

engage2innovate



Exploitation, Innovation and IPR Management Plan

D8.3



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Table of Abbreviations and Acronyms

Abbreviation	Meaning
BEZ	Bezalel Academy of Arts and Design
DPT	Deutscher Präventionstag
E2i	Engage2innovate
EU	European Union
GMP	Greater Manchester Police
IP	Intellectual Property
IPR	Intellectual Property Rights
LKA	Landeskriminalamt Niedersachsen
SME	Small and Medium-sized Enterprise
USAL	University of Salford
WP	Work Package



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1. Introduction

D8.3 Exploitation, Innovation and Intellectual Property Rights (IPR)

Management Plan outlines the structure, thoughts and actions that will be taken by Engage2innovate (E2i) partners during and after the project duration, seeking to maximise the impact of the work developed and resulting outcomes. It describes the framework to manage exploitation, innovation and IPR, based on four key elements:

- The innovation asset – exploitable results;
- The mechanism for exploitation;
- The method that will be taken to further the exploitation;
- Innovation within the consortium as a whole and individual exploitation plans.

The exploitation of project results will follow this plan, which will be updated throughout the project implementation. The final version of this deliverable will be finalised in M44 – March 2027.

What does Exploitation mean?

Exploitation is defined by the European Commission as “*the use of results for commercial purposes or in public policymaking.*”

In relation to the E2i project, exploitation is use of project results by law enforcement agencies and other E2i consortium members, and use of policy-related outputs by policymakers.

In addition to the exploitation, D8.3 also includes the IPR management in line with the Grant Agreement signed by all partners.

2. Exploitation framework

The exploitation framework is composed of two main concepts:

- **Exploitable assets** – Results of the project that can be exploited beyond the project duration
- **Exploitation mechanisms** – Channels that allow the use of the exploitable results.

2.1 Exploitable assets

As of now, there are two exploitable assets already identified: the **E2i Security R&I Toolbox** and the **Societal Development Plan**.

The exploitation of the **E2i Security R&I Toolbox** will involve the target groups using the toolbox to:

- a) Ensure that the developed actions are in line with the needs, values and expectations of end-users and wider society;
- b) Increase the acceptance of security solutions by local communities;
- c) Improve the uptake of outputs resulting from the Horizon Europe security research and innovation programme;
- d) Evidence and improve standards of security R&I.

As for the **Societal Development Plan**, this aims to guide and sustain actions towards social innovation approaches and Responsible Research and Innovation. The exploitation will be maximised by:

- a) Codesign of the plan in the DesignLab3;
- b) Semi-structured phone / video interviews with security policymakers, practitioners and researchers to refine and validate the plan;
- c) Validation with stakeholders in the Symposium 3.

2.2 Exploitation mechanisms

The E2i consortium will undertake the necessary actions in order to attract users and promote the use of the developed results at an early stage of the project. These actions will be closely related to the project's dissemination and communication strategy.

For the **E2i Security R&I Toolbox**, the most suitable mechanisms to be used will be:



- a) Its high-profile launch at the *E2i Final Conference* in Brussels;
- b) The E2i website;
- c) Videos explaining the value and purpose of the tools.

Through their contacts and wider networks, E2i partners and Advisory Board members will play a key role in maximising impact.

The **E2i Societal Development Plan** will be exploited through:

- a) A conceptual framework flyer distributed among the Symposium 3 attendees;
- b) A presentation at the Final E2i Conference
- c) A video explaining the concept of the plan.

E2i partners and Advisory Board will collaborate with CERIS in promoting exploitation of the SDP.



3. Partners exploitation strategy

This section outlines the exploitation potential of each project partner, highlighting their unique resources and networks. It details their experience in similar initiatives, market position, and capacity to sustain the project's outcomes.

By defining each partner's role in the exploitation process, the tools and instruments developed are effectively disseminated, scaled, and applied in the relevant sectors for long-term impact.



