this regard, AGORAH will integrate elements from the Synergy project into its platform. R1.1 elements (Atlas of Empowerment) will be adapted for integration into the [risquesnaturels.re](http://risquesnaturels.re) site.

In addition to integrating new tools, AGORAH teams will strive to enhance the user experience of the platform. The existing tools and APIs (web mapping, data visualisation) will benefit from improvements and updates that can be reused in other websites.

### **Save the Children**

Save the Children will conduct advocacy activities with institutions and disaster manager agencies to foster the integration of good practices that involve citizens more in their policies and decision-making tools for R1.1, R1.2, and to foster communication before (preparedness phase) and during emergencies for R3.1 under the project Guidelines for Disaster Management Planning. The target for these activities are institutions and disaster management agencies involved in municipal disaster management and planning.

Regarding R2.1, Save the Children aims to foster emergency responders' capability to act in emergency in terms of competencies, skills and consideration of the needs of groups at risk (with a focus on minors) as part of the Feel Safe project and the empowerment of Save the



Children emergency staff and volunteers. The relevant targets for these activities are high schools and Save the Children Youth Community Centres.

Additionally, R4.1 will be directly used by Save the Children for managing the roster of volunteers and promotion among other organisations active in emergency response, the target being Save the Children volunteers and other organisations operating during emergencies. R4.2 will also be directly used in training in schools (depending on the features) as a means for youth engagement under the Feel Safe project. The target for these activities are high schools.

Lastly, it is not yet certain how Save the Children will use R3.2. A possibility can be an internal use for sharing information in circumscribed emergencies (not civil protection). Depending on the result's features, an alternative use could be the use by municipalities with few inhabitants to provide information for local response. It could become the standardised tool for smaller municipalities having issues in using the national platform. Ideally, these activities would fall under the project Guidelines for Disaster Management Planning, its target being small municipalities and Save the Children staff.

### **Sciences Reunion**

SRUN will integrate the results of the project into their own tools for educating young people in risk culture. The results will also be promoted and integrated into the actions of local stakeholders: government (prefecture, DEAL, zone headquarters), the university (particularly within risk and environment training) and the academy (schools), the French national agency for major natural risks (AFPCNT), first responders (rescue, firefighters), businesses (water and energy suppliers, particularly on the subject of crisis communication), social landlords and associations. The Empowerment Atlas and Preparedness Assessment Tool will be used in programs such as Ansamb nous lé paré (program that trains neighbourhood associations for major risks).

### **Instituto di Sociologia Internazionale di Gorizia**

ISIG, specialising in community engagement and disaster preparedness, intends to promote the Atlas of Empowerment (R1.1) within consultancy services aimed at supporting local authorities and first responders in improving preparedness and incorporating citizen involvement. Additionally, ISIG plans to integrate the Atlas with existing tools such as the Rebus toolkit for broader application across Council of Europe member states. This utilisation supports compliance with Italy's DPCM 4/2021, facilitating participatory civil protection plans and extending citizen engagement in decision-making at various governmental levels. These integrations will expand ISIG's service offerings and open new avenues in client markets focused on local and regional authorities.

Moreover, ISIG intends to exploit overall SYNERGIES project results (including R1.1, R1.2 and R2.1), within the scope of the following activities:

- Research and scientific development – integrating results in further research projects, within the consortium and beyond.
- Support to policy and decision making – capitalize on the results in the consultancy activity developed by ISIG for public authorities (at local regional, national, and intentional levels) on the topics of resilience building.
- Capacity-building – for public authorities and civil society organizations, within the framework of the Council of Europe programmes and networks (ISIG is an expert for the CoE on the topics of good democratic governance, civil participation in decision



making and resilience building; to this regard ISIG supports organizes and implements capacity-building activities within the 46 member states of the CoE.

### **Safety Innovation Center**

SIC has a strategic approach to ensure that its research results like R3.1 are useful for both current and future projects. The findings and insights obtained from SYNERGIES will contribute to new projects in European and German safety research. SIC has also built a wide network within the national safety domain through years of collaboration, and therefore, especially R3.1 will be exploited within this network through workshops and participation in events (e.g. vfdb or DGSTM-tech conferences). Moreover, SIC will showcase R3.1 at international, practitioner-focused conferences like EENA or ISCRAM, promoting knowledge exchange and contributing to dissemination and exploitation.

