

Dissemination and Exploitation Plan 2018-2019

D7.7

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Modification Control

Version	Date	Description and comments	Author
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List of contributors

- Marco Hartman (HKV) and Roelof Moll (DUT) have acted as internal reviewers and have contributed to the exploitation section
- Gerardo Anzaldúa, Hugh McDonald (ECOLOGIC): have sent contributions to the exploitation section.
- Pieter van Os (TFC) has given contributions to the exploitation strategy
- Laia Palau, Pilar Pascual (L'Orangerie): contributions on Social Media strategy.

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Executive summary

This document is an update of the BRIGAIID dissemination, communication and exploitation plan (D7.6) to guide our efforts to appropriately disseminate, communicate and exploit BRIGAIID messages and results. This update builds upon the initial dissemination and communication plan by adding the monitoring of the activities undertaken throughout the first and second year of BRIGAIID and the exploitation plan. It also includes the feedback received in the first Periodic Review of the project and a more defined exploitation strategy that will be shaped in the next months of the project, since exploitation is taking more weight as the project evolves and results are being developed.

The overall BRIGAIID dissemination and communication objectives are:

1. To foster contact between innovators, paying customers and end users to promote the uptake of the innovation action;
2. To increase knowledge on the available innovations that aim to mitigate the impact of climate change on our society; and
3. To raise awareness on BRIGAIID's capability to attract innovators to use our network, methods and facilities.

The exploitation objectives are:

1. In terms of exploitation of innovations, to advance the readiness level of innovations and increase their chances to reach the market. This goal fits with the notion of using results for commercial purposes and for developing, creating and marketing a product, process, or service.
2. In terms of BRIGAIID methodologies and products, the consortium is actively exploring opportunities to incorporate the Technology and Implementation Framework (TIF), the methods and tools for business development and financing (MAF+ and PPIF) into research activities and possibly into commercial, standardisation and/or policy processes. Additionally, BRIGAIID will evaluate the opportunities to commercialize the Climate Innovation Window as the EU portal for flood, drought and extreme weather innovations, also after BRIGAIID.

This document sets out the overarching dissemination, communication and exploitation structure for BRIGAIID, aiming to:

1. Plan the overall dissemination strategy and intended main activities for BRIGAIID dissemination and communication project.
2. Informs about BRIGAIID exploitation plan.
3. Analyse the evolving progress of the plan and the assessment of overall objectives to both monitor and adjust as necessary the D&C activities in order to maximize the uptake of BRIGAIID outcomes.

This document contains the review and plan for specific activities of the BRIGAIID's dissemination and exploitation strategy.

IMPLEMENTATION OF DISSEMINATION AND COMMUNICATION ACTIONS

1. Review of planned actions for the second D&C (+E) reporting period (M14-M27)

1.1. Review of planned dissemination and communication actions for the second D&C (+E) reporting period

This section provides a summary of the fulfilment of dissemination and communication activities throughout the second D&C (+E) reporting period, i.e. M14 - M27. In the following table, there is a summary of the activities actually performed during this period.

Planned activities	Completed outputs
BRIGAIID website	Main updates: M21, M27. 2 banners developed.
Innovation Sharing Platform	Platform running and periodically updating of contents
Social Media	BRIGAIID social media activity boosted; increase of partners social media activity
Newsletters	3 external newsletters issued at M15, M20 and M23.
Communication, Dissemination and Marketing material	Marketing Plan developed (including 3 Visualisations and 12 Infographics, 8 Leaflets, templates and material to innovators, design of the pitch decks design training program) Support to Venice Conference. Dissemination material delivered in different events. Dissemination material prepared for the third call for innovations. Support to frontrunner Cols
Videos	4 animated videos presenting the project and 1 video compiling all 4.
BRIGAIID workshops	6 workshops (see Annex I for detailed info)
Conferences	BRIGAIID Conference at Venice, M19
Communities of Innovation	Creation of frontrunner thematic Cols
Bilateral contacts	Links established by coordinators
Participation in Demonstration events	15 different events (see Annex I for detailed info)
Collaboration with other projects	Participation in EC's Common Dissemination Booster

Table 1. Performed dissemination and communication activities in the year 2 of BRIGAIID

1.1.1. Review of planned activities

The comparison of the planned activities in former Dissemination and Exploitation Plan (D7.6) and the actually developed activities is now described. Also, monitoring indicators for the assessment of our dissemination and communication actions are provided when available.

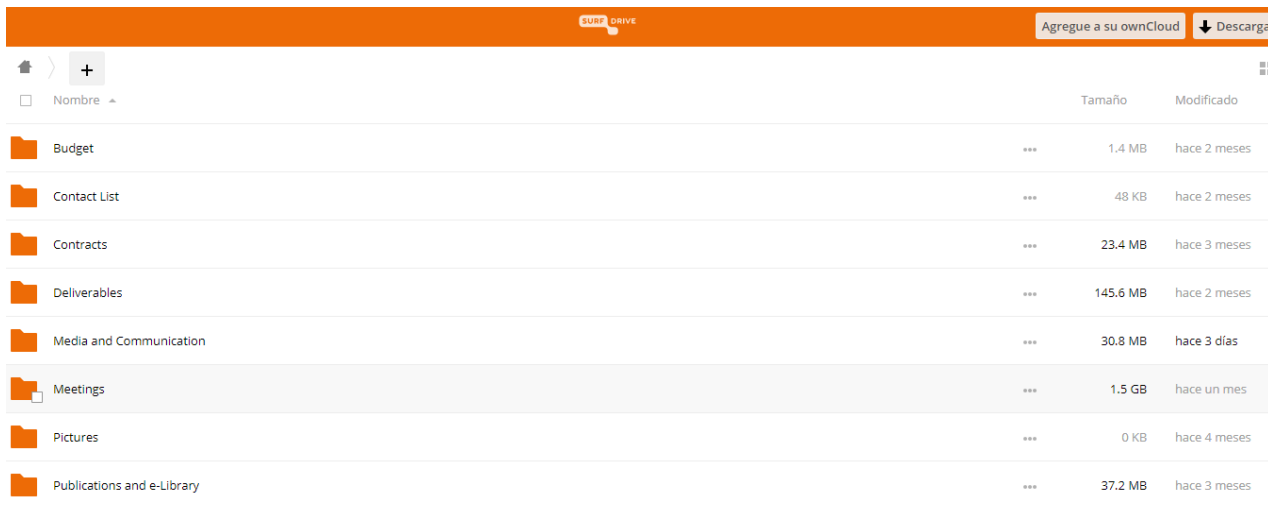
i) Internal communication between BRIGAIID 's partners

A first BRIGAIID Sharepoint for storage and exchange of documents was created; it was hosted by TU Delft for security and data protection issues and can be accessed at <https://teams.connect.tudelft.nl/projects/vc/brigaid>

The project managers changed this SharePoint hosting because it was not the best platform to exchange files with non-TU Delft users. We switched to an alternative platform for file exchange/storage within BRIGAIID. SurfDRIVE is a safe environment that does not have the login issues for external users that SharePoint had and the consortium can have access to it through:

<https://surfdrive.surf.nl/files/index.php/s/zyWNhdGSCJARuhp> (see Figure 1).

This acts as repository of all information for the project and enables data sharing and consultation by all partners. It is password protected with different profiles for the registered users, linked to specified permission criteria for data uploading and consultation. The collection of resources is structured by categories into folders: work package, support documents, contact data, deliverables, etc.



Nombre	Tamaño	Modificado
Budget	1.4 MB	hace 2 meses
Contact List	48 KB	hace 2 meses
Contracts	23.4 MB	hace 3 meses
Deliverables	145.6 MB	hace 2 meses
Media and Communication	30.8 MB	hace 3 días
Meetings	1.5 GB	hace un mes
Pictures	0 KB	hace 4 meses
Publications and e-Library	37.2 MB	hace 3 meses

Figure 1. Screenshot of the new BRIGAIID's SharePoint SurfDRIVE

In addition, DUT issues a monthly Internal BRIGAIID Newsletter within the consortium after the Executive Board meetings to inform all partners on project progress.

ii) BRIGAIID website

The website plays an important role in the communication and dissemination strategy. It is our first point of contact for external audience and provides information at different levels about the project, the methods applied, and the innovations participating in BRIGAIID. It is organised under a hierarchical structure to facilitate that all users can find the relevant general information and also look for more specific details on those topics of their interest.

During months 18-27, the webpage has been periodically updated by including news, downloadable materials and documents as well as minor modifications and improvements. The main updates performed during the second period are described below:

- Home page: The [home page](#) has been redesigned and it now contains calls to action, banners and videos to attract the attention to all our audiences, new innovators, end-users and investors. As well as an specific banner to address visitors to the Climate Innovation Window and news related to the project.
- Support to innovators > Open call for innovators: [New page](#) to attract new innovators to be part of BRIGAIID, it links to the BRIGAIID infographic of the project's [workflow](#).
- Involvement of end-users:
 - a. Living Lab the city of Antwerp (Belgium): [New page](#) featuring this BRIGAIID living lab with thorough information on the lab and its activities.
 - b. Community of innovation in Albania: [New page](#) featuring this BRIGAIID Col. It contains information, personalised graphics and an interactive timeline.
 - c. Community of innovation in Romania: [New page](#) featuring BRIGAIID Col.
- Information for investors: this [new page](#) is addressed to all investors interested in BRIGAIID.
- Information section with news and events.
- Information about other similar projects, how to meet our innovators and information about BRIGAIID's project.
- Conferences and events: [News page](#) listing conferences and workshops organised by BRIGAIID as well BRIGAIID'S participation in conferences and workshops.

RGPD compliance of the website:

1. The https and ssl protocols have been applied
2. Members of the BRIGAIID distribution list have been notified that they must confirm their permanence
3. The subscription forms to the web newsletter has been modified so that they comply with the law
4. New legal texts have been created

During the period from 16 to 28 months, new branding elements have been created and incorporated on the online and offline material. These new elements added to the brand identity make the project's dissemination tasks more effective. Icons have been created to associate the brand to different topics of natural disasters related to the project, image treatments have been

created as gradients and duotones to corporatize the elements of dissemination and communication.

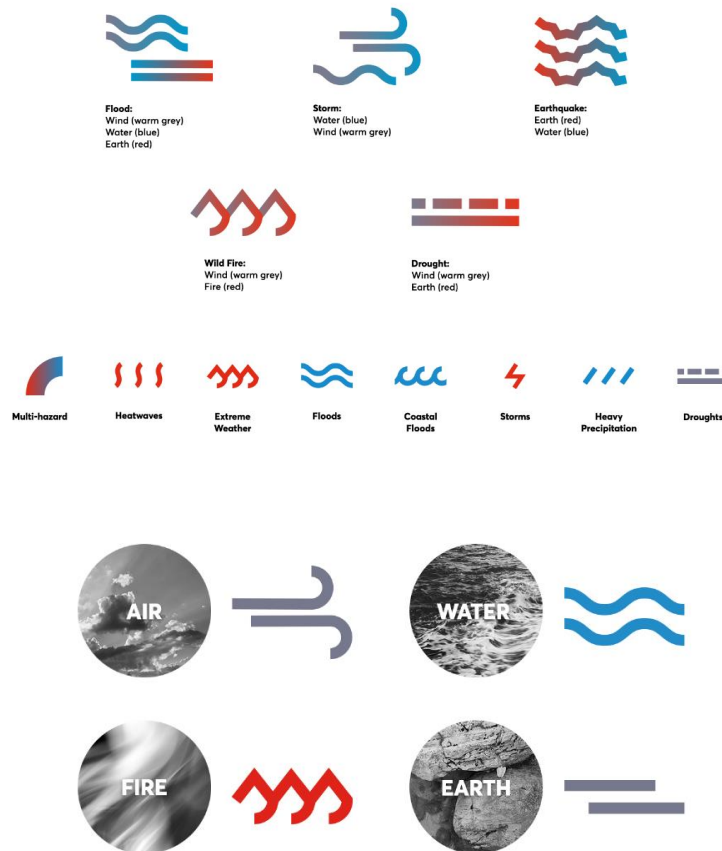


Figure 2. Icons

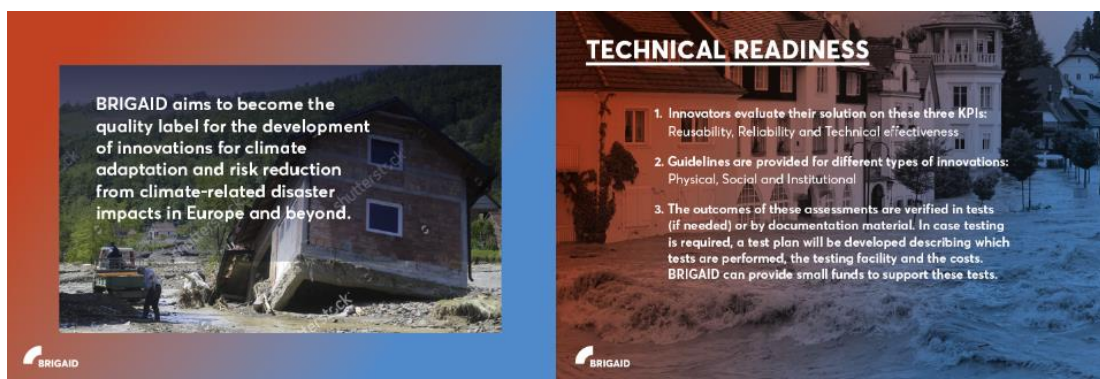


Figure 3. Gradients and duotones

The website has been modified with project updates and related news. BRIGAIID aims to produce a number of 5 to 10 web banners over the whole duration of the project. Several banners have been added in order to get the attention from all visitors on the possibility to subscribe to

BRIGAIID newsletters, have information about innovators and informing about BRIGAIID's open call for innovators.