Table 1. Partners individual exploitation potential

	Resources, capabilities & networks	Past track record in similar initiatives	Market position & sustainability	Alignment with project goals	Role & responsibility in exploitation
LOBA	Expertise in communication, marketing, and digital strategies; strong client network in marketing & web services.	Proven track record in developing digital communication strategies for various sectors.	Strong position in the Portuguese digital marketing sector with ability to scale internationally.	Focused on digital communication & marketing strategies that will aid in dissemination & scaling.	Lead dissemination and exploitation, digital marketing, and scalability. Focus on leveraging SME network to promote the tools.
BEZ	Leading academic institution in design, creativity, and arts; deep academic network in design and innovation.	Extensive involvement in design-oriented research, including projects in digital arts, design education, and creative industries.	Recognised as a leader in creative design education and innovation, with influence in academia.	Strong alignment with creativity and design-driven approaches; contributes to design-focused tools.	Lead design & innovation development. Responsible for conceptualising user-friendly and visually appealing tools.
LKA	Expertise in law enforcement, criminal investigations, and security. Strong ties with German law enforcement agencies.	Involvement in several law enforcement initiatives, particularly related to crime prevention and digital security.	Established authority in German law enforcement; ability to leverage national security networks.	Critical for ensuring tools are law enforcement-compliant and aligned with security needs.	Provide law enforcement expertise to ensure tools meet practical needs for crime prevention and security.



DPT	National network in crime prevention and social issues. Key player in German crime prevention initiatives.	Active in various crime prevention and social outreach initiatives across Germany.	Established as a leader in crime prevention, with strong governmental and community ties.	Strong fit with the project's focus on crime prevention and social responsibility.	Facilitate community engagement and contribute to the exploitation of tools in crime prevention contexts.
GMP	Extensive operational expertise in policing and crime prevention in the UK; deep network in law enforcement across Europe.	Strong involvement in UK and European policing initiatives, including crime prevention and community safety programmes.	Well-established and influential in the UK policing and security sector.	Highly relevant for disseminating tools in the UK law enforcement context, ensuring practical application.	Support law enforcement aspects of the project; lead pilot testing and real-world implementation in the UK.
USAL	Strong academic resources in research and design innovation. Collaborations with various governmental and non-governmental entities.	Previous experience in applied research and academic projects focused on social sciences, design, and crime prevention.	Positioned as a key academic institution with significant influence in the UK and internationally.	Strong academic alignment for research-driven elements of the project and further tool development.	Lead academic validation of tools, contribute to research, and support dissemination through academic and practitioner networks.



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4. End-user engagement

The E2i project addresses eight target groups across the quadruple helix:

- Security researchers
- Security practitioners
- Citizens and civil society representatives
- Training providers and professional bodies
- Security policymakers and other stakeholder groups
- Private sector organisations
- EU level organisations
- Experts in ELSA (Ethical, Legal and Social Aspects).

Each target group involved in the project has distinct needs, interests, and expected benefits from the project's results. The engagement strategy for each group is tailored to ensure their active participation throughout the project, while the long-term engagement plan aims to secure sustained involvement and maximize the impact of the tools developed. The preliminary end-user engagement strategy is detailed in Table 2, outlining specific actions and approaches for each target group.

Table 2. Preliminary end-user strategy

End-user category	Specific needs and interests	Benefits from E2i project results	Engagement strategy	Long-term engagement plan
Security researchers (universities, institutes, etc.)	Real-world problems; accurate data; and frontline insight Frameworks to support research in security practice and policy development	Access to advanced research tools; methods to generate data & insight for applied research. Contribute to development of new methodologies	Involvement in E2i design activities, providing input on usability and research applications. Collaborate on research papers and identify future studies	Create partnerships with academic institutions for longer-term feedback and tool refinement, ensuring relevance to ongoing research
Security practitioners (police, emergency services, cybersecurity experts, urban managers)	For EU Security R&I to result in practical tools for improving security operations, crisis management, and prevention measures.	Higher quality engagement in R&I projects; challenges, needs & operational contexts better understood and addressed. R&I outputs better tailored to operational needs and contexts	Engage practitioners in: <ul style="list-style-type: none"> • Prototyping during design development of tools and support materials • Pilot testing within LEA-led demonstrators • Relevant workshops at E2i Symposia & DesignLabs. 	Establish dedicated user support networks to support security R&I ecosystem and ensure continued tool adoption, adaptation and use in real-world security scenarios.
Citizens and civil society representatives (via CSOs)	For EU Security R&I to result in tools and strategies that improve personal and community safety, and contribute to public awareness and engagement in security issues.	Higher quality engagement in R&I projects; empowerment through engagement tools; ability to contribute to community safety and better understanding of security risks.	Use engagement activities (e.g. Symposia; DesignLabs) to collaborate with CSOs and civil society and to gather feedback on E2i Toolbox components..	Ensure that the connection is maintained with the CSOs and civil society representatives, via: <ul style="list-style-type: none"> • Social media platforms and website • Dedicated networks to support security R&I ecosystem.