### **SINTEF**

The exploitation strategy for the project results consists mainly of their use for further research activities by using the generated knowledge for new projects related to societal resilience and safety (especially to answer calls from European or Norwegian research and innovation programs). The specific tools and methods integrated in these results will be presented to a wider set of target groups such as public authorities, emergency organisations and citizen groups. Future projects will lead to the further development of results such as R4.2, leading to higher maturity and implementation. The know-how of how to build results such as knowledge platform and table-top exercises is intended to be reused for other relevant topics.

### **Vrije Universiteit**

The results will be integrated into related curricula at VU, including courses on crisis management, disaster resilience, and innovation. Specifically using lessons learned, examples, and solutions from the Preparedness Assessment Tool, Atlas of Empowerment, and Ready2Help on topics of community preparedness and spontaneous volunteers in DRM. These topics will further be disseminated in workshops and activities with our DRM practitioner networks in the Netherlands and abroad. Moreover, we will integrate and disseminate the results into publications in scientific journals, conferences, theses projects of Master's students, and a PhD project within the Department of Organizational Sciences.

### **University of Tartu**

University education module, which also addresses Atlas of Empowerment, Preparedness Assessment Tool, will be used in Master's programme 'Community Development and Social Wellbeing' social work and disaster risk management related curricula. We will use the tools (Atlas, PAT, Roadmap and training modules) and their application experiences as the basis of synthesising scientific articles to promote the knowledge gained.

### **Unesco**

UNESCO aims to enhance the reach of project results by sharing best practices, guidance materials and tools with its international networks. Key insights, strategies and lessons learned for strengthening community preparedness will be leveraged towards supporting the development of national and local DRR strategies, engaging multisectoral stakeholders, and providing policy recommendations. In the context of capacity building, UNESCO will work towards aligning educational materials and training modules with the Roadmap for Higher Education Programme for the next decade to promote partnerships based on sustainability principles and increase visibility and application across the educational and natural sciences sector.



### Resilience Advisors Network

The exploitation strategy for RAN involves ensuring the sustainability of SYNERGIES' open access results and tools (R1.1, R3.1, R4.1) beyond the life of the project through the combined CMINE Cluster Initiative. This initiative aims to foster collaboration and knowledge sharing among various stakeholders in the field of disaster risk reduction and management. By integrating the project results into the broader framework of the CMINE Cluster, the project can benefit from a wider network of partners and resources dedicated to sustaining and building upon its achievements.

**Table 5 - Partner exploitation strategy**

Partner	KERs	Business Strategy
<b>Consultancy and Education</b> DBL, WBG, RAN, ITSC	R1.1, R1.2, R2.1, R3.1, R3.2, R4.1, R4.2	Use for consultancy activity and training for first and second responders and authorities, private organisations with preparedness needs, and for NGOs and citizen communities. Promoting innovation within CMINE network of practitioners (RAN).
<b>Responders and Authorities</b> GB, REDNL, REJTR, AGO	R1.1, R1.2, R2.1, R3.1, R3.2, R4.1, R4.2	Use to organise and plan involvement, education and empowerment of citizens, communities, NGOs. Coordination with emergency activities of business companies. Improvement of preparedness, and management of spontaneous volunteers. Better and more targeted communication with citizens and their representatives. Assessment of preparedness.
<b>NGO and Communities</b> SAVETC, SRUN	R1.1, R1.2, R2.1, R3.1, R3.2, R4.1, R4.2	Use for training of their own staff, and for a more knowledgeable participation to preparedness actions, promoting advocacy with local authorities. Increasing citizens' knowledge about preparedness and safety. Increase culture of resilience among children and young adults in schools and universities.
<b>Research</b> ISIG, SIC, SINTEF, VU, UTARTU	R1.1, R2.1, R3.1, R4.1	Publications in relevant scientific journals. Design of curricula for master/bachelor level courses on resilience. New research projects to further develop the project's results, knowledge and methods. Use of lessons learned and knowledge as input for standardisation in resilience and disaster management and production of policy guidance.
<b>International Organisations</b> UNESCO	R1.1, R2.1, R3.1, R4.1	Exploiting and promoting results for its institutional aims of supporting development of national and local DRR strategies, engaging authorities and responders with the citizens and private sector, and providing policy advices.



