



Global Opportunities for SMEs in Electro-Mobility

Project Nr: 609256

Deliverable D6.3: “*Exploitation Plan*”

Project funded by the European Commission under the Seventh Framework Programme



Funding Scheme:	Coordination Action (CA)
Topic:	GC-ICT-2013.6.7c Electro-Mobility
Document, Version	GO4SEM Deliverable_D6.3_v3
Due date:	September 2014
Submission:	October 2014
Work Package:	WP6
Main Editor:	Arrate Alonso Gómez (VUB), Thierry Coosemans (VUB)
Dissemination Level:	PU

Editors:

WP leader:	VUB
Main editor:	Arrate Alonso Gómez (VUB)
Contributors:	Arrate Alonso Gómez (VUB), Mauro Comoglio (DIAD Group)
Reviewers:	Thierry Coosemans (VUB)

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List of abbreviations

EC	European Commission
FEV	Full Electric Vehicle
GO4SEM	Global Opportunities for SMEs in Electro-Mobility
ICT	Information and Communication Technology
OEM	Original Equipment Manufacturer
SME	Small or Medium Enterprise

1. Introduction and Context of the Project

1.1. Scope and structure of the Exploitation Plan

The project exploitation plan will describe the exploitation components and results and the exploitation strategy of the Consortium. The exploitation plan will provide information about the potential results of the project, target audience and levels of exploitation.

The exploitation strategy is defined in four steps:

- *Identify the European electro-mobility stakeholder community*: this will help to have a clear representation of its structure (clusters), its key players and their needs.
- *Build the so-called GO4SEM community*: The aforementioned members will be invited to join the GO4SEM community and this community will be continuously monitored in order to detect new events and possibilities to promote and disseminate the project results.
- *Inform and advise the GO4SEM community and authorities*: So far GO4SEM project has been presented in several events organized for the European e-mobility community (see section 5.1.3). Other than session participating in international conferences, webinars and dedicated workshops are planned to begin as soon as GO4SEM community is mature enough. On the other hand, the project will also propose recommendations to the EC on European actions for strengthening the competitive position of European suppliers and SMEs in global e-mobility markets.
- *Inform global markets on the capabilities of European e-mobility clusters*: GO4SEM ambassadors and international conferences will be used in order to disseminate project results on the European e-mobility clusters innovation capabilities in the global markets (i.e. Japan, India, China, South Korea, USA, Brazil).

The exploitation plan encompasses the following the exploitation strategy as well as an overview of the exploitable components and the designed dissemination materials for exploitation of the accomplished project results.

1.2. Project Description

The main goal of the new EU coordination Action “Global Opportunities for small/medium enterprises (SMEs) in electro-mobility (GO4SEM)” is two folded: on the one hand it aims to support the European SMEs for their entry in global emerging e-mobility markets with a focus on Brazil, India and China. On the other hand it also assesses the business opportunities in more mature markets, with a known or renewed interest in e-mobility, such as Japan, South Korea and the USA. The objective is spreading awareness of global market trends and opportunities and triggering the creation of dedicated professional networks in the field of electric mobility. Moreover, policy advice, e.g. on standardization or education, will be given. The project will identify specific product-, service- and technology-needs of emerging e-mobility supply chains. As a result a set of guidelines and recommendations will be developed, targeting feasible business models for European SMEs aiming to enter the aforementioned value chains on a global platform. Project activities will also support the continuation of the European Green Cars Initiative under the European Commission’s Horizon 2020 program.

1.3. Source of Funding

This two-year project started on September 2013. It involves partners from Belgium, Germany, Italy, United Kingdom, Luxembourg, Spain, Netherlands and Romania. It also includes European associations, industrial and academic partners. This project is funded by the European Commission (DG CONNECT - Directorate General for Communications Networks, Content and Technology).