End-user category	Specific needs and interests	Benefits from E2i project results	Engagement strategy	Long-term engagement plan
Training providers and professional bodies (<i>LEA representatives, police training colleges</i>)	For EU Security R&I to result in practical tools for improving operational security; tools to develop / train law enforcement and emergency responders; resources to enable professional development	Access to appropriate / relevant state-of-the-art training tools that improve the R&I skill set of law enforcement and emergency response teams.	Involve training providers in tool customisation for specific training needs. Provide updates and training materials for professional development.	Enable continuous development through ongoing partnerships with LEAs; improved involvement / engagement with security R&I ecosystem.
Security policymakers and stakeholders (<i>local authorities, ministries</i>)	For EU Security R&I to result in strategic outputs that align with policy objectives, improve public safety and aid in the development of security regulations.	Tools that help inform evidence-based policy decisions, improve inter-agency coordination, and support legislative initiatives.	Workshops and discussions with stakeholders (Symposia and DesignLabs) to collect insights and refine the tools for policy application.	Provide relevant policy briefings relating to security R&I ecosystem; engage in policy discussions at E2i Symposia and DesignLabs; enable partnership for continuous feedback.
Private sector organisations (<i>technology providers, industry reps</i>)	For EU security R&I to result in security solutions that can be integrated into their products or services, and contribute to market competitiveness.	Access to relevant and feasible security solutions / technologies that can be incorporated into their offerings, boosting market leadership.	Engage relevant private sector in tool demonstrators to support development and operational feasibility	Facilitate B2B networking at Symposia and explore partnerships for E2i Tool integration into existing systems.

End-user category	Specific needs and interests	Benefits from E2i project results	Engagement strategy	Long-term engagement plan
EU-level organisations (<i>CERIS, CEPOL, EUROPOL, etc.</i>)	For EU security R&I to result in practical outputs that support cross-border cooperation, data-sharing, and EU-wide security policy frameworks.	Tools that enhance collaboration between EU member states, improve data exchange, and support common security objectives.	Workshops and policy discussions (Symposia and DesignLabs) to collect insights and refine the tools for EU policy application	Establish long-term partnerships with EU agencies for the integration and scaling of tools across Europe.
Experts in ELSA (<i>Ethical, Legal, and Social Aspects</i>)	For EU security R&I to result in practical outputs that meet ethical, legal, and societal standards in the development and application of security research.	Practical outputs that comply with legal and ethical standards, ensuring responsible use in security practices.	Involve ELSA experts in the review and approval of the tools to ensure they adhere to societal, legal, and ethical frameworks.	Support an operational R&I ecosystem that enables continuous evaluation of R&I actions to monitor and ensure outputs remain compliant with evolving ethical and legal standards.

5. IPR Management

The assignment of intellectual property amongst the partners has been covered in the completed and signed Consortium Agreement, and complemented by the Grant Agreement that defined the ownership and transfer of results.

The goals of the Intellectual Property Rights (IPR) management strategy are to be established in the following subsections, together with a definition of important concepts which constitute the primary facets of the project's IPR management processes.

5.1 Objectives

In order to handle and manage effectively all of the outcomes that will arise during the project's life span and to ensure the sustainability of the E2i exploitable results, as well as their proper dissemination, E2i IPR management objectives embrace the need to protect the project's assets. Considering this, the main goals of E2i's innovation and IPR management strategy are the following:

- Explain the approach to IPR management that will be used in the context of the project;
- Determine the assets that will result from the anticipated activities throughout the project's lifespan, establishing an assets portfolio from the early stages;
- Develop a common understanding among the E2i's partners, concerning terms and issues of the background and foreground IPs and respective access rights;
- Identify and resolve any potential intellectual property disputes both inside and outside the consortium;
- Create shared guidelines and procedures among consortium members to ensure the seamless execution of the IPR initiatives.

In general, the following are important ideas to take into account while creating Horizon Europe projects' innovation and IPR management strategies:

- Background IP knowledge;



- Foreground IP knowledge;
- Dissemination channels;
- Access rights.

Therefore, the following subsections aim to clarify the main terms concerning the key elements of IPR management, which represent key aspects of the IPR management procedures of the project.

5.2 Background

‘Background’ means any data, know-how or information — whatever its form or nature (tangible or intangible), including any rights such as intellectual property rights — that is:

- Held by the beneficiaries before they acceded to the Agreement;
- Needed to implement the activities of the project or exploit the results.

If background is subject to rights of a third party, the beneficiary concerned must ensure that it is able to comply with its obligations under the Agreement.