### 3.3 Standardisation

In addition to the individual exploitation plans by partners, SYNERGIES will contribute to standardisation by organising a CEN Workshop and establishing a CEN Workshop Agreement (CWA) focused on preparedness solutions for crisis management, as mentioned earlier in section 1.3.2. To this end, a CEN Workshop Project plan (D5.4) will be written and submitted at M35. This plan will be created with the input from the Advisory Board.

This agreement will be established before the end of the project. The CWA will offer the opportunity for coordination and sharing knowledge with interested parties. After the end of the project, the CWA could be transformed into a proposal for a European or international standard to be submitted to CEN or ISO TC. CMINE will have an important role in supporting standardisation efforts by ensuring a widely distributed promotion and use of the results.

### 3.4 Key stakeholders

This section identifies key stakeholders, including strategic partners, core suppliers, other projects and relevant organisations.

#### Target groups

The target groups as defined in 2.3 are the project's most important stakeholders as they are integral to disaster preparedness and response. Each group directly uses and benefits from the project's result, enhancing emergency services, community preparedness, volunteer coordination, research and education, public administration, and business services. Their involvement ensures effective implementation and widespread impact of SYNERGIES' solutions.

#### Consortium partners

Consortium partners serve as the linchpin for the development and exploitation of SYNERGIES' results. First, their collective expertise and collaborative efforts are essential for developing results that precisely address the needs of the project's target groups. By pooling together their resources, knowledge, and insights, consortium partners play a vital role in the ideation, creation, and refinement of these results, ensuring their relevance and effectiveness in real-world applications. Second, consortium partners hold a crucial responsibility in the promotion and marketing of these results. Through strategic dissemination efforts and targeted communication initiatives, they raise awareness and garner interest in SYNERGIES' findings within relevant stakeholder communities. Their extensive networks and credibility within their respective domains further amplify the reach and impact of the project's results, facilitating widespread adoption. Third, consortium partners are instrumental in the exploitation phase, where they actively leverage their connections, resources, and influence to facilitate the integration of SYNERGIES' results into existing practices and policies within their own organisations and beyond.

#### Advisory Board

SYNERGIES' Advisory Board comprises individuals carefully chosen to represent each of the predefined target groups envisioned to benefit from the project's results. Their role within the project is to provide valuable feedback on the project results as to ensure alignment with the diverse needs and perspectives of these target groups. Beyond this crucial feedback loop, they serve as effective ambassadors for promoting the exploitation of project results within their respective organisations and networks. Due to their deep understanding of the sector and their extensive connections, they are able actively advocate for the adoption and utilisation of SYNERGIES' results among organisations with similar objectives, responsibilities, and



interests. In doing so, they play a vital role in maximising the impact and reach of SYNERGIES' efforts, ultimately driving positive change and innovation within the broader community.

### **Local Support Teams**

The Local Support Teams are teams supporting SYNERGIES' Preparedness Cases on site comprised of local actors that have a role in preparedness actions. These include municipalities, communities, and civil society organisations. They insert the project with local needs and objectives, contributing to the real-world applicability of the project's results. After the consortium partners, they are the most promising adopters of project results. After the project end, they already have experience with utilising the results and have been able to provide feedback to make them better suited for their needs and objectives. Some of the members of the Local Support Teams will be SYNERGIES' first prospects: potential users that a) belong to one of SYNERGIES' target groups, b) can pay (if applicable) for SYNERGIES' products and/or services, and c) have the decision-making power to adopt these products or services.

### **European Commission**

As the funder of the project, the European Commission's support provides the foundation for SYNERGIES' efforts to enhance disaster preparedness. Moreover, the European Commission is a crucial stakeholder due to its significant role in shaping disaster management and humanitarian aid policies and operations within the European Union. DG ECHO's expertise and resources in coordinating the EU's response to disasters, along with the Civil Protection mechanism's role in facilitating cooperation among Member States, contribute to the broader context in which SYNERGIES operates. SYNERGIES' results may inform future policy developments and initiatives within the EU's disaster management framework. As such, the European Commission, DG ECHO, and the Civil Protection Mechanism remain important reference points for aligning SYNERGIES' efforts with broader European strategies and priorities in enhancing disaster preparedness.