1.4. Partnership

The GO4SEM partnership is made of experienced Industry (of local, regional and national levels) ensuring the involvement of SMEs and relevant stakeholders, as well as technology and research centres providing the necessary knowledge and competences. The project partnership covers eight countries as follow:

Vrije Universiteit Brussel (VUB) – Coordinator	Belgium
European Association of Automotive Suppliers (CLEPA)	Belgium
VDI/VDE-IT Innovation Technik	Germany
DIAD Group	Italy
Bitron	Italy
EFEVS	Italy
Torino e-District	Italy
MIRA	UK
Delphi Automotive Systems Luxembourg	Luxembourg
AUTOMON	Spain
Institutul de Cercetări Electrotehnice (ICPE)	Romania
NXP Semiconductors	Netherlands
Hella KGaA Hueck & Co.	Germany

The associated partners cover four countries:

European Association for Battery, Hybrid and Fuel Cell Electric Vehicles (AVERE)	Belgium
PUNCH Powertrain	Belgium
Connect Group	Belgium
University of Coventry	United Kingdom
Ideas & Motion (i&m)	Italy
Virtual Vehicle	Austria
TNO – Innovation for life	Netherlands
SERNAUTO	Spain

2. Exploitation Plan

2.1. Main Objectives

The main goal of the present Plan of Exploitation is to establish suitable actions to make GO4SEM a successful and sustainable project by efficiently spreading information through a broad stakeholder community. It makes use of the communication and dissemination strategy elaborated by the GO4SEM consortium, adopting the most appropriate dissemination tools and channels for specific audiences in order to maximally exploit the results achieved during the first project period.

More specifically, the objectives of the exploitation plan are:

- To establish and maintain mechanisms for effective exploitation of project results
- To inform stakeholders on the project development and results and encourage interactions/networking
- To coordinate all levels and types of exploitation of the knowledge produced by the project
- To ensure that information is shared with appropriate audiences on a timely basis and by the most effective means.

Additionally, the deliverable provides an overview of the designed dissemination materials to exploit the accomplished results and outlines the exploitable components.

For an effective exploitation of GO4SEM outcomes, the following main target groups and key actors have been identified as the final end-users to adopt or apply the results of the project and potentially benefit from the knowledge produced:

- Target Groups (TGs)
 - Small and Medium Enterprises (SMEs)
 - Local Authorities
 - European Commission (EC)
- Key Actors (KAs)
 - SMEs
 - Regional Professional Associations/ Industry Clusters
 - Tier-1 automotive suppliers
 - Research institutions from all around Europe

In order to ensure a successful and sustainable exploitation of GO4SEM results, the exploitation plan will be implemented at three strategic levels:

- Local/regional
- National
- European
- Global

2.2. Exploitation Strategy

The GO4SEM exploitation plan has defined a complete set of instruments and mechanisms for effective and sustainable promotion of the GO4SEM project, its objectives and its results. It relates to the communication and dissemination strategy adopted by the project using the already established tools and channels.

GO4SEM exploitation strategy focuses on the promotion and use of the project results (output of WP2 and WP3) by *European SME's* for approaching foreign markets. Therefore the GO4SEM network (output of WP5) will be used to contact the SME's. By the end of summer the GO4SEM community will be set up. Seminars in regional events and webinars will be used for reporting the network on the current results. The first webinar is planned for M15-16 of the project. On the other hand GO4SEM will also select events with EC presence in order to present the WP4 strategies and recommendations to support SME's.

The exploitation strategy is based on the target audience and the framework. Based on that, the dissemination tool is selected and the content is adapted for it. For example, in order to reach the audience in a session within a conference a presentation is tailor-made to fit the time-slot, the session and raise the awareness about the project. The exploitation plan is slightly different when webinars/dedicated seminars are organized. For that purpose the results are more thoroughly explained in presentations or videos, and the audience can then discuss with the authors.

The GO4SEM will sustain European SME's in exploring global opportunities by informing them on global markets with respect to

- Trends and needs for specific technologies and products
- Market requirements and good practice
- Standardisation and regulation matters
- Local networks and decision making processes

The information transferred to the SMEs is based on the research carried out by the consortium partners, the interaction with the local ambassadors and the experiences of the abovementioned network members. Hence interactive workshops and dissemination events, where essential information will be exchanged, will allow European SME's to make the first step on their pathway to new global market opportunities. In addition through its networking activities, the GO4SEM project aims to foster collaboration between various European Stakeholders active in global markets. The GO4SEM experience will be used for promoting new proposals of EU funded researches and to provide indications to the Commission for future calls for proposals.