Figure 4 shows BRIGAIID's Audience overview, 81, 7% it was new visitors and a total of 2,760 new users how conducted 1, 65 sessions with an average duration of 2 minutes and 08 seconds. Comparing the first year we have an increase on new visitors and sessions.



Figure 4. Audience Overviews of BRIGAIID's website

We have added icons of social networks where BRIGAIID is present (Twitter, LinkedIn, Facebook and YouTube), inviting the public to follow us and get the latest project updates. To make this easier, we have also added the interaction of social networks Twitter and Facebook on the main page and is constantly updated. (Figure 5),

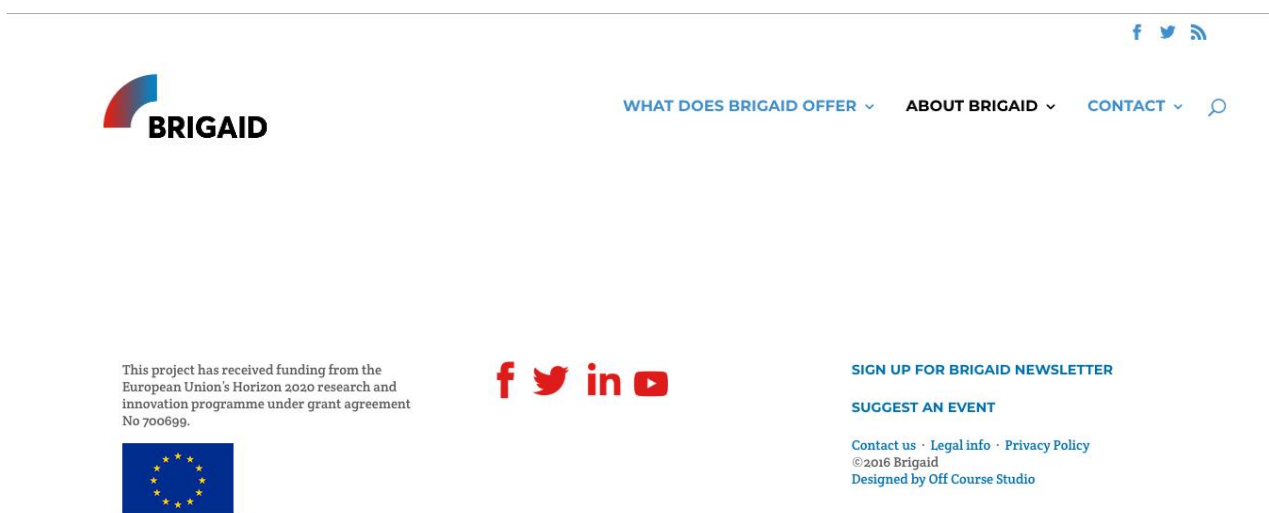


Figure 5. Screenshot of BRIGAIID's website header and footer with social media links

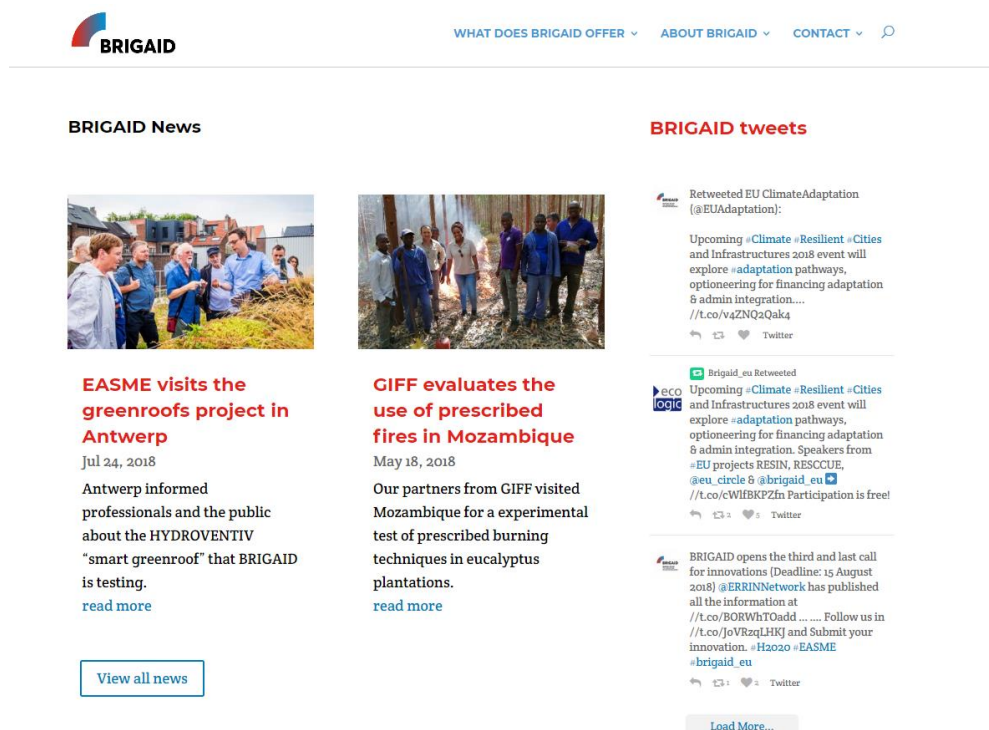


Figure 6. Screenshot of BRIGAIID's website home page with BRIGAIID Tweets

ii) Innovation Sharing Platform (Climate Innovation Window)

The CLIMATE INNOVATION WINDOW (CIW) continues providing information on all innovations supported by BRIGAIID. Right now it contains a total of 97 innovations. Each innovation is linked to a specific type of hazard and described in a sole page. This includes the innovation description, i.e. by showing the name and a descriptive image or conceptual diagram of the innovation, and an explanation of the problem/issue it aims to tackle.

This platform can be accessed at www.climateinnovationwindow.eu and it is regularly updated, i.e. through the inclusion of new innovations and additional information for the published innovations. The platform is made accessible to several types of stakeholders, e.g. innovators, public and private risk managers, policy and decision makers, industry and investors, etc. It facilitates the interaction among stakeholders by including some functionalities that support the gradual establishment of an online community e.g., visitors can ask questions, add user experiences, contact the innovators and monitor the progress of innovations.

The name of Innovation Sharing Platform (ISP) is kept for internal use and for reporting to the EC although the online platform has been renamed to Climate Innovation Window. This name is better adapted to the potential commercialization of the platform. It describes the type of content, e.g. 'Climate Innovation' while the inclusion of the term Window denotes the concept of a shopwindow where solutions related to climate innovation can be found.

The ISP is described in the deliverable D7.3 (M12). A report was issued together with the online platform to describe the structure of the ISP and provide complementary information for a better understanding of the goals and selected structure of the platform.

RGPD compliance of the ISP:

1. The https and ssl protocols have been applied.
2. The subscription form to the newsletter and contact of the web has been modified so that they comply with the law.
3. New temporary legal texts have been created.
4. In month 29 the definitive RGPD compliance will be processed, by T.U Delft.

On the next Figure 7, we can check the CIW user's overview from May 1st, 2017 to April 30th 2018. A total of 2,750 users and 2,752 new users. The average per session duration is 04:27 min and the Bounce rate is 48,87%.

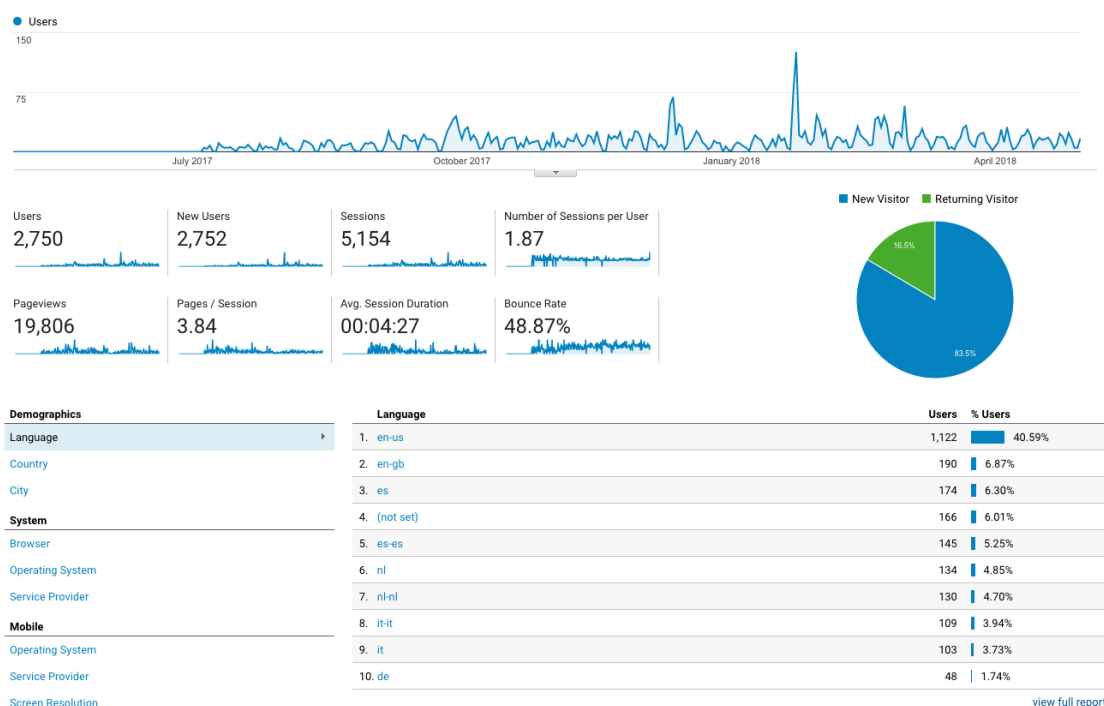


Figure 7. CIW user's overview from May 1st 2017 to April 30th 2018

On the next Figure 8, we can check the CIW user's overview from May 1st, 2018 to July 30th 2018. In 3 months, we had 948 new users. The average per session duration it has decreased 1 min approximately, from 04:27 min to 3,35 min and the Bounce rate has increased 7% from last period, going from 48,87% to 55,90%.

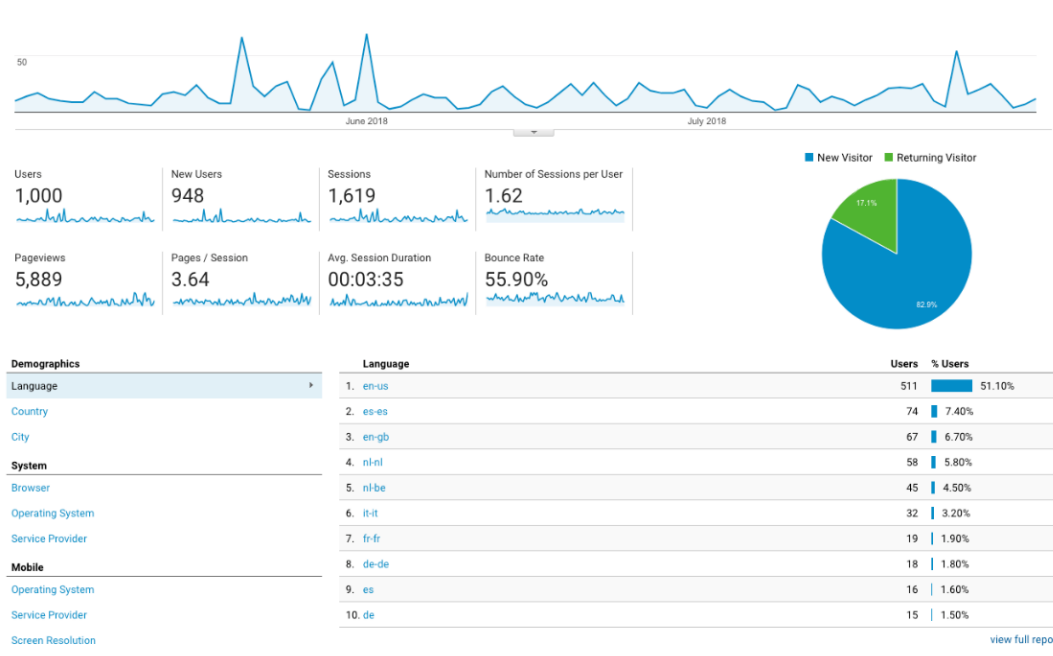


Figure 8. CIW user's overview from May 1st 2018 to July 30th 2018

The platform also provides descriptive information about the innovations, its development stage and (expected) performance according to the Test and Implementation Framework (TIF).