### **Core suppliers**

SYNERGIES' core suppliers are the key partners who provide essential resources, inputs, or services that are necessary for the project's value creation. These suppliers play a critical role in enabling SYNERGIES to deliver its value proposition to users effectively. They include entities that provide materials, components, technology, expertise, and other critical resources. Table 6 provides an overview of the required resources and their suppliers.

### **CMINE**

The Crisis Management Innovation Network Europe (CMINE) is an open, cooperative, and inclusive information network for sharing information, experiences, best practice, and lessons learned among individuals, crisis management organisations, researcher entities, industry, and policy makers throughout Europe and beyond. The network includes policymakers, practitioners, members of the private sector, NGOs, science & research, training & exercising, media and standardisation representatives. CMINE plays a crucial role in ensuring the sustainability of SYNERGIES' results, as it will promote and connect with the Open Access results after the project ends.

### **Other projects**

Clusters of projects are constituted through CMINE as; informal, voluntary and free subsets of the Community for European Research and Innovation for Security (CERIS). Made-up of projects working on thematic and related research areas under the Disaster Resilient Societies



(DRS) framework and, increasingly of other programmes such as the Union Civil Protection Knowledge Network (UCPKN) and European Defence Fund (EDF).

The Clusters are facilitated with the purpose of promoting good practice in research through collaboration whilst recognising opportunities for efficiency wherever appropriate through combined activity such as dissemination events.

Current associate projects include: B-Prepared, C2IMPRESS, CORE, DIRECTED, ENGAGE, FUTURERESILIENCE, GOBEYOND, LINKS, MEDiate, MIRACA, MYRIAD, PARATUS, Resiliage, Risk KAN, RiskPACC, DIREKTION, The HuT and AGILE.

### 3.5 Stakeholder relations

During the project’s lifecycle, SYNERGIES will interact with stakeholders and potential users in line with the strategy described in the Communication and Dissemination Plan. Communication, dissemination, and exploitation flow into each other when it comes to stakeholder and user relations, much like the stages of a marketing funnel as shown in Figure 1. At the top of the funnel, communication efforts cast a wide net, raising awareness of the project and its outcomes among stakeholders and potential users. Through targeted messaging and outreach activities, stakeholders become aware of SYNERGIES and its contributions to disaster preparedness and management.

As stakeholders move down the funnel, dissemination activities provide more detailed information about the project’s results, highlighting their value propositions, features, and applications. This stage is akin to the consideration phase of the marketing funnel, where stakeholders evaluate the results and their relevance to their needs and challenges.

Finally, at the bottom of the funnel, exploitation activities aim to convert interest into action, driving adoption and utilisation of the project results. By showcasing success stories, providing training and support, and facilitating access to the project results, exploitation efforts encourage stakeholders to integrate SYNERGIES’ solutions into their practices and initiatives. Throughout this process, effective communication ensures a seamless flow of information and engagement, nurturing relationships with stakeholders and guiding them through the journey from awareness to adoption.

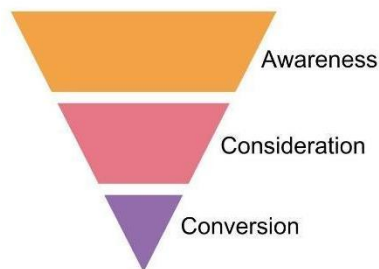


Figure 1 - Marketing funnel

To drive potential users towards actual use of SYNERGIES’ results, marketing campaigns will be developed. Marketing campaigns ensure that the project’s results are visible to the target market. They create curiosity and interest in SYNERGIES’ results, driving demand for them in the market. By highlighting the unique value propositions and innovative solutions offered by the project, marketing efforts can attract attention and inquiries from potential users. Ultimately, marketing campaigns aim to drive conversion and adoption of SYNERGIES’ results by encouraging stakeholders to take action. Whether it’s signing up for a webinar, requesting more information, or adopting the project results in their own initiatives, marketing efforts play a crucial role in moving potential users through the decision-making process. These marketing



campaigns involve a combination of online and offline tactics, including content marketing, email marketing, social media marketing, public relations, and events.