5.3 Foreground

‘Foreground’ describes the outcomes and resources — such as data, materials, and expertise — that are produced as a result of carrying out the project's activities. Any tangible or intangible outcome of the project's tasks, whether or not it is protected, is included in these results. In this sense, in order to safeguard and capitalise on the project's underlying exploitable assets, foreground intellectual property may emerge and be acquired from project partners. Foreground IP encompasses unprotected know-how (such as confidential material), equivalent types of protection (such as rights for databases), and intellectual property rights (such as copyrights, industrial designs, and patents). It should be noted that results generated outside the project activities cannot be defined as foreground.

As stated in E2i's Grant Agreement (Article 16), “the granting authority does not obtain ownership of the results produced under the action”.

In addition, the granting authority has the right to use non-sensitive information relating to the action and materials and documents received from the beneficiaries (notably summaries for publication, deliverables, as well as any other material, such as pictures or audio-visual material, in paper



or electronic form) for policy, information, communication, dissemination and publicity purposes – during the action or afterwards.

Partners that generate results will be the owners, and in case of joint ownership, an additional agreement will be signed defining the allocation and terms of exercising that joint ownership.

5.4 Access Rights

Access rights refer to user rights for requesting access to a project partner's background and foreground in order to implement its activities under the project or to use its own results. Furthermore, access rights may be used for as long as necessary to capitalise on the project's assets and outcomes.

Within a cooperative Horizon Europe project, access rights are granted in accordance with the guidelines included in the Consortium Agreement and the Grant Agreement.

5.5 Protection of Results

It is important to keep in mind that there are several types of IPR that may protect intellectual property, thus the best protection plan needs to be selected while thinking about IP protection. The selection of the most suitable form of IP protection depends on the nature and specific characteristics of the results under consideration and the objectives of the IP owner.

There are various types of instruments that may be considered for protecting IP, such as: trade and service marks, patents, utility models, copyrights, trade secrets and confidentiality agreements.

Further details with respect to each of the above-mentioned protection instruments are provided in the subsections below.

5.5.1 Trademarks and Service Marks

5.5.1.1 Trademarks

A trademark constitutes an exclusive right over the use of a sign in relation to the goods and services for which it is registered. Trademarks consist of signs capable of distinguishing the products (either goods or services) of a trader from those of others. The main function of a trademark is to identify the commercial origin of a product. This does not mean that it must inform the consumer of the actual person who has manufactured the product or



even the one who is trading in it. It is sufficient that the consumer can trust in a given enterprise, not necessarily known to him, being responsible for the product sold under the trademark¹.

5.5.1.2 Service Marks

In modern trade, consumers are confronted not only with a vast choice of goods of all kinds but also with an increasing variety of services which tend more and more to be offered on a national and international scale. There is therefore also a need for signs that enable the consumers to distinguish between the different services such as insurance companies, car rental firms, airlines, etc. These signs are called service marks and fulfil essentially the same origin-indicating and distinguishing function for services as trademarks do for goods. Since service marks are signs that are very similar in nature to trademarks, basically the same criteria can be applied. Thus, service mark protection has sometimes been introduced by a very short amendment to the existing trademark law, simply providing for the application to service marks of the provisions on the protection of trademarks².

5.5.2 Patents

A patent is an exclusive right granted for the protection of inventions (products or processes) offering a new technical solution or facilitating a new way of doing something. The patent holder enjoys the exclusive right to prevent third parties from commercially exploiting his invention for a limited period. In return, the patent holder must disclose the invention to the public in the patent application³. A patent does not give its owner the positive right to use the patented invention. Third party rights may have to be requested. Still, a patent owner has the right to decide who may or may not use the patented invention throughout the period during which the invention is protected. Moreover, the patent owner may give permission to other parties,

¹ See <https://op.europa.eu/en/publication-detail/-/publication/ddf8fb93-ec0e-11e9-9c4e-01aa75ed71a1/language-en/format-PDF/source-164620483> for the definition of trademark in Europe.

² See WIPO Intellectual Property Handbook 2008: Policy, Law and Use. Chapter 2: Fields of Intellectual Property Protection, p. 68.

³ Definition of patents in the European context retrieved from, <https://op.europa.eu/en/publication-detail/-/publication/ddf8fb93-ec0e-11e9-9c4e-01aa75ed71a1/language-en/format-PDF/source-164620483>



or license them, to use the invention on mutually agreed terms. The owner may also sell the right to the invention to someone, who then becomes the new owner of the patent. Finally, patents are granted only country by country, some regionally, and may also be used in non-patented territories. Once a patent expires, the protection ends, and the invention becomes part of the public domain, in the sense that the owner no longer holds exclusive rights in it, and it becomes available for commercial exploitation, free of charge, by others⁴.