BRIGAIID has prepared labels to insert in some of the innovations explaining which ones completed the Testing plan and which ones are selected for testing. The introduction of these labels is planned in M28. The badge will be placed on the top right corner of the thumb of the innovation. The descriptions for each badge are:

1. Selected for testing:

This innovation has been selected by BRIGAIID because of its promising value for reducing the risks or the impacts of extreme hydro-climatological events. After a rigorous assessment, BRIGAIID has positively approved the innovator's testing plan, and decided to provide ongoing support for the testing activities.

2. Testing plan completed:

The testing plan and the BRIGAIID's Testing Innovation Framework (TIF) has been rightly applied and finished. The TRL of the innovation has been effectively reached.



Figure 9. Innovation Labels

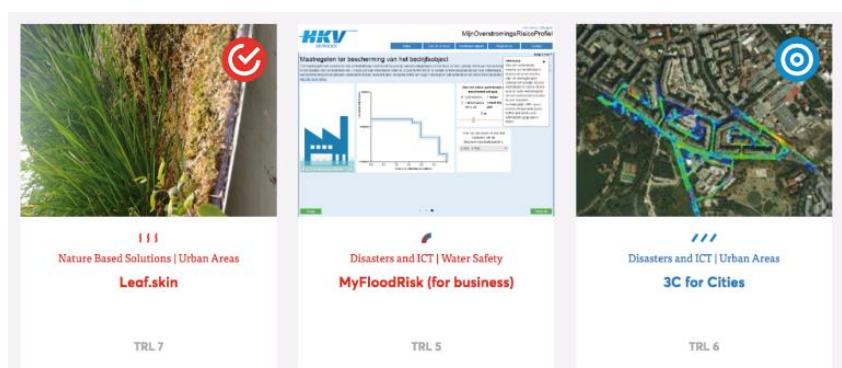


Figure 10. Example of the label's implementation

Also, some materials produced within the frame of BRIGAIID have been showcased. These include interactive factsheets/brochures of each innovation, together with demonstrations and assessment results, measurements on effectiveness (obtained by using the TIF) and recommendations for final improvement and final qualification (status). The market outreach will be supported through the production of marketing material that will be made available through the platform such as pitch decks for prospective clients, videos and brochures and leaflets.

Innovators will be able to load the pitch deck of their innovation on their innovation page.

iii) Social media

The project has continued to use the Facebook and LinkedIn pages and a Twitter official account, created at the start of the project.

As a corrective action and adjustment, we provided basic instructions on how to use the social media main channels and establishing a limited set of moments when partners must make use of the project social media depending on their role. For example, WP leaders will be asked to regularly contribute by informing on project development. The partners developing innovations will be asked to post when any achievement or specific progress is made, e.g. test activities, updated test data, creation of new marketing material, etc. As an addition, an email have been

sent to all partners to train them in the use of the social media and to give them access to the BRIGAIID social media accounts (Twitter, Facebook and LinkedIn).

Two documents have been provided that serve as guides for a good use in social networks. One was provided by the European Commission “H2020 Programme Guidance. Social media guide for EU funded R&I projects” (see figure 11). The second document was created by L’Orangerie (LOR). These documents show the protocol to disseminate BRIGAIID on LinkedIn, Twitter and Facebook. (see figure 12)

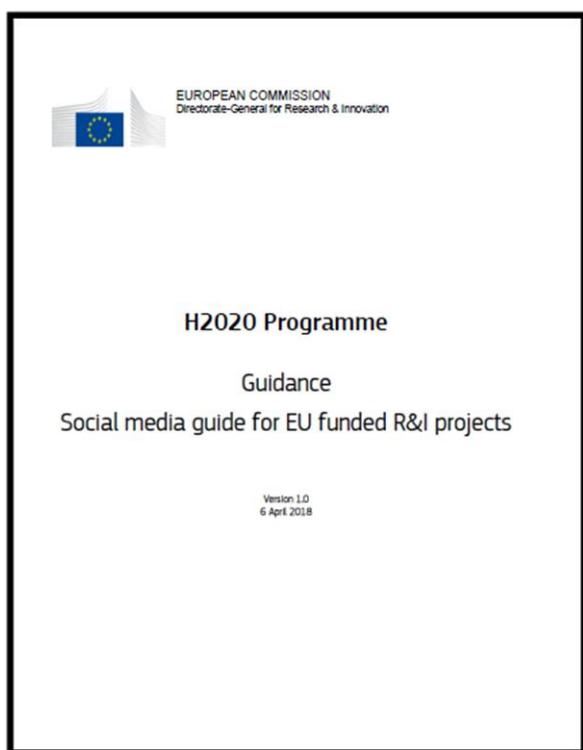


Figure 11. EU Social Media Guidance

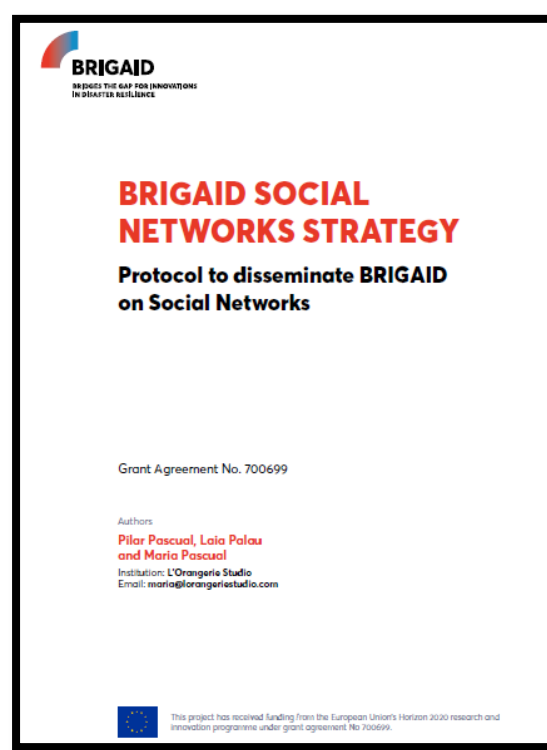


Figure 12. BRIGAIID Social Networks Strategy

The activity in our social media channels has been very low during the first reporting periods but it is increasing day by day as the project has more content to showcase. After some internal evaluation, we have learned that most of the partners do not regularly operate social media accounts for their organisations. For example, in more than 80% of the cases BRIGAIID partners do not manage their own Facebook or LinkedIn pages. This is a big constraint for the dissemination through Social Media. In the next figures we explained in more detail the activity of BRIGAIID in its LinkedIn, Facebook and Twitter accounts

BRIGAIID’s LinkedIn account with 86 followers in total goes slowly although it has had a large increase in the activity throughout the last months.

The BRIGAIID account of Facebook is improving monthly thanks to the increase in weekly posts and the interaction of the partners. Facebook analytics of the last 28 days (from 3 July 2018 to 30 July 2018) shows that we increase 256% percent in people reached and a 13% in page views.

Twitter account (@brigaid_eu) has 224 followers, we follow 236 entities / people and we have 368 Tweets posted since we started with 127 likes. From 30.07.2018 to 21.08. 2018 our tweets earned 12.8K impressions.

In addition, the major updates for BRIGAIID also circulates through other social media accounts with large number of members or followers. For example, the major outputs/progress of BRIGAIID was shared through the ECOLOGIC Institute's Adaptation account:

<https://twitter.com/euadaptation> , which currently has more than 1,000 follower or BRIGAIID final call for innovators on RINA website: (<https://www.rina.org/en/media/news/2018/06/20/brigaid-call-for-innovators>)

iv) Newsletters

External newsletters have been sent every 6 months (4 until now), which will add up to 8 newsletters within the life span of BRIGAIID.

During the second period, the second newsletter was released in July 2017 (M15), after the Climate Innovation Window was published online. It was focused on our online platform, describing its potential to showcase innovative solutions and to facilitate communication between innovators and end-users.

The third newsletter was sent in December 2017, and this time the focus was set on the first BRIGAIID International Conference in Italy.

The last external newsletter sent and published in BRIGAIID's website was in March 2018, concerning the latest BRIGAIID progress and updates.



Figure 13. Heading of the Newsletters

v) Policy Brief

We are going to provide in total two policy briefs, disseminated and made available for download, targeting end-users at policy and management level and relevant agencies in the fields covered by BRIGAID. The first policy brief deals with the description and assessment of the Technology and Implementation framework (TIF) already produced within WP5 and delivered in month 24. The second policy brief who deals with the MAF+ and the PPIF (Public-Private Investment and Financing) will be delivered in M36. During the next period, we will focus on disseminating the project results, including the TIF Policy Brief.

POLICY BRIEF	RESPONSIBLE for CONTENT	DUE DATE
1. TIF	WP5 leader	M24
2. MAF+ & PPIF	WP6 leader	M36

Table 2. BRIGAID's Policy Briefs

vi) Communication and marketing material

The project has generated several materials to support communication and marketing activities throughout the reference period for this update, namely:

- Brochures and leaflets describing main aims and activities of the project (5-10). These are being generated both in digital and printable versions. Since the beginning of the project BRIGAID has created 7 leaflets and 1 dossier.
- 3 Posters or boards: BRIGAID introductory poster, presentation poster introducing the Venice Conference and a Poster template for innovators to present their innovation in the BRIGAID corporate image,
- Motion graphics videos (3-5): 4 BRIGAID 2D motion graphics videos and a 5th video containing the other 4.
- A template for the preparation of presentations to external audiences, which includes a collection of 28 slide types. Each slide type has a sample slide as content reference (with sample images) and a master slide to be used as the working slide. Instructions are provided on how to add images and create and modify charts.
- Several visualizations presented as infographics, i.e. the BRIGAID innovation cycles, TRL levels, map of demonstration and test sites, project timeline, etc.
- An introductory poster to BRIGAID describing the aims, roadmap and general approach of the project (see figure 14).
- The leaflet for innovators, which provides basic information on the benefits that BRIGAID can provide for innovators and how these can engage with the project. It was designed as a material to support the stocktaking process that can be handed out to attendants of events or conferences (see figure 15).
- The innovators welcome pack, which is a dossier providing specific information on: i) What can BRIGAID offer to the innovators; ii) What is the expected interaction between BRIGAID and the innovator: e.g. BRIGAID's workflow, stocktaking process & Innovation

Description Questionnaire, TIF and MAF+ exercises, and dissemination and market outreach; iii) What involvement is expected from the innovator; and iv) Other relevant issues: e.g. contact information, deadlines, no IPR modification, potential for getting budget for supporting testing activities in European facilities, etc.

- Two open calls for innovations have taken place during BRIGAIID's second period. They were distributed in a short brochure with digital and printable versions which provided information on conditions and deadlines for the application process to participate in the call for innovation cycle of BRIGAIID. These documents also explain the benefits provided by our project. The calls for innovation have been widely distributed through different social media and networks.
- Banners with different information for BRIGAIID's website and for social networks
- News with BRIGAIID's relevant information about the project and partners (assistance to events, conferences or workshops...)



OUR AIM IS TO PROVIDE STRUCTURAL AND ONGOING SUPPORT FOR INNOVATION CLUSTERS:

offering solutions for climate adaptation by developing an innovative mix of methods and tools, to become a standard for climate adaptation innovations.

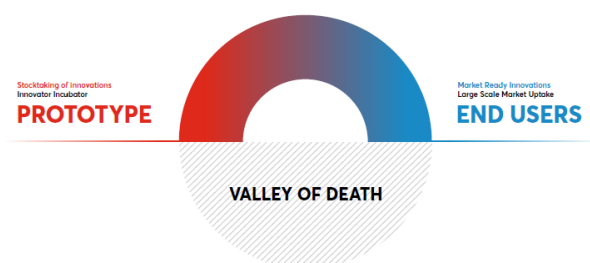
BRIGAIID's roadmap:

- 1 **IDENTIFY** 75-100 existing innovations (TRL 4-8) on floods, droughts and extreme weather.
- 2 **SELECT** the most promising 35-50 innovations for further testing, validation and demonstration.
- 3 **IMPROVE** these innovations.
- 4 **SELECT & SUPPORT** the 20-30 most promising innovations for market introduction.
- 5 **ESTABLISH** this process to make it an ongoing, structural activity beyond BRIGAIID's life time.