After the project ends, several measures will be taken to maintain relations with stakeholders and (potential) users. First, SYNERGIES' website will stay online for at least 3 years to ensure that the project results are available to stakeholders and (potential) users. Second, CMINE will maintain relationships with stakeholders and users to facilitate the uptake of the open access results. Third, individual consortium partners will actively promote project results to and maintain relations with stakeholders and potential users in their networks. Fourth, SYNERGIES will consider engaging with standardisation working groups, focus groups and technical committees to share knowledge and contribute to standards, with help of the HSBooster.

### 3.6 *Distribution channels*

SYNERGIES' distribution channels are the pathways or networks encompassing various intermediaries through which its results move from the producer to the end user. They also provide mechanisms for stakeholders to acquire and implement the results in their respective contexts. As such, these channels play a crucial role in connecting SYNERGIES with its target markets, ensuring that its results reach potential users efficiently and effectively. The following non-exhaustive list comprises distribution channels for the SYNERGIES project as a whole. The final Exploitation plan will identify the specific channels for each result that indicate how they will be distributed and sold (if applicable).

- **Websites:** the dedicated SYNERGIES website, as well as the websites of its consortium partners, will distribute and promote the project's results to potential users.
- **Social media:** SYNERGIES will distribute and promote its results to potential users through LinkedIn, X, Facebook, Instagram, and YouTube. These channels include both the dedicated SYNERGIES channels and partner channels.
- **Events:** several online and offline events will be organised to distribute and promote results among potential users. These include webinars, workshops, a dissemination event at M24 and the final event at M36. In addition, external events and conferences will be attended to forge relations with external stakeholders, and disseminate and promote results.
- **Professional associations and networks:** working with professional associations and networks in fields related to disaster and risk management, such as the CMINE network. This will help promote the project's results to professionals and practitioners seeking resources to support their work. This could include offering the results as a membership benefit or featuring it in association newsletters, conferences, and events.
- **Educational institutions:** collaborating with educational institutions involves partnering with universities, colleges, and training centres to provide access to the project's results for students, educators, and professionals. This partnership may include licensing agreements or partnerships to integrate the results into relevant courses or programs.
- **NGOs and CSOs:** partnering with NGOs and CSOs to distribute the results involves providing results as part of training programs, workshops, or community outreach initiatives.
- **Demonstrations and product trials:** directly showcasing the results to potential users, such as during the Preparedness Cases, allows them to experience its features, benefits, and functionality firsthand. These activities aim to persuade potential users to adopt the results.
- **Complementary partnerships:** collaborating with other organisations that offer products or services that complement SYNERGIES' own results. By forming strategic



partnerships, SYNERGIES and these organisations can leverage each other's strengths, resources, and user bases to expand their reach and increase adoption of results. Several interesting projects to collaborate with are already defined in the Communication and Dissemination plan, and a partnership with sister project B-Prepared has been established.

In addition to the channels above, SYNERGIES will also explore utilisation of the following distribution channels:

- **Mobile applications:** distributing the project results via mobile applications allows easy access for users and includes offering the results as a downloadable app from app stores.
- **Online marketplaces and learning platforms:** partnering with online marketplaces and learning platforms specialising in educational or professional resources, such as [DisasterReady](#) and [Udemy](#), could expand the reach of the project's results to a wider audience. They could feature the relevant results for purchase or download.