5.5.3 Utility Models

Also referred to as a “petty patent”, a utility model is an exclusive right granted for an invention, which allows its owner to prevent others from commercially using the protected invention, without their authorisation, for a limited period⁵. The inclusion of utility models into the intellectual property system in some countries has the primary objective of nurturing the rapid evolution of indigenous innovativeness, particularly in small and medium-sized enterprises and among individuals⁶.

5.5.4 Copyrights

Copyright (or author’s right) is the term used to describe the rights that creators have over their literary, scientific and artistic works. There is not an exhaustive list containing the works that can be protected by copyright. However, there are several works usually covered by copyright at international level⁷: literary works such as novels, poems, plays, newspaper; articles; computer programmes and databases; films, musical compositions, and choreographies; artistic works such as paintings, drawings or photographs; sculptures; architecture; advertisements, maps, and technical drawings.

⁴ See WIPO Intellectual Property Handbook 2008: Policy, Law and Use. Chapter 2: Fields of Intellectual Property Protection, p. 17.

⁵ Definition of utility models in the European context retrieved from <https://op.europa.eu/en/publication-detail/-/publication/ddf8fb93-ec0e-11e9-9c4e-01aa75ed71a1/language-en/format-PDF/source-164620483>

⁶ See WIPO Intellectual Property Handbook 2008: Policy, Law and Use. Chapter 2: Fields of Intellectual Property Protection, p. 40 retrieved from https://www.wipo.int/edocs/pubdocs/en/intproperty/489/wipo_pub_489.pdf

⁷ Definition of copyrights in the European context retrieved from <https://op.europa.eu/en/publication-detail/-/publication/ddf8fb93-ec0e-11e9-9c4e-01aa75ed71a1/language-en/format-PDF/source-164620483>



Copyright protection also includes moral rights, including the right to claim authorship of a work, and the right to oppose changes to it that could harm the creator's reputation. The creator - or the owner of the copyright in a work - can enforce rights administratively and in the courts, by inspection of premises for evidence of production or possession of illegally made “pirated” goods related to protecting works. The owner may obtain court orders to stop such activities, as well as seek damages for loss of financial rewards and recognition. Finally, it is important to note that copyright only protects the expression of ideas represented in a physical embodiment, not the ideas themselves, and provided the expression is original⁸.

A very common and useful copyright tool that is applied is the Creative Commons License, which forge a balance inside the traditional “all rights reserved” setting that copyright law creates. These copyright licenses and tools give everyone from individual creators to large companies and institutions a simple, standardized way to grant copyright permissions to their creative work. There are several Creative Commons Licenses and each one helps the creators retain copyright while allowing others to copy, distribute, and make some uses of their work, at least non-commercially. Furthermore, every Creative Commons license ensures creators get the credit for their work they deserve, and also works around the world and lasts as long as applicable copyright lasts (because they are built on copyright). The set of Creative Commons licenses is composed of the following licenses⁹:

- CC BY (Attribution)
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- CC BY-NC (Attribution-NonCommercial)
- CC BY-NC-SA (Attribution-NonCommercial-ShareAlike)
- CC BY-NC-ND (Attribution-NonCommercial-NoDerivs)

5.5.5 Confidentiality Agreements

Confidentiality is an extremely important issue for participants in R&I projects, from the setting-up to the implementation and exploitation phases. Exchanging valuable information with other partners is generally a necessity

⁸ See WIPO Intellectual Property Handbook 2008: Policy, Law and Use. Chapter 2: Fields of Intellectual Property Protection, p. 40.

⁹ For more information about Creative Commons licenses visit: [CreativeCommons.org](https://creativecommons.org)



that regularly occurs in collaborative initiatives or undertakings. Accordingly, confidentiality issues and measures should be taken into consideration in order to safely exchange information, facilitating the project development and ensuring the non-disclosure of sensitive technology, business or commercially confidential information. Confidentiality agreements provide protection and more security to an organisation that is about to share or make available information to another organisation by ensuring that confidential information will be used only for the permitted purposes agreed between the signatories of the agreement and will not be used or revealed to third parties without consent.



6. Conclusion

This deliverable outlines the Exploitation, Innovation and IPR Management strategy for the Engage2innovate project as of month 8. Throughout the project implementation, this strategy will be reviewed and updated, and a final version will be submitted in month 42.

The document has outlined the expected assets from E2i that will be made available to the LEAs and other stakeholder beneficiaries. These assets will be more fully detailed after the development activities taking place throughout the project. Mechanisms for maximising exploitation potential will be developed during the project, but are expected to include novel means of dissemination, such as story-telling videos and innovative user interaction designs.

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