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BRIGAIID's approach:

7 steps that form the path to deliver innovations to the market through the assessment and improvement of Technical, Social and Financial readiness:

- 1 **ESTABLISHMENT** of a network of test facilities and implementation/ demonstration sites across Europe for innovations that reduce impacts from floods, droughts and extreme weather.
- 2 **STRONG INVOLVEMENT** of innovators: secured support from a broad range of innovation platforms.
- 3 **A TEST AND IMPLEMENTATION FRAMEWORK** (TIF), which delivers a standardised methodology for an independent, scientific judgment of the socio-technological effectiveness of innovations and the assessment of effectiveness of risk reducing measures.
- 4 **SUPPORT** in business development through a Market Analysis Framework (MAF+) to identify market opportunities and select business models.
- 5 **DEVELOPMENT** of a Public-Private Investment and Financing (PPIF) model for securing ongoing investments in (clusters of) innovations.
- 6 **PERFORMANCE** of online and offline marketing activities to expose innovations to end users, e.g. an online Innovation Sharing Platform (ISP) as the EU portal for innovations.
- 7 **STRONG INVOLVEMENT** of end users: secured engagement of end users and potential paying customers.

Figure 14. Introductory Poster



Figure 15. BRIGAIID's leaflet for innovators

vii) Videos

A video presenting BRIGAIID based on 2-dimension animated drawings has been concluded in July 2017 and added in the website

The main reason of the delay was because a longer version of the video was prepared in comparison to the original plan, e.g. a one-minute video. This longer version was split into some standalone parts explaining some relevant aspects of the project besides of the general presentation.

During this second period, 4 motion graphics videos were created. Based on 2D animated illustrations focused on detailed aspects of the project. The fifth video is a presentation compiling these four videos.

The videos are displayed in BRIGAIID's [YouTube channel](#). The full video also is included in the Youtube's [playlist of EU-funded R&I projects](#).

viii) BRIGAIID workshops

BRIGAIID workshops have been linked to the development of the TIF methodology and to the application of the MAF+ and business development phase. The TIF methodology was planned to be fine-tuned based on two workshops with relevant policy and decision makers. However, it has been resolved that end users are reached out one-to-one via teleconferences. Therefore, this activity is no longer considered by the dissemination and exploitation plans. A detailed list and description of the workshops can be found in the annex.

ix) Participation in conferences

During the second reporting period, BRIGAIID partners have participated in a number of Conferences and external events. This activity has been reported through our social media and website. The full list can be found in the annexe I.

x) Bilateral contacts

Some contacts with relevant dissemination multipliers have started during the initial reporting period although these will intensify in the future once BRIGAIID methods and outcomes become available. As examples of relevant contacts with key actors, BRIGAIID has actively communicated with Water Window team in relation with the potential links with the ISP and invited a Climate-KIC

representative to the Berlin meeting to explore potential collaborations. Other bilateral communication during this period include Solar Impulse, who showed interest on the innovations, and WssTP for the potential collaboration with the CIW.

In addition, BRIGAIID is constantly looking for collaborating with relevant ongoing initiatives such as existing European climate adaptation platform (<http://climate-adapt.eea.europa.eu>), their respective equivalents in European countries and relevant EIP Water Action groups and partners EIP-Water (www.eipwater.eu). A link has been included in our platform to the web pages of these initiatives and we publish news, and BRIGAIID activities and results through their dissemination channels, with the aim to reach a wider range of potential users for BRIGAIID's platform.

This activity is relevant in the final stages of the project once we may showcase and explain the added-value of BRIGAIID methodologies and results.

xi) Collaboration with other projects

Since June 2017 BRIGAIID is involved in a Common Dissemination Booster (CDB), a good chance to increase the impact of BRIGAIID results and activities. The CDB has a duration of 6 months and encourages projects to come together to identify a common portfolio of results and shows them how best to disseminate to end-users, with an eye on exploitation opportunities. The other projects involved in the project group in addition to the project Lead RESCCUE are BRIGAIID, EU-CIRCLE and RESIN. It is a program that encourages projects to come together to identify a common portfolio of results and shows them how best to disseminate to end-users, with an eye on exploitation opportunities.

The main objectives of the various projects that are serving in the PG dissemination effort are:

- a. Building more resilient cities against climate change threats
- b. Creating innovations in disaster resilience
- c. Derive an innovative framework for supporting the interconnected European Infrastructure's resilience to climate pressures



Figure 16. CDB logo

Project Name	Duration Timeline	Website	Partners	Funding Programme	Funding Amount	Project Type	Geographical Coverage	Compiled Self-assessment Questionnaire
RESCCUE	May 2016 – April 2020	www.resccue.eu	18	H2020	€6.9	European	European	Yes
BRIGAIID	1 May 2016 – 30 April 2020	brigaid.eu	24	H2020	€7.7	European	European	Yes
EU-CIRCLE	1 Jun 2015 – 31 May 2018	www.eu-circle.eu	20	H2020	€7.3	European	Global	Yes
RESIN	1 May 2015 – 1 November 2018	www.resin-cities.eu/	17	H2020	€7.5	European	European	Yes

Figure 17. Projects included in the Project Group CDB03 RESCCUE (extracted from CDB report, phase 1)

xii. Demonstration events

During this last period of the BRIGAIID's project, several demonstration events have been performed in coincidence with the development of testing activities with innovators. As we advanced in the previous plan, the schedule for these events depends on each innovation so there have not been fixed dates for them to take place. Below there is a list of some of the related innovation demo events:

- July 19th, 2018, EVAPO-CONTROL at the UPCT's Experimental Station. The solution was presented to two important regional actors: the minister of water and agriculture, and the president of the largest association of irrigators in the region. The event will have a good coverage in regional newspapers and social media.

<https://evapocontrol.com/evapocontrol-finaliza-los-ensayos-de-producto-siguiendo-los-protocolos-y-herramientas-trl-y-tif-de-brigaid/>
http://www.upct.es/destacados/cdestacados.php?c=6&ubicacion=general&id_buscar=9509

- November 7, 2018, eEM-DAT disasters database innovation: workshop to lab-test the eEM-DAT platform prototype (20 people expected)
- June 11, 2018, HYDROVENTIV smart greenroof innovation: demonstration event for professionals (during an afternoon event): seminar + visit of the greenroof on the rooftop (about 50 people)
- June 11, 2018, HYDROVENTIV smart greenroof innovation: demonstration event to inform the public (during an evening event): seminar + visit of the greenroof on the rooftop (about 100 people)
- June 18, 2018, HYDROVENTIV smart greenroof innovation: visit by EC staff members (about 50 people)


BRIGAIID

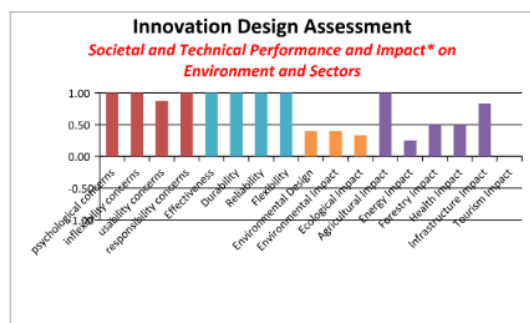
evapo-control®

**EVAPOCONTROL FINALIZA LOS ENSAYOS DE PRODUCTO SIGUIENDO
LOS PROTOCOLOS Y HERRAMIENTAS TRL Y TIF DE BRIGAIID**

Figure 18. Evapo-control finalizes the product trials following the BRIGAIID protocols



TIF Tool: A Testing and Implementation Framework (TIF) for Climate Adaptation Innovations



* Impact on Environment and on Sectors may be positive, neutral or negative (while societal and technical performance may vary between 0 and 1)



INICIO PRODUCTO SOSTENIBILIDAD NOTICIAS CONTACTO

Missions/Goals		To be completed at the start of the project						To be completed at the end of the project						To be completed at the end of the project					
		Yes			No			Yes			No			Yes			No		
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Figure 19. Screenshot of the Evapo-control TIF

xiii. Communities of Innovation

In the Deliverable D7.8, issued in October 2017, some theoretical background was provided. However, the main idea is that in practical terms, these Communities of Innovation (Col's) are a very flexible way to organise our approaches and interactions with end-users.

It is worth to remark the event that took place in Mafra, Portugal, organized by ISA and supported by HKV and TUDelft, where BRIGAIID innovators and Portuguese end users could present and meet.

1.1.2. Indicators for monitoring the performance of dissemination and communication activities

The indicators proposed in Table 3 have been estimated for the main dissemination and communication activities.

Activities	Outputs	INDICATORS
BRIGAIID website	1st cycle (1M-M13)	Number of visits: 8,745 Average time per visit: 2:20 min
	2nd cycle (M14-M24)	Number of visits: 7,847 Average time per visit: 2:22 min
	3rd cycle (M25-M27)	Number of visits: 1,392 Average time per visit: 2:07 min
Innovation Sharing Platform (CIW)	Final website 1 cycle	Number of visits: 1.379 Average time per visit: 2:07 min
	Website 2 cycle	Number of visits: 19,806 Average time per visit: 4: 27 min
Social Media	All accounts created (M3), use of accounts	<ul style="list-style-type: none"> • Twitter: 211 Followers • Facebook: 82 followers • LinkedIn: 86 Followers
Newsletters	2nd newsletter	Number of people reached: <u>As for the 2nd Newsletter:</u> 243 subscribers outside the consortium received the newsletter. A 46,9% read the newsletter and a 11,9% clicked on the links.
	3rd newsletter	Number of people reached: <u>As for the 3rd Newsletter:</u> 307 subscribers outside the consortium received the newsletter. A 58,3% read the newsletter and a 19,2% clicked on the links.
	4th newsletter	Number of people reached:

		As for the 4 th Newsletter: 331 subscribers outside the consortium received the newsletter. A 47,4% read the newsletter and a 6,1% clicked on the links.
Marketing material	Brochures, Infographics & Visualisations and leaflets	Number of downloads and visualizations: not measured
Videos	5 videos	Number of visualizations in the website: not measured
	BRIGAIID's Main Video	Number of visualizations in YouTube channel: 97
Conferences and exhibitions		Number of participations: See annexe VI
Bilateral contacts		-
Collaboration with other projects		-Common Dissemination Booster (CDB)

Table 3. Monitoring indicators for dissemination and communication activities for the year 2 of BRIGAIID

2. Planned actions for the third D&C reporting period (M28-M39)

This section outlines the plans for the third reporting period by documenting the specific outputs and products planned. It will be updated in the 2019-2020 version of the dissemination and exploitation plan to be able to monitor and evaluate progress.

The outline below includes the planned dissemination and communication activities.

ACTIVITY	TARGET
BRIGAIID website	Regular updates of contents and banners. Focus on results and alignment with exploitation strategy.
Innovation Sharing Platform (CIW)	Regular updates of contents and New material for innovators (Protocol for Pitch Decks, Pitch Decks presentations, Videos...)
Social Media	Continue promoting the use of BRIGAIID Social Media accounts by all partners; continue monitoring the impact of our Social Media activity and uploading new BRIGAIID's content; increase the project results dissemination and alignment with exploitation strategy
Newsletters	4 principal newsletters to be issued at M30, M36, M42 and M48 and possible small monthly/bimonthly newsletters with less

	content i.e.
Communication, Dissemination and Marketing material	<p>Pitch decks training program (multimedia), guidelines, pitch deck PPT template and training website for BRIGAID and non BRIGAID innovators.</p> <p>4 general Newsletters and several shorter</p> <p>Specific materials to support the project: i.e. support to Cartagena project meeting, support to the Col's activities, etc.</p> <p>Pitch decks from innovators that followed the training program during M28-M39</p>
Communities of Innovations	Support frontrunner thematic Col's
Conferences	2 nd BRIGAID Conference spring 2019
Demonstration events	3-6 Demonstration events at test sites
Participation in events and exhibitions	BRIGAID partners are actively involved in conferences and exhibitions. For example, BRIGAID plans to be present in the next ECCA Conference in 2019
Organisation of workshops	<p>The number of workshops in the next months is not determined yet but is estimated between 2 and 5. For example a workshop with innovators and end-users is organised in Cartagena in October 2018. Specific meetings involving participation of BRIGAID end-users are intended to be organised in several countries, i.e. The Netherlands, Greece, Albania, Romania, Italy, Spain, etc.</p>
Bilateral contacts	Increase the intensity of bilateral contacts
Collaboration with other projects	<p>Strengthen the links with other ongoing projects and consider joint dissemination activities (e.g by inviting other H2020 project to our meeting in Cartagena, participate in H2020 RESIN event in Brussels during European Week of Cities and Regions, Present at EU-Circle Final workshop in Dresden)</p> <p>BRIGAID continues participating in the Common Dissemination Booster</p>
Project results	<p>Focus the dissemination activity in disseminating the TIF, MAF+ and business development, CIW, Col's, and other project results.</p> <p>Support to dissemination of BRIGAID's innovations.</p>

Table 4. Planned activities for year 3

A more precise description of planned activities is provided broken down by the type of action

i) BRIGAIID website

The website will continue to be updated regularly with new content to inform on the project progress and support the project activities.