### 3.7 Key resources and core suppliers

This section describes necessary resources and suppliers for successful exploitation of SYNERGIES' results. Key resources are the assets, capabilities, and infrastructure required to deliver SYNERGIES' value propositions to users. Core suppliers provide essential inputs, components, or services that are integral to the value proposition. Both facilitate the adoption, implementation, and sustainability of the project's KERs in real-world contexts. SYNERGIES' resources include:

- **Physical resources:** tangible assets such as equipment, infrastructure, raw materials, and facilities used in production or operations.
- **Human resources:** the people who contribute their skills, knowledge, expertise, and labour to the development, promotion, and adoption of SYNERGIES' results. This includes employees, managers, contractors, consultants, and volunteers. All partners involved in the development of the KER naturally provide human resources, but in addition to those, other partners will also provide human resources to advocate for and facilitate adoption of the KERs.
- **Informational resources:** data, information, knowledge, and expertise used to support decision-making, problem-solving, and innovation. This includes databases, reports, research findings, market intelligence, and educational materials.
- **Technological resources:** tools, technologies, software, hardware, and systems used to support operations, production processes, and innovation. This includes computer systems, software applications, and automation technologies.
- **Social resources:** networks, relationships, partnerships, and social capital that enable collaboration, cooperation, and collective action. This includes professional networks, community organisations, partnerships, and social connections



**Table 6 - Key resources and core suppliers**

No.	KER	Resource	Core supplier
<b>R1.1</b>	<b>Atlas of Empowerment</b>	Acquisition of services for hardware, networking equipment, software including security	ISIG
		Employees, managers, contractors, consultants, volunteers	ISIG, UTARTU, SINTEF, SAVETC, UNESCO, SRUN, RAN, DBL, AGORAH
		Data, information, expertise, content, knowledge	ISIG, UTARTU, SINTEF, SAVETC, UNESCO, SRUN, RAN/CMINE Cluster Initiative, VU
		User interface design	ISIG
		Platform	RAN/CMINE Cluster Initiative, ISIG
		Networks	RAN/CMINE Cluster Initiative, GB, ISIG, UNESCO
<b>R1.2</b>	<b>Preparedness Assessment Tool</b>	Employees, managers, contractors, consultants, volunteers	UTARTU, ISIG, WBG, SINTEF, SAVETC, SIC, GB, UNESCO
		Data, information, expertise, content	UTARTU, ISIG, WBG, SINTEF, SAVETC, SIC, GB
		Networks	SAVETC, GB, UNESCO
<b>R2.1</b>	<b>Roadmap and Training Modules</b>	Employees, managers, contractors, consultants, volunteers	UTARTU, ISIG, WBG, SINTEF, SAVETC, SIC, UNESCO, GB
		Data, information, expertise, content	UTARTU, ISIG, WBG, SINTEF, SAVETC, SIC, UNESCO
		Networks	SAVETC, GB, UNESCO
<b>R3.1</b>	<b>KB4ICC</b>	Employees, managers, contractors, consultants, volunteers	SIC, RAN, UTARTU, WBG, ISTC, VU, GB
		Copyright	SIC, RAN, UTARTU, WBG, ISTC, VU
		Data, information, expertise, content, knowledge, curriculum	SIC, RAN, UTARTU, WBG, ISTC, VU
		User interface design	SIC



		Platform	SIC
		Networks	RAN/CMINE Cluster Initiative, SAVETC, GB, UNESCO
<b>R3.2</b>	<b>Automated Early Warning</b>	Employees, managers, contractors, consultants, volunteers	WBG, DBL, SIC, ISTC, GB
		Data, information, expertise, content, knowledge	WBG, DBL, SIC, ISTC
		Networks	SAVETC, GB
<b>R4.1</b>	<b>Support System for Integrating Spontaneous Volunteers</b>	Employees, managers, contractors, consultants, volunteers	SINTEF, DBL, ISIG, GB, RAN, SIC, VU, UTARTU, REDNL, UNESCO
		Data, information, expertise, knowledge, curriculum	SINTEF, DBL, ISIG, GB, RAN, SIC, VU, UTARTU, REDNL
		Networks	RAN/CMINE Cluster Initiative, SAVETC, GB, UNESCO
<b>R4.2</b>	<b>Table Top Game</b>	Employees, managers, contractors, consultants, volunteers	DBL, SINTEF, ISIG, GB, RAN, SIC, VU, UTARTU, REDNL
		Data, information, expertise, knowledge	DBL, SINTEF, ISIG, GB, RAN, SIC, VU, UTARTU, REDNL
		Networks	GB, SAVETC



### 3.8 Risk assessment

This section assesses the risks associated with the exploitation of results and proposes adequate risk mitigation measures. Table 7 below provides an overview of the project as a whole inspired by the Horizon Booster Risk Assessment and Priority Map. The final exploitation plan will include an overview for each result.

**Table 7 - Risk assessment map**

Risk description	Criticality	Probability	Interventions
<b>Partnership risks</b>			
Disputes over ownership or usage rights.	High	Low	Involvement of experienced research partners. Early definition and implementation of a transparent process for data management and IPR.
<b>Technological risks</b>			
Worthless results because earlier IPRs exist.	High	Low	Involvement of partners who are the IP owners of the results from component projects.
Worthless results because better solutions exist.	High	Medium	Refined analysis of competitive solutions through surveys and workshops with end users (incl. AB and LSTs) to properly differentiate from existing results in the value added.
<b>Market risks</b>			
Worthless results because they fail to meet user needs.	High	Medium	Refined analysis of user needs through surveys and workshops with end users (incl. AB and LSTs) to ensure that results properly address their most important needs. Demonstrate results during Preparedness Cases to showcase the benefits of results to end users in real-world settings.
Nobody buys the products/services because they are too expensive.	Medium	Low	Offer open access to several results and aim to keep the costs for adopting the restricted access results manageable for the most important target users.
<b>IPR / legal risks</b>			
The consortium/a partner is sued for patent infringement.	High	Low	Clear IP ownership and licensing agreements.
<b>Financial / management risks</b>			
Weak exploitation due to an inadequate business plan.	High	Low	Expertise from consortium SMEs in developing business plans. Leverage the Horizon Results Booster service for developing an adequate business plan.
No resources (human or financial) secured to make the next step towards exploitation.	High	Low	Include an overview of resources needed for successful exploitation and actions to secure them in the exploitation plan.
<b>Environmental / regulations / safety risks</b>			



Low levels of standardisation within relevant industries.	Medium	Medium	Organise a CEN Workshop for establishing a CWA to start the standardisation process of the most usable results. Wide promotion results through networks such as CMINE.
The results are socially or ethically unacceptable.	High	Low	Analyse the ethical and societal impact of the results, and the distribution of legal responsibility between (indirect) users. Ensure coherence with European legislation.



## 4 Timeline and main actions

Table 8 provides an outline of the exploitation activities to be undertaken throughout the project lifecycle. It is important to acknowledge that while dates are provided for activities such as workshops and marketing campaigns, they are indicative and subject to adjustment as the project progresses. The final version of the Exploitation plan will offer more precise details and timelines tailored to the evolving needs and circumstances of the project. Additionally, it will incorporate feedback and insights gathered during the execution of earlier activities, ensuring alignment with project objectives and market dynamics.

**Table 8 - GANTT chart for main exploitation actions**

		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36			
Exploitation plan	Version 1																																							
	Validation with stakeholders																																							
	Version 2																																							
Resources	Secure resources for exploitation activities																																							
Stakeholder relations	Marketing campaigns																																							
	Workshops																																							
	Demonstrations and product trials																																							
	Advocacy activities																																							
Implementation and integration of KERs	Planning																																							
	Execution																																							
Standardisation	CEN Workshop Project Plan																																							
	CEN Workshop																																							
KPIs	Monitor KPIs																																							



## 5 Evaluation criteria

### 5.1 Key measurable indicators

This section identifies the key indicators for successful exploitation based on the aforementioned exploitation objectives. Exploitation is considered successful when users are satisfied with the project results and these results are actually being used. Indicators for successful exploitation thus primarily concern the actual use of project results, rather than outputs generated to facilitate this use (number of workshops, number of advocacy activities), for the number of outputs is not directly informative of their success. This distinction helps to ensure that the indicators chosen are directly relevant to measuring the success of exploitation efforts.

The justification for the numbers in Table 9 below is as follows. The project involves 36 organisations, including Consortium partners, Advisory Board and Local Support Teams. If we assume that 4 to 5 members of each organisation are involved in the project, we end up with 144 to 180 participants. We expect these participants to be active ambassadors for the project and its results in their own communities and at the events they normally attend. With the support of these participants, we expect to promote the results towards more than 400 organisations, involving over 2500 individuals and experts, of which at least 40% of practitioners, 20% of authorities, and 20% of industries and business organisations. Such estimates are based on: i) the target figures for the Communication and Dissemination actions; ii) the professional network of the Consortium partners, iii) the support from the Advisory Board, and Local Support Teams; iv) the CMINE community; v) the other actors temporarily involved in the Preparedness Cases.