At the same time BRIGAIID website offers BRIGAIID's news and newsletters, information about specific events and conferences, products (public deliverables and promotional material), social network's information which will be updated monthly.

We will continue creating a series of infographics and visualisations, simplifying some BRIGAIID's information in a visually engaging way in order to attract and inform a large audience.

ii) Innovation Sharing Platform (Climate Innovation Window)

The Climate Innovation Window platform is updated regularly with new content and new innovations, information about innovators and support to their innovations in a way that it is attractive for innovators, end users and investors.

We are creating different dissemination material for innovators:

- Pitch Decks
- Audiovisual Material

This material will help them to be prepared and to carry out presentations that they can finally use to reach the market and or to end users.

iii) Social Media

Our presence in the media is increasing each month. Several updates and a reminder of the social media protocol has been provided in June 2018 to all the partners taking advantage of the third call for innovations to increase our presence in the different networks. As a result, the BRIGAIID's activity in social media is expected to be strengthened in the next months.

The social media activity will continue to disseminate and communicate project activities, partners' events and news, and will have a focus on project results and innovation's updates in order to facilitate their exploitation.

iv) Newsletters

A total of 2 general newsletters are planned to be sent in the third year of the project and we have planned to create a few more shorter newsletters in between, monthly or bimonthly, which should help stakeholders to perceive BRIGAIID as a living project with regular progress.

General newsletters will keep a similar structure to the first newsletter although each one will focus on a specific theme and the shorter ones will have general information:

- In month 29 we are going to talk about the results of the Lisbon's meeting and inform about the next BRIGAIID's project meeting in Cartagena
- In month 30-32, the newsletter will deal with the dissemination of the key messages and lessons learnt from BRIGAIID's project meeting

We plan to create short newsletters with interviews with BRIGAIID innovators which will be circulated in the interim periods between the general newsletters. The rationale of this action is to avoid that a potential interest in our joint effort may be lost due to a prolonged period between specific dissemination actions. Thus, we aim to send a newsletter around every two months which should help to the perception of BRIGAIID as a living project with regular progress.

v) Dissemination and marketing material

A number of materials supporting dissemination and marketing activities is being produced. There is not a closed list of these materials because in the first year it has been decided to adopt a flexible approach to be able to answer to the requirements of partners and innovators. The list of products includes:

- Visualisations and infographics;
- Posters, brochures or leaflets relative to BRIGAIID project;
- An end-users welcome pack;
- A call for innovators to attract innovators for the third and final call for innovation cycle and a complementary web banner;
- Participation in different social networks inviting new innovators to participate in BRIGAIID and providing information about the project;
- Pitch decks for innovators involved in the training program;
- Written and audio-visual material giving support to the innovators;
- Feedback to innovators in the final phase;
- Material to support the organisation of all the next events, conference and BRIGAIID's workshops;
- Organisation and material support for the next BRIGAIID Conference at Cartagena;
- Material to support the activities of Col's in the different countries.

vi) BRIGAIID conferences and Project Meeting

Three conferences (see Table 5) are being organised throughout the project, one at the end of each innovation cycle, to share BRIGAIID's results and innovative aspects between innovators, end users, leading sectoral and other climate adaptation initiatives.

The first conference was organized in Southern Europe, in Venice (Italy), in November 2017. The next Conference will most probably be held in Eastern Europe (Romania) in spring 2019. The last conference will be organized in North-Central Europe (The Netherlands).

BRIGAIID CONFERENCE	estimated date	organiser
Southern Europe (Venice, Italy)	November 2017	THETIS
Eastern Europe (Romania)	TBC ¹	UTCB
North and Central Europe (The Netherlands)	Month 46	DUT / HKV

Table 5. BRIGAIID showcase conferences

The next BRIGAIID Project Meeting will be in Cartagena on 18-19 October 2018 in the Faculty of Business Science. FutureWater is taking the lead in organizing this project meeting. There will be four interesting key lectures during that Congress, related to climate services, technology, and modelling, scientific public outreach. One day before this project meeting, on the 17th of October there will be a Communities of Innovation Workshop for a more select group. The objective of the workshop is to connect innovators with end users, validating whether innovations will help to reduce the risk, making end users explicitly express their needs, and exploring business models and funding options together.

vii) BRIGAIID demonstration events

During this cycle there have been a series of events organised in BRIGAIID, test facilities in coincidence with the development of testing activities with innovators (see annexe VI)

The next demonstration event planned will be on November 7, 2018, eEM-DAT disasters database innovation: workshop to lab-test the eEM-DAT platform prototype (20 people).

It is expected that more demonstration events will take place, however there are no dates planned for these events.

viii) Participation in events and exhibitions

The BRIGAIID partners will remain active in the participation in events, i.e. external conferences, congresses, workshops, trade fairs or exhibitions. This activity is regularly reported through our website.

One of the next events is a side event during the European Week of Cities and Regions in Brussels, in October, organized by RESIN project. The four projects of the Common Dissemination Booster will probably participate.

¹ It is expected that the Conference in Romania will be held in spring 2019. However, the delay of the polder construction for the Flood Proof Romania innovation will determine the exact moment of celebration.

ix) Bilateral contacts

As the project evolves, the contacts with key agents that may facilitate or multiply our dissemination and impact are expected to increase. However, there is not a specific planning for these bilateral contacts.

x) Collaboration with other projects

A number of collaborative actions with other research and innovation actions have been identified. An internal survey has been conducted among BRIGAIID partners to assign a priority to these activities (see results in figure 20). These possibilities are currently being explored.

Collaborating with other projects: for WHAT? Please score between 1 and 5 these potential actions.

	TOTAL	AVG
Involve end-users of other projects into BRIGAIID	53	4,1
Involve innovators of other projects into BRIGAIID	53	4,1
Links to each other in our dissemination activities, e.g. common references in newsletters	47	3,6
Share dissemination and communication activities, e.g. try to engage with existing platforms as a cluster of projects (DRS9 family) instead that as a single project	46	3,5
Assistance to demo events and conferences / Shared organisation of demo events and conferences	45	3,5
Assess the potential use of your innovation in Decision Support Tools under development by other projects	36	2,8
Publication of a special issue in a relevant journal	34	2,6
Create common deliverables for major impact	30	2,3

Figure 20. Priorities of BRIGAIID partners for the collaboration with other projects

BRIGAIID is considering collaborates with Solarimpulse. They would be happy to receive innovations/solutions on climate disaster resilience (theme resilient cities), but requires that submitting innovators should first become a Solarimpulse member. Solarimpulse is inspired by the energy and climate challenge and has as aim to call for political momentum

- Obligations of a Solarimpulse member include the signing of an ethical charter; membership is free of charge
- By becoming a Solarimpulse member, no transfer of IP from the innovator to Solarimpulse takes place
- Solarimpulse provides a quality label to accepted solutions

xi) Communities of Innovation

The Col's space allows BRIGAIID to have a better insight into the drivers and barriers to innovation, in relation to the institutions and policies that affect the way different agents interact, access, exchange and use knowledge and in short, bring these innovations into action. The

activities carried out within the frame of BRIGAIID Col's include dissemination as well as two-way communication activities.

Each Col shall aim to involve and bring together several actors, specifically innovators, end users, leading sectoral users, investors and societal interest groups-, in areas with common problems, e.g. risk reduction to a specific hazard or cluster of hazards, and environmental conditions.

These actors shall be interested in reducing the current and expected vulnerability to natural hazards in a specific geographic area by facilitating the market outreach and uptake of innovative and operational products and solutions.

The strategy for the next period will focus on facilitating interaction within Cols or potential Cols, in order to strengthen their sustainability over time.

Participation of end users in the stocktaking process, demonstration events, in the Communities of Innovation and in the Advisory Board of the project allows high level discussions on how to apply these innovations in end users practice. In terms of planning, Identification of potential BRIGAIID Col's take into account the results from the market scoping exercise (Deliverable 6.1), the main topics of BRIGAIID: innovations, geographical characteristics, potential engagement of end-users and innovation platforms which signed letters of commitment, and potential involvement of partners.

In the next BRIGAIID meeting project in Cartagena, Wednesday 17 October there will be a Communities of Innovation Workshop.

There is a plan under development to facilitate the creation and sustainability of Cols, with an initial planning facilitated thanks to two side events run at the Berlin Meeting (May 2017). This plan will gather feedback from the experience of the frontrunner Cols and will focus on how to engage and support stakeholder interaction, find spaces, virtual and physical, where actors can interact and exchange knowledge. The plan for the Col process will be reported in D7.9 Intermediate report on the activity of Communities of Innovation (M33).



Figure 21. Mapping potential emerging Col's in BRIGAIID

Some examples of the activities to be performed for Col's along the project are:

- Participation in the BRIGAIID testing and demonstration events (WPs 2-4)
- Ideally, facilitating support from end-users to further testing of innovations under BRIGAIID
- Organisation of workshops or specific meetings
- Participation in BRIGAIID conferences
- Sharing experiences and lessons learnt with other Col's

3. Exploitation plan

3.1. Introduction to the components of the exploitation plan of BRIGAIID

Dissemination and communication will help to implement the exploitation of the project results. **Exploitation** is defined here as “*the use of the results during and after the project’s implementation. It can be for commercial purposes but also for improving policies, and for tackling economic and societal problems*”². This is in line with the standard Plan for Dissemination and Exploitation for Horizon 2020³ projects, which states that **exploitation** “*means the use of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities*”. See more info on how BRIGAIID conceptualises exploitation in the Annex I.

Therefore, we can understand exploitation as the use of the project products in activities which are different to the ones funded by the project, and can distinguish different exploitation routes, not mutually exclusive:

1. Scientific exploitation: it refers to the use of results for the development of further research and innovation projects.
2. Commercial exploitation: the use of results for commercial and business development purposes.
3. Social exploitation: use of results for social and common good purposes
4. Political exploitation: use of results for public policies and standards’ formulation

The exploitation of BRIGAIID results covers almost the full spectrum provided by the definitions and can be separated in two approaches, depending on whether the focus is set on the **innovations** being supported by BRIGAIID or on the **methodologies** designed and implemented by BRIGAIID for supporting the development of the innovations:

- In terms of exploitation of innovations, “one of the core aim of BRIGAIID is to advance the readiness level of innovations and increase their chances to reach the market.” This goal fits with the notion of using results for commercial purposes and for developing, creating and marketing a product, process, or service.

² <https://ec.europa.eu/research/participants/portal/desktop/en/support/faqs/faq-933.html>

³ See Fact Sheet on The Plan for the Exploitation and Dissemination of Results in Horizon 2020 produced by the European IPR Helpdesk at https://www.iprhelpdesk.eu/sites/default/files/newsdocuments/FS-Plan-for-the-exploitation-and-dissemination-of-results_1.pdf

- In terms of BRIGAIID methodologies and products, the consortium is actively exploring opportunities to incorporate the Technology and Implementation Framework (TIF), the methods and tools for business development and financing (MAF+ and PPIF) into research activities and possibly into commercial, standardisation and/or policy processes. Additionally, BRIGAIID will evaluate the opportunities to be commercialized and to commercialize the Climate Innovation Window as the EU portal for flood, drought and extreme weather innovations.

Therefore, the exploitation activities of BRIGAIID will address two separate although intertwined approaches: i) support 35-50 innovative solutions tackling issues related to Climate Change Adaptation to get closer to the market; and ii) development of a standard method integrating technical, social, market and financial components, i.e. BRIGAIID's approach, to be assessed and validated through our work with these 35-50 innovations and that could be applied to guide other innovations dealing with similar problems on their way to the market. The aim of the exploitation activities relates as well to other complementary components of the frame defined for H2020 exploitation activities, in particular to **the use of results in further research activities other than those covered by the action** concerned for tackling economic and societal problems and **influence policy objectives**. Exploitation will always respect and comply with Grant Agreement statements and Intellectual Property issues.

3.2. Summary of exploitation options for BRIGAIID results

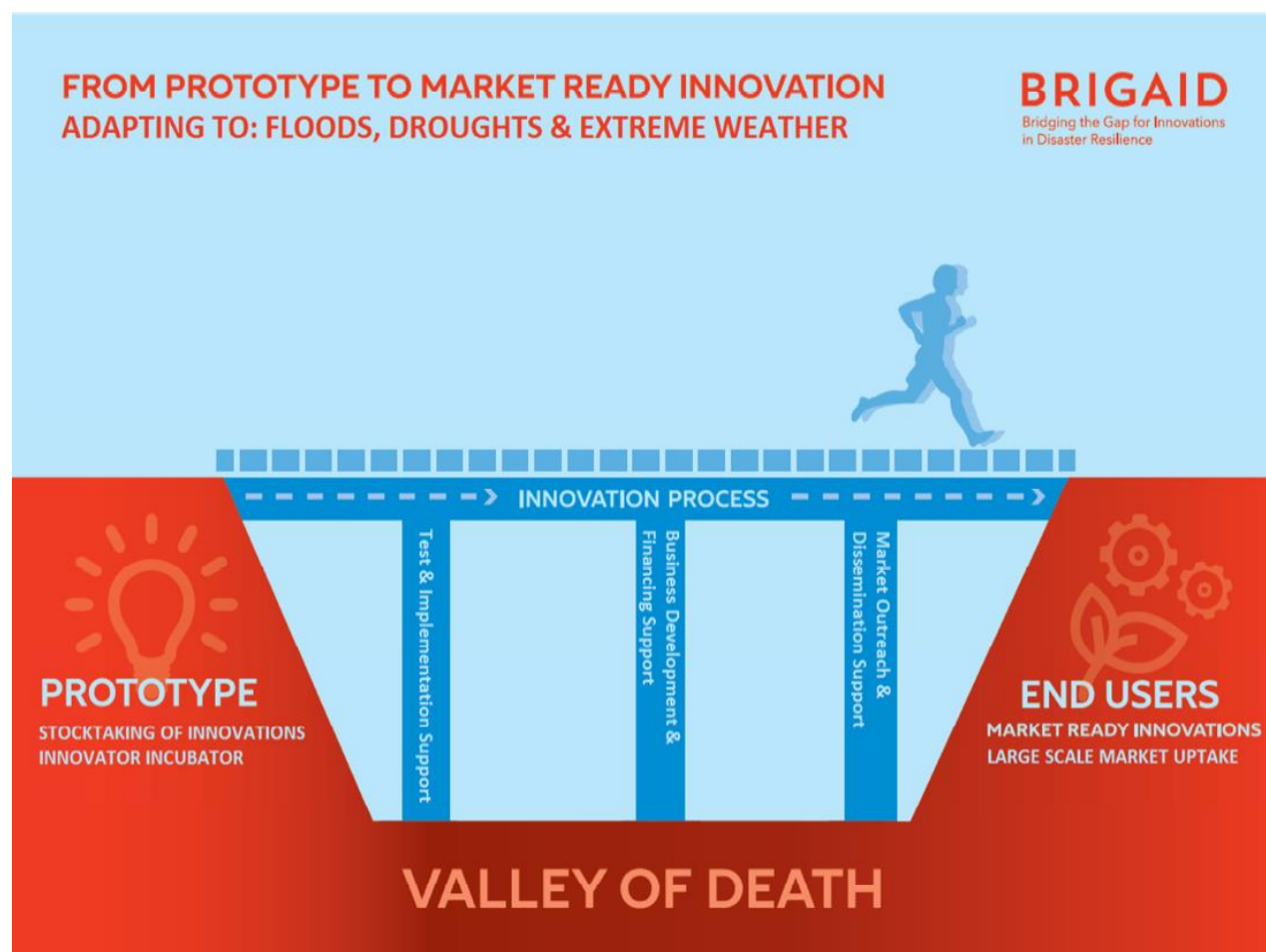
Potential BRIGAIID exploitable results	Type of exploitation	Proposed lines of activities (to be further developed) *
BRIGAIID supported innovations	Commercial, scientific, social	End user and investors' involvement Dissemination and presentation in scientific events, contributing to innovation research. Public dissemination: Innovation's intrinsic aim is to reduce risk and climate change impact.
TIF (self-assessment, consulting services, certifier)	Commercial, scientific, political	The TIF will go through the Business Development Approach process, in order to maximize exploitable options. Further exploration of the potential of a friendly web-based TIF, consultancy services on TIF implementation and TIF as certifier.
MAF+/PPIF	Commercial, scientific	Two options are being considered, to pursue and promote the continued use of either the MAF+ or the BDA "Business Development Approach" in subsequent research and innovation projects, or to pursue or promote the creation of a venture

		that sells the BDA as a service. Inclusion of the MAF+ in an academic program is also under consideration.
Climate Window	Innovation	Commercial, scientific The BRIGAIID consortium is considering several exploitation options for the Climate Innovation Window (see section 3.4.3)

**Specific activities are being discussed and will continue to be explored in the next phases of the project.*

3.3. Exploitation of BRIGAIID innovations

A pivotal objective of BRIGAIID is to ‘bridge the gap’ for innovations that reduce the impacts of climate related events. This ‘gap’ refers to a combined lack of methodologies and support that are needed to turn already existing innovations into complete and market ready products.



BRIGAIID supports innovations by testing and demonstrating on separate occasions to show their effectiveness and make recommendations for improvements to bring them closer to market uptake. Innovations that enter the project will have TRL4-8, and the goal is to elaborate and execute testing plans for 35-50 of them. This process is designed to improve the innovations, which may include validating (TRL5) and demonstrating (TRL6) (parts) of innovations in a relevant environment and/or demonstration in an operational environment (TRL7,8,9).

This process is based on the TIF methodology developed under WP5 (see Deliverable 5.2). BRIGAIID has produced a TIF self-assessment tool that can be iteratively applied by innovators as a guide in the developmental phases of their innovations. This enables a coordinated and accelerated improvement of the innovations technical and social readiness.

In terms of further support to exploitation, the innovations involved in the BRIGAIID innovation cycles are benefiting from market analysis and business development support activities as part of the BRIGAIID Business Development Approach. BRIGAIID is helping these innovations to select appropriate target markets and identify adequate business models with the ultimate aim of enhancing their competitiveness. In addition, BRIGAIID also supports innovations on the improvement of their 'investment readiness' defined as the potential of an innovation to develop a solid business case and attract investors.

These activities are framed within WP6 on business development and financing models. At the end of the first year of the project, a Market Scoping Report (D6.1) was delivered, including a set of thematic maps. The market scoping report identifies European regions that will be most affected by climate change, and those that have greatest adaptive capacity to respond. This supports innovators to identify target markets, and BRIGAIID by identifying those areas most in need and ability to exploit BRIGAIID results.

BRIGAIID Business Development Approach



During the second year of BRIGAIID, this WP has produced the Market Analysis Framework – MAF+ (maf.brigaid.eu), an online collaboration portal aimed at guiding innovators through the business development process, as well as the initial reports for the MAF+ (Deliverable D6.2) and for the Public-Private Investment and Financing model –PPIF (Deliverable D6.3). This initial specification and set up of both tools is being followed up by their application during BRIGAIID's innovation cycles. It will allow for appropriate testing and validation within the project's life span and generate evidence on how these tools can support the innovators' exploitation efforts.

In any case, both deliverables will be updated by months 33 and 48. The final versions of both reports will include business plans for the innovations having completed the full market analysis procedure (in D6.2), and a synthesis of the funding applications (in D6.3).

Work Package 6's business development activities support exploitation by helping innovators turn their technologies into marketable products and services. In broad terms, this is done by:

- Enabling innovators to identify and analyse target markets for their innovations
- Assessing whether a clear market need for the innovation exists
- Preparing innovators to communicate strategically with their target markets
- Facilitating the development of a suitable and sustainable business model

Innovators who complete the business plan and MAF+ exercises will have a good understanding of their market, their innovation's position in it and the elements to consider for achieving financial sustainability. Ultimately, this will allow them to take the next steps towards commercialisation, and link with clients and investors.

In the Business Development Approach, the MAF+ support is complemented through the PPIF for the elaboration of business plans for each innovation which address and also assess (see figure 22) the main strategical, social, technological and financial aspects related to the business development of the innovation.

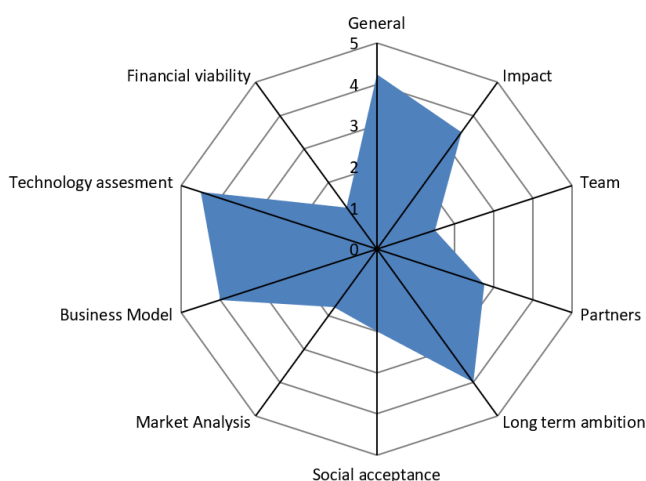
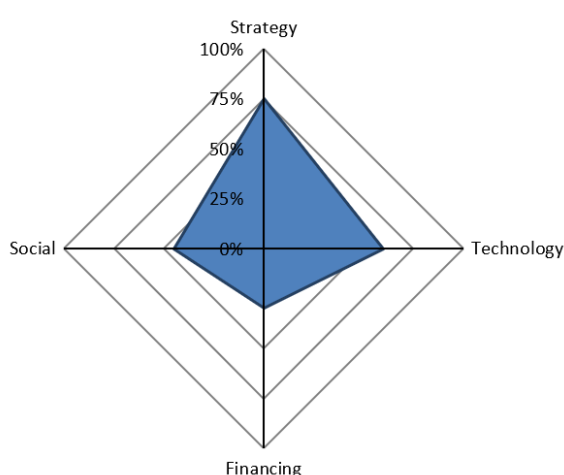


Figure 22. Examples of assessment information provided in BRIGAIID's business plans.

Furthermore, the market analysis actions are being complemented by the production of marketing material as part of WP7 on market outreach and dissemination. The BRIGAIID team for WPs 6 and 7 have been closely collaborating to ensure a strong interaction between both WPs by providing a smooth transition between market analysis and marketing activities of innovators.

As a specific product for innovators, BRIGAIID will create pitch decks for innovations participating in the testing phase of the three innovations cycles. These pitch decks will also be partly showcased in the Climate Innovation Window.

A list of information to be included in the pitch decks has already been produced. This list considers the following items: company purpose, problem to solve, description of the solution, why now, market size, competition, product development roadmap, business model, team, financials and contact.

The information required for the production of these pitch decks is being partly extracted from the outcomes of the exercises to be undertaken throughout the application of the MAF+ or directly asked to the innovators through a specific questionnaire.

Moreover, WP7 is producing a specific program to support innovators in the creation and adaptation of these pitch decks. This comprises 5 chapters with supporting videos. The objective is to give innovators a solution to have organic pitch decks that adapt to each situation and moment, e.g. according to the amount of time given to present the pitch, to the specific target audience or to the developmental state of the innovation. WP7, i.e. LOR, provides specific support to innovators as they go through the guided program for pitch decks elaboration.

Finally, the dissemination of BRIGAIID innovations is supported by their upload into BRIGAIID's Climate Innovation Window. Those innovations directly participating in BRIGAIID program are highlighted and also receive some extra advantages. First, these innovations get the opportunity to be endorsed with one of the BRIGAIID's quality stamps after successfully completing the application of one of BRIGAIID's methods. Also, a broader amount of reference information is made available in the platform to the users identified under the profiles of "end-users" and "investors".

For BRIGAIID, it is important to stress that the **support to innovators is conceived as an integral process**. Although innovations can participate in only part of the proposed support actions, BRIGAIID is strongly encouraging innovators to adopt our full methodological approach, i.e. the three pillars of "BRIGAIID's bridge": 1) improving technical and social readiness, 2) improving market readiness, and 3) supporting market outreach and dissemination.

In relation to this, there are several links and interactions between the actions framed in separate pillars which enable a stronger, more comprehensive and more effective support to those innovations going through all the sequential steps proposed by BRIGAIID.

3.4. Exploitation of BRIGAIID project results/methodologies

Under this section we are considering the exploitation of the main results to be produced by BRIGAIID:

- The Testing and Implementation Framework (**TIF**)
- The Market Analysis Framework (**MAF+**) and the Public-Private Investment Framework (**PPIF**), bundled as "Business Development Approach" (BDA)
- The Climate Innovation Window (**CIW**)

In addition to this, we also envision to analyse the potential for exploitation of the “bundle results” of BRIGAIID, understood as a pack of processes that support the improvement of technological, social, and market readiness of innovations as well as their market outreach in an integrated manner. At this stage, we have decided to figure out and analyse separately the potential exploitation strategies for each of our three main outcomes. However, once we have defined and reached a consensus on these, our aim is to analyse an overall strategy for the exploitation of our integrated set of methods and final products.