The past experience with DRS projects shows that a percentage between 10% and 15%, that is 40 to 60 of the reached organisations, will experiment the project results in their own situation by the end of the project. This is in line with the 10% to 12% estimate of the studies on Diffusion of Innovation regarding the adoption of successful technologies/processes in organisations, for similar timescales. The long term impact is influenced by several factors that are sometimes difficult to estimate. This is why studies on Diffusion of Innovation at the organisational/corporation level are less consolidated than those focused on personal behaviour.<sup>11</sup> Determinant factors for the diffusion in our specific context are: promotion and use by consultancy organisations; further dissemination work by interested actors; evidence provided by testimonials and early adopters; standardisation; word of mouth between stakeholders in relevant events and networks.

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<sup>11</sup> Everett M. Rogers, *Diffusion of Innovations*, 5th Edition, Google Books, 2003.



**Table 9 - Key measurable indicators**

KER measurable criteria and indicators	Target
Number of authorities and first responders experimenting the open access results (the Atlas of Empowerment, the KB4ICC, and the Support System for Integrating Spontaneous Volunteers).	50
Number of organisations using the results in their consultancy activity (including with licence, or in collaboration with IPR owners).	3
Number of uses of the Preparedness Assessment Tool by consultancy partners or authorities in their professional activity during the lifecycle of the project.	20
Number of uses of training elements by education organisations and private training companies.	20
Number of other training elements developed by organisations and private training companies using the Roadmap.	3
Number of organisations among project partners and Advisory Board members that endorse the KB4ICC by the end of the project.	≥ 10
Number of organisations among project partners and Advisory Board members (primarily authorities and first responders) that experiment with the Automated Early Warning tool by the end of the project.	≥ 5
Number of integrations of the Automated Early Warning system in existing platforms.	1
Number of authorities involved in the Preparedness Cases that adopt the Support System for Integrating Spontaneous Volunteers after the end of the Case.	≥ 1
Number of uses of the Table Top Game by consultancy partners or authorities in their professional activity during the lifecycle of the project.	10
Number of first responder and authority organisations among the project consortium and Advisory Board that endorse the cost/benefit analyses before the end of the project.	≥ 10
Number of representative participants that attend the CWA kick-off meeting.	≥ 30

## 5.2 Monitoring and reporting

It is important to monitor the project's progress towards impact to allow stakeholders to assess progress, identify issues, and make informed decisions. Additionally, this enables SYNERGIES to celebrate achievements, foster stakeholder engagement, and drive continuous improvement.

The Impact Supervision Committee will monitor the progresses towards the impact taking into account the aforementioned indicators and those identified for the end of the project as part of Task 7.3: Impact Management. For this task, the Committee will share a monitoring sheet in the project repository, set intermediate goals to measure the progress of the indicators, and enable partners to take appropriate measures in case of criticalities.



## 6 Conclusions

In conclusion, the Exploitation Plan for SYNERGIES serves as a blueprint for maximising the impact and sustainability of project results. By crystallising the value propositions of its KERs and providing more detailed insights into target markets and prevailing conditions, the plan lays a foundation for effective exploitation strategies.

Additionally, the plan delineates the shared and individual efforts of SYNERGIES and its consortium partners in promoting widespread adoption and utilisation of project KERs. Through targeted activities such as standardisation efforts, promotion of the project's KERs, and stakeholder engagement, SYNERGIES seeks to ensure the widespread adoption and use of its results across various sectors and communities. As such, the Exploitation plan charts the course for realising the full potential of SYNERGIES' results and underscores its commitment to making a tangible and lasting impact on disaster preparedness and management.

The Exploitation plan will undergo a refinement process and will be updated in M18 of the project timeline. This revision will be essential for ensuring that the plan remains aligned with the needs of users and the dynamic market landscape.



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## ANNEX



SYNERGIES -  
Advisory Board Survey



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