In this initial exploitation plan, we will aim to provide answers to the key questions related to the exploitation of the three main BRIGAIID outcomes (TIF, MAF+/PPIF and CIW), namely:

- Identification of exploitable results
- Who will finally use your results and for what purpose? (direct and indirect value and impact for different stakeholders)
- Which are the barriers and risks for exploitation of these results?
- Which are the concrete measures we are planning to ensure that the results meet real needs and will be taken up by potential users? (exploitation roadmap)
- Which are the roles, rights and responsibilities of partners in exploiting these results or supporting results exploitation by others (intermediate or end) users?

However, we need to take into consideration that this is an initial exploitation plan and that in order to produce well rounded exploitation plans for each of these results, there are some actions to be carried out and decisions to be made related to the final operationalisation of the methods and results:

- a) The TIF, the MAF+/PPIF and the CIW are exploitable project results, considered by BRIGAIID as “innovations by themselves”. Based on this, we plan to make them go through similar business planning scrutiny as those other innovations included in the project. These processes also should potentially reduce the impact is that there is no clear definition of ownership of project tools after the project.

WP6 is planning to run the business development exercises for the MAF+, and later for the full MAF+ and PPIF support system for improving market readiness. Also, a business model will be elaborated for the CIW in the frame of WP6 and WP7 will collaborate in the application of the business development exercises for the CIW once the consortium has agreed on a final business model for ensuring the legacy of the platform. These actions are expected to support a better definition of the final exploitation actions for these outcomes.

- b) At this stage we need to take into consideration that the current versions of the TIF and business development methods are temporary and still not definitive. The BRIGAIID methods must be effective for a broad range of types of innovations (e.g. from structural innovations to software solutions) and dealing with very different hazards. As an answer to this requirement, the methodologies are being developed through a loop structure involving three innovation cycles where innovations are using the BRIGAIID methods.

The development of the methodologies is benefiting from a strong support from BRIGAIID partners and external innovators. Currently, innovations involved in the first and second innovation cycles are applying these methodologies and the feedback collected is being used for adapting and refining the methodologies in order to make them more robust and thus, more broadly applicable. This is a work in progress, and as a consequence, the exercises in the previous point will be run once we have more developed versions of our methods, i.e. not before month 33.

As an example, after cycle 1 the BDA has significantly evolved to become more coherent and structured, i.e. the MAF+ and the rest of the BDA has been streamlined into one clear product and one clear approach. Furthermore, the way the questions are asked during the first face-to-face session of the BDA has been changed (mostly the order of questions), and several indicators have been added due to feedback from innovators and investors and due to lessons learned during the BDA (such as potential for future innovations or adoption modifiers).

- c) The TIF and the BDA are being designed as self-assessment tools although we still are analysing whether this use limits the full potential of these tools, and thus, it is advised to run the exercises through a guided process. This is a pivotal issue that we are closely monitoring. For example, the self-assessment of the TIF have shown some cases where innovators remain too close to their “comfort zone” and do not make a full use of the assessment potential of the tool. This is indeed even more relevant for the BDA tools. The MAF+ has been designed to live beyond the project, i.e. it has clear instructions and can be a self-assessment tool. However, the real value comes from the consulting support, which upskills innovators.

The lessons we learn may involve that the business model to be applied for the exploitation of the methods may vary from a commercial service provided by expert consultants to an open product to be directly utilised by innovators although under the monitoring of an external certifier.

Other potential exploitable results are the Hazard maps, Communities of Innovation facilitation methodologies and marketing and pitch deck design methodologies, which will be further explored during the next period of the project.

3.4.1. Testing and Implementation Framework (TIF)

According to the project reviewers, the TIF has a very high exploitation potential which lies on the opportunity to standardize socio-technical evaluation of climate adaptation innovations as described in the DoA.

- Exploitable results
 - WP5 has already produced a TIF Self-Assessment Tool that is made available to all interested innovators. The self-assessment consists of twenty (20) questions related to societal acceptance, nineteen (19) questions related to technical design, twenty-one (21) questions related to environmental impacts, and twenty-four (24) questions related to sectoral impacts. The results and recommendations are summarized in a chart. The Tool

should be applied at three 'stage-gates' – critical points in development at which innovators should pause to identify and address social, technical, environmental and sectoral concerns.

A more user friendly & web-based version of the TIF is intended to be developed within the scope of BRIGAIID.

- A second exploitable result is the provision of consulting services for a guided application of the TIF methodology in order to provide clear and tailor-fit recommendations for development and to help innovators to accelerate this development phase.
- A third exploitation option is the potential role of BRIGAIID as certifier. This is an option that is being explored (see annex 3) although the consortium has still not made a final decision on which option(s) we will pursue.

- Potential users and purpose(s)

The main target users of the Self-Assessment Tool or the TIF are innovators developing products or services within the thematic scope of BRIGAIID. The TIF is designed to help innovators identify possible societal, technical, environmental and sectoral concerns that their innovations may raise early on – and iteratively throughout the development – so that they may modify their designs and not become locked into those that are less likely to appeal to end users.

As a secondary group, we target groups of end-users or sectoral users that may be interested in adopting BRIGAIID TIF as a standard that ensures and adequate development of innovations, provides a frame for co-development of these innovations or allows inter-comparison among the technical and social characteristics of new products and services. The identification of these groups will be supported by the activity of BRIGAIID's Communities of Innovation (Col's). So far, there are some relevant actors that have shown a strong interest in this product, e.g. STOWA (Foundation for Applied Water Research – Netherlands), The Spanish Ministry of Environment and Energy Transition or WssTP (The European technology Platform for Water)

- Barriers and risks

It must be noted that BRIGAIID methodologies need to cover a very broad range of topics since the target innovations are coping with a large variability of problems results to an increasing need to adapt to climatic changes under several potential hazards. The goal of BRIGAIID methods, in particular the TIF, is ambitious: currently there is no internationally accepted method or framework to assess the effectiveness of innovations that reduce disaster impacts. BRIGAIID is developing a comprehensive, standardized methodology for testing and implementing climate adaptation across several geographical scales and market sectors. It also includes the social acceptance among end users, as well as the market and investment readiness.

BRIGAIID has produced a policy brief for the TIF. Currently we are exploring how to disseminate this policy brief to better advocate at policy level for the use or adoption of the TIF.

Further barriers and risks to be analysed and discussed.

- Exploitation roadmap

See section 3.5.

- Partners roles, rights and responsibilities

According to BRIGAIID's Consortium Agreement, all partners who have contributed to the TIF development are co-owners.

The roles, rights and responsibilities of all partners involved in WP5 need to be clarified and agreed.

3.4.2. Business Development Approach (MAF+ / PPIF)

The MAF+/PPIF requires expert support by design. The stated objective of the MAF+ is to build the innovator's capacity on market analysis and business strategy concepts, and as such, a process of guidance and peer-review has always been part of the concept. According to the project reviewers, the MAF+ combines a collection of standard market planning, market entry tools into usable format for adaptation innovation and the PPIF provides an approach for business plan development and subsequent funding. Also, PPIF applies a typical business planning approach. The plan for PPIF funding platform is an ambitious goal with high potential impact.

The lessons learned may involve that the business model to be applied for the exploitation of the methods may vary from a commercial service provided by expert consultants to an open product to be directly utilised by innovators although under the monitoring of an external certifier, as it involves both an app that is open to the public (the MAF+ portal) and a (commercially exploitable) service provided by WP6 experts (the extended support and feedback structure built around the MAF+, i.e. the QuickScan, workshops, etc.).

- Exploitable results
 - European maps of market attractiveness
 - MAF+ online platform (<https://maf.brigaid.eu>) coupled with supporting tools for business development in the frame of PPIF.
 - Provision of consulting services for a guided application of the BDA methodology in order to provide clear and tailor-fit recommendations for market entry and the definition of an adequate business plan as well as identification of funding opportunities.
- Potential users and purpose(s)

Innovators with interest of introducing a new product of service into the market. In particular, innovators aiming to understand their market, develop their business, and reach clients and investors, whose innovation will address climate adaptation.

The MAF+ could be incorporated into a new research project (not necessarily focused on climate adaptation) and adapted accordingly to support commercialisation efforts. So upcoming research projects are also a target audience.

Since the MAF+ is an open tool, small business consultancies and/or recently formed incubators and accelerators could also benefit from it.

Lastly, coordinators of academic programmes (e.g. masters programmes) could be interested in including the use of the MAF+ as part of their curriculum. Ecologic is currently in talks with a university in Albania who has already expressed their interest.

- Barriers and risks

To be analysed and further discussed.

- Exploitation roadmap

The MAF+ is actually an example of exploitation of project results (the original version of the framework was developed and applied in an FP7 project). In BRIGAIID this outcome was turned into an online collaboration portal and built a fully-fledged support and feedback structure around it (the BRIGAIID Business Development Approach, BDA). Two options are being considered, to pursue and promote the continued use of either the MAF+ or the BDA in subsequent research and innovation projects, or to pursue or promote the creation of a venture that sells the BDA as a service.

The Ecologic Institute is planning a session at ECCA 2019 conference (European Conference on Climate Change Adaptation - 28-31 May 2019. <https://www.ecca2019.eu/>) that will focus on business development within BRIGAIID.

- Partners roles, rights and responsibilities

According to BRIGAIID's Consortium Agreement, all partners who have contributed to the products included in the BDA are co-owners. The tools for creating the spider graph (and the respective questions posed) are IP of The Funding Company, and the MAF+ is the IP of the Ecologic Institute. The European maps of market attractiveness were developed by I-CATALIST, Ecologic Institute, KU Leuven and TU Delft.

The roles, rights and responsibilities related to exploitation of the products to be developed in WP6 still need to be clarified and agreed.

3.4.3. Climate Innovation Window (CIW)

The Climate Innovation Window aims to become a reference EU portal for innovations improving resilience to extreme climatic events. It will be accessible to all stakeholders (innovators, risk managers, policy and decision makers, industry, investors) to view innovations, test results and performance according to the TIF, and (to add new) user experiences.



Figure 23. Screenshot of the Climate Innovation Home page

- Exploitable results
- Climate Innovation Window platform (www.climateinnovationwindow.eu)
- In addition, the CIW aims to support creation of a BRIGAID quality label and/or the use of BRIGAID methodologies as part of a certification process are relevant topic for the exploitation of the BRIGAID methods.

It has been agreed to create two separate labels to be added to innovations included into the CIW depending on their level of engagement and participation: 1) "Selected by BRIGAID (under test); and 2) "Test plan completed".

Later in the project, two separate quality labels referring separately to the TIF and the BDA that will be added to the CIW for those innovations having successfully completed the application of these methodologies.

- Potential users and purpose(s)

The BRIGAID consortium is considering several exploitation options for the Climate Innovation Window:

a. Exploitation by BRIGAID partners

After month 33, WP6 will build a business case to look for opportunities to commercialize the Climate Innovation Window and promote its auto-maintenance after BRIGAID lifetime. This business model will be part of the final version of deliverable D6.3. BRIGAID consortium will decide based on the feasibility of this business plan whether to undertake the exploitation of the platform by ourselves or consider any of the other options for ensuring the legacy of the platform.

b. Water Window (promoted by Delfland Water Board)

Water Window has been promoted by the Delfland Water Board which means that members of one of the key target audiences of BRIGAIID, e.g. water and innovation managers, have been closely involved in the design of this platform. This has been considered by BRIGAIID as a good opportunity to include user requirements in our own design for the Climate Innovation Window. Both platforms are quite complementary and some interesting synergies have been detected. Water Window has been built using a bottom-up approach with a deep engagement of end-users. It is a national platform with a focus on problems affecting mainly to North-West Europe and it currently incorporates a large number of 'solutions', positioned as matured innovations. On the other hand, the Climate Innovation Window stems out from a pan-European project, covers a broader range of innovations under development and incorporates key performance indicators, test results and marketing material produced under a standardised approach.

After consultation with the Chairman of the Delfland Water Board, the design of the Climate Innovation Window was adapted to facilitate a potential integration of both, e.g. many information fields are common and both are built using the same software environment, i.e. DRUPAL.

c. Integration into other platforms

As a different possibility to ensure the legacy of the Climate Innovation Window beyond BRIGAIID, it is planned to analyse a potential link with other important climate platforms such as the European Climate Adaptation Platform (Climate ADAPT), the EIP-Water website, Think Nature, (<https://www.think-nature.eu/>) or OPPLA (<https://oppla.eu/>).

Preliminary contacts have been held with some of these initiatives.

d. WssTP, who could be interested in operating the CIW.

- Barriers and risks

To be analysed and further discussed.

- Exploitation roadmap

In order to define the roadmap two issues will be taken into account:

1. Commitment of the partner (a partner has expressed and to a certain extent demonstrated their commitment to keep the CIW "alive" and increase or at least maintain its relevance for the intended community.

2. Strategic interest of the consortium (if an external entity has significant advantages in terms of visibility, resources, networks, infrastructure, etc., then it may be considered better suited by the consortium)

- Partners roles, rights and responsibilities

According to BRIGAIID's Consortium Agreement, all partners who have contributed to the products included in the CIW are co-owners.

As reflected in the deliverable 7.3, "LOR has produced the user interface design and has monitored the development of the ISP. ICRE8 has been responsible of the technical

implementation and programming of the platform. DUT as project coordinator has monitored the adequate alignment of the ISP with the project vision and contributed to the quality check, supported by HKV and ICA. ICA has taken care of drafting a general Work Plan, identifying the specific requirements for the platform (with support from DUT and HKV), supporting the interaction with other work packages and coordinating the validation process.”

The roles, rights and responsibilities related to exploitation of the CIW still need to be clarified and agreed.

3.5. Next actions

We acknowledge that there are several pending actions required to shape our final exploitation plan. Regarding this point, a specific strategy has been discussed in the BRIGAIID Executive Board regular meetings and will be applied in the next months:

- First, the initial exploitation plan will be circulated to all partners by the beginning of August 2018. All partners will be asked to provide feedback and acceptance of this initial frame before the end of the month.
- Secondly, an exploitation committee is going to be created involving at least to TUD as Coordinator partner, HKV as Business Coordinator and ICA as WP7 leader. Other WP leaders will be asked to join.

This committee will identify:

- a) the specific actions to be developed, that will be discussed at Executive Board level. The Executive Board will specify deadlines and responsible partners for the approved actions.
 - b) the topics that need to be discussed/approved by the General Assembly, that will be presented to this body in the next two BRIGAIID meetings (October 2018 and April 2019).
- Finally, after each of the next two BRIGAIID meetings, a short update of the exploitation plan will be circulated to the consortium and the EC services including the next specific actions, in order to keep all the interested parties informed.

The final goal is to draft a complete exploitation plan that clearly defines how research results will be implemented and how they will impact on the market, on future developments and policy making.

Accordingly to the article 28 of the Grant Agreement, this exploitation plan will identify how BRIGAIID will promote the use of the results generated for scientific, societal and economic purposes and will specify which groups and entities are expected to make concrete use of these results. It is acknowledged that BRIGAIID members shall make the best efforts to exploit these results, or have them exploited by other legal entities.

The advice from the reviewers was that “...In the later phases of the project, it might be relevant to add emphasis of market oriented WPs towards improving adaptive capacity and improved

overall market conditions, parallel to current dissemination and exploitation activities oriented towards innovation-driven technology-push. The project could also consider in its next update further actions aimed at ensuring results have the greatest likelihood of impacting policy”.

Also, BRIGAIID will look for potential support through specific programmes from European Commission dealing with exploitation activities, e.g. exploitation booster or SSERR (Support Services for Exploitation of Research Results).

3.6. Planned exploitation activities for the third D&C (+E) reporting period

3.6.1. Innovations supported by BRIGAIID

WP6 produced the initial reports for the Market Analysis Framework -MAF+ (Deliverable D6.2) and also the Public-Private Investment and Financing framework –PPIF (Deliverable D6.3) by October 2016. The application of both frameworks will strongly support exploitation activities from innovations.

Furthermore, the market analysis actions will be complemented by the creation of pitch decks and communication material, written and audiovisual, made for all the innovations involved in the first innovation cycle and innovators who do not want to go through the MAF+ phase. The general information on BRIGAIID innovations that is initially added into the Climate Innovation Window will be enriched with the pitch decks as well as with results from testing and application of TIF framework. We also prepared a Social Network guide for innovators, a protocol showing how to disseminate the Innovation on Social Networks, providing social media keys and rules provided next month in the CIW.

3.6.2. Climate Innovation Window

The Climate Innovation Window (CIW) is linked to the public website, although designed as a separate platform in order to focus more on specific topics and related target audiences. Some of the materials are interactive factsheets/brochures descriptive of each innovation, together with demonstrations and assessment results, measure of effectiveness (obtained by using the TIF) and recommendations for the final improvement and final qualification (status). The market outreach is supported through the production of marketing material such as brochures and leaflets (5 to 8) available through the platform and the future incorporation of pitch decks with written and audiovisual material that will help innovators (around 50) provided by LOR.

Annex I. Conceptual framework for BRIGAIID exploitation strategy definition

BRIGAIID partners agreed on Access Right to exploitation of results in the Consortium Agreement section 19. Furthermore, the Description of Action document (DoA) already describes some major activities which directly support the exploitation of the project (see box 1). This initial exploitation plan further builds on these basic components to describe the alternatives and options being considered by the consortium for the exploitation of the overall range of results produced by BRIGAIID.

Box 1. Planned components of BRIGAIID exploitation according to DoA

Exploitation of the projects' results is key to maximize impact, and is an integral part of BRIGAIID's approach.

BRIGAIID's exploitation plan is based on these 4 pillars:

- 1. Participation of end users in the stocktaking process, demonstration events, in the Communities of Innovation and in the Advisory Board of the project will allow high level discussion how to apply these innovations in end users practice.*
- 2. To empower the innovators, a Marketing Analysis Framework is developed partially based on an identification of the areas where the socio-technological effectiveness is the highest. This results in agile business plans;*
- 3. Creative communication specialist will support the innovators by making engaging marketing material of their innovations, such as infographics, web banners and brochures/fact sheets giving a quick overview in a reader-friendly way of the innovations;*
- 4. Development of a public-private investment and financing model (PPIF) to enable exploitation of BRIGAIID's results in the longer term, by providing funds and mechanisms to help innovators bring their products to the end users.*

The path to deliver the innovations to the market is in BRIGAIID's case a bridge, supported by work packages that enable innovators to cross the valley of death and bring their innovations to the end users.

The innovators and end users who have already expressed their support in BRIGAIID will be the primary focus.

We expect that the group will grow in the course of the project, due to the dissemination and communication activities as well as the stocktaking of upcoming innovations.

Additionally, the exploitation activities must also be considered as a means to achieve the expected impacts of the project. According to the DoA for BRIGAIID, the project aims to deliver five different impacts that justify the separate consideration of these two approaches to manage the project exploitation.

The exploitation and market outreach activities for BRIGAIID innovations is particularly linked to three of the BRIGAIID expected impacts:

- Impact 1: “Rapid large-scale market uptake”. BRIGAIID aims for “Rapid large-scale deployment and market uptake of innovative technological and non-technological climate change adaptation solutions with high replicability”.
- Impact 3: Improving innovation capacity and the integration of new knowledge. BRIGAIID is all about fostering the innovation capacities of SME’s and start-ups that have solutions for climate adaptation. At the end of the project the European network of test facilities identified and used by BRIGAIID, and the methodology to test and implement innovations, will continue to connect innovators with end users.
- Impact 4: Strengthening the competitiveness and growth of companies. Through the use of a clearly defined set of parameters for stock-tacking and thorough testing, BRIGAIID ensures that the innovations supported and qualified by the project meet the needs of European and global markets.

The remaining expected impacts are connected with the complete development and potential exploitation of the BRIGAIID methodologies:

- Impact 2: Contribution to the development of technological and performance standards for adaptation options. To assess the performance of innovations, BRIGAIID develops a Test and Implementation Framework (TIF) to provide an independent scientific evaluation of the effectiveness of innovations and their ability to reduce disaster impacts from floods droughts and extreme weather in different economic sectors and local regions.
- Impact 5: Environmental and socially important impact. A high level environmental impact of innovations is part of the assessment of the socio-technological effectiveness of the innovation (TIF).

Annex II. Pitch Deck design program

At the same time, we will support innovators during the whole process, they will be attended by email or video calls and they will have available communication materials on the CIW platform for the correct development of the Pitch Decks.

The result is a training program, developed by LOR, that gives each BRIGAIID innovator the necessary training to generate and present their pitch decks, as well as guidelines and templates to generate as many pitch decks as may be needed to present the innovation in all situations.

The program includes:

- A training recorded on video, with presentations in PDF and exercises to learn how to generate and present pitch decks.
- A private site where innovators can access this information. This site will include a section with the most frequently asked questions answered.
- Also a contact form to resolve any doubts that may arise. All innovators that have not been selected by BRIGAIID can access these materials.
- In the case of BRIGAIID innovators, they will be supported in the development of corporate guidelines (those that may require it).

The process for the creation of the pitch decks will follow these steps:

5. LOR has agreed in different sessions between the WP leaders of WP5, WP6 and WP7 the final needs that the program must cover and the characteristics that it must have.
6. LOR has developed the content index of the program and has done much of the research necessary to develop all the lessons of the program.
7. LOR will send the innovator a Welcome email, with the explanation of the course, the methodology and the functioning. This email will also contain access to the training program created by LOR. This program will be hosted on a private site. Permissions will be enabled so that each innovator can have immediate access.
8. The BRIGAIID innovators will receive an email with a link to a form, so that they can send their materials and corporate information to LOR. LOR will review this information. LOR will also create the corporate guidelines, with this information and materials.
9. The innovator will be able to access the lessons in the private site (organized in five Units) and didactic materials to generate pitch decks and improve their skills to presenting them. The program is based on the information generated through the application of the MAF+ framework whenever possible. The first innovators will receive the lessons weekly. From a moment, all the innovators will be able to access the total of the lessons from the first moment.

10. LOR will enable a section in the private site with the necessary templates to generate as many pitch decks as need by the innovators. This way, they will be able to adapt them to the target they are addressing each time, and to the TRL in which their innovation is at.
11. The innovators will be able to solve all the questions they have through the Frequent Asked Questions section of the private site, or a support form. LOR will be responsible to generate and maintain this site and this section. LOR will also be responsible of the support email.
12. The innovator will be responsible for uploading the pitch deck or a reduced version of this pitch deck into the ISP.

The partners developing innovations will be asked to post when any achievement or specific progress is made, e.g. test activities, updated test data, creation of new marketing material, etc

Annex 3. Internal note on certification in the context of BRIGAIID

One of the aims of BRIGAIID is to develop standardized methods for testing the technical, social and market readiness of innovations. BRIGAIID also aims to serve as a quality label for innovations in the field of flood, drought and extreme weather related risk reduction and climate adaptation.

One the questions discussed concerns BRIGAIID's ambitions in the field of certification. A working definition of (product) certification is as follows:

Product certification or product qualification is the process of certifying that a certain product has passed performance tests and quality assurance tests, and meets qualification criteria stipulated in contracts, regulations, or specifications (typically called "certification schemes" in the product certification industry). (Source Wikipedia)

Certification schemes are typically written to include both the performance test methods that the product must be tested to, as well as the criteria that the product must meet to become Certified. [See the "Environmental Technology Verification" programme by EU

https://ec.europa.eu/environment/ecoap/sites/ecoap_stayconnected/files/pdfs/eu-etv-gvp-1-3-web-version.pdf. Video at https://www.youtube.com/watch?time_continue=2&v=UOkTDwiZnyg]

BRIGAIID aims to characterize performance and quality of an innovation and performance tests are part of the process. However, there are some differences between BRIGAIID aims and a certification process:

- *BRIGAIID focuses on a wide range of innovations, hazards and application. Certification is generally more specific for a certain product type or domain.*
- *BRIGAIID does not explicitly quantify criteria that the product must meet*
- *Certification must be performed by an independent organization. BRIGAIID relies to some degree on self-assessment of the innovator*
- *BRIGAIID does not only assess (technical) performance, but also assesses social and market readiness and tries to improve these aspects*

Overall, given the strict requirements and detailed and field-specific nature of certification it would be a "bridge too far" to aim for full certification within BRIGAIID. It would be useful though to include (references to) relevant certification documents in the TIF (test and implementation framework).

Also, it is noted that for some fields of application that BRIGAIID is considering no certification process is yet available. Since BRIGAIID is focussing on innovative (i.e. "new") interventions, that might in fact be the case for a majority of the interventions. In these cases it could be explored if there is a demand in certain fields of application to develop guidelines for standardized performance testing. BRIGAIID could contribute to the development of such guidelines. [Example: temporary flood defences]

Follow-up

From a marketing / spin off side it would be useful to explore if Dutch and European partners have interest and would like to provide additional funding for the development of such approaches. Also, for other fields of application such as green roofs, or interventions against drought and fire it would be relevant to explore if there is interest. The generic TIF could serve as a starting point to develop more domain specific approaches. Dissemination events could attract potential user organizations with an interest in domain

specific guidelines. Our “market oriented” work package 6 may assist in finding additional funding sources for follow up projects.

Another separate exploration action would be to discuss the developed TIF with agencies involved in certification such as NEN in the Netherlands, ISO, Tuv in Germany and other organizations involved in European standards (EN).

A final direction to explore is the use of BRIGAIID approached for process certification . We could define a certification process where BRIGAIID (represented by TUD) certifies that an innovator has correctly applied the TIF, demonstrated by a BRIGAIID rubber stamp on the TIF score card. Such certificate would stimulate the innovator to apply the TIF, and help him to convince his prospective Clients that he offers them an excellent innovation.