The GO4SEM project aims to have a final dissemination event overseas in which the strength and assets of European SME's will be brought under the attention of potential local stakeholders. GO4SEM also looks for engagement with other European Projects and Initiatives such as INTRASME or Spanish Green Cars Initiative.

2.3. Responsibilities

The Vrije Universiteit Brussel (VUB), as WP6 leader, will be responsible for the elaboration and implementation of the GO4SEM exploitation plan, Nevertheless, all project partners have to contribute to further develop that deliverable and implement relative actions.

2.5. Exploitable Components and Results

The main GO4SEM tools and channel of dissemination (already described in details by deliverables D6.1- Dissemination Plan and D6.2-Webpage) that have been established during the first project period shall be used for the purpose of exploiting project results.

2.5.1. Dissemination Channels

EC internal channels (special audience):

- CORDIS website
- EC projects conference and workshops
- Partners websites belonging to the GO4SEM consortium

Other channels (wide-range audience):

- Project website
- Mailing lists
- Third parties websites
- Project events
- Partners' offices

2.5.2. Dissemination Tools

Dissemination tools already produced that have been used to exploit GO4SEM results:

- Logo and graphical identity of project dissemination materials
- Leaflet
- Brochure
- Website currently updated
- GO4SEM e-mobility community database
- Reports on *Mapping of e-mobility supply chain of ICT components and systems in global markets* and *Identification of e-mobility related innovation capabilities of EU suppliers and SMEs* (output from WP2 and WP3 respectively)
- Cooperation agreements signed with the Associated Partners
- Events (organized at all levels)- conference, presentations, etc.
- Collection of training materials and PowerPoint presentations
- Networking between target groups
- Synergies with other EU projects

Dissemination tools that will be produced/organized in the second project period:

- Joint stand with European SMEs at FEV Exhibition with focus on global market (D6.4)
- Organization of events – final international conference (South Korea), other local events
- 3rd and 4th Newsletters

2.5.3. Exploitable Results

The results of GO4SEM are reported to the EC (see section 5.5.1). Then the main output is adapted/shortened and published on the project webpage (<https://www.vdivde-it.de/eutool-go4sem/public/global-opportunities> and <https://www.vdivde-it.de/eutool-go4sem/public/electro-mobility-clusters>), and the GO4SEM community is notified.

3. Appendix

3.1. Overview of Dissemination and Exploitation Activities

3.1.1. Deliverables

Deliverable Name	Upload Month
D1.1 Quality Assurance Plan	February 2014
D6.1 Dissemination Plan	February 2014
D6.5 1st Newsletter	February 2014
D6.2 Website	February 2014
D2.3 (Part 1): "Mapping of the e-mobility supply chain of electric mobility in Japan"	July 2014
D2.3 (Part 2): "Mapping of the e-mobility supply chain of electric mobility in South Korea"	July 2014
D2.3 (Part 3): "Mapping of the e-mobility supply chain of electric mobility in China"	August 2014
D3.1 Identification of e-mobility related innovation capabilities of EU supplier and SMEs	September 2014
D5.1 Initiation of Web 2.0	September 2014
D2.2 "Mapping of the e-mobility supply chain of electric mobility in India"	September 2014
D6.6 2nd Newsletter	September 2014
D2.1: "Mapping of the e-mobility supply chain of electric mobility in USA"	October 2014
D3.2 Identification of e-mobility related innovation capabilities of EU supplier and SMEs	October 2014
D1.2 Twelve-Month Report (Project Activities, Results & Plans)	October 2014

3.1.2. Publications

An abstract have been submitted to the EVS28 conference. This contribution will present the output of the first term of the project. On the one hand in terms of mapping the global e-mobility supply chains of ICT components and systems considering the target markets in highly innovative regions such as United States, Japan and South Korea or in the emerging countries like China, India and Brazil. On the other hand, identifying the European e-mobility related innovation capabilities.

3.1.3. Workshops and Demonstrations

Presentations and sessions at professional conferences and events: Meetings that partners of GO4SEM organized or participated in, thereby strengthening the European FEV community and supporting links to GO4SEM:

- *INTRASME SME Opportunities Workshop, 3rd of April 2014, Berlin, Germany:* Beate Müller (VDI/VDE-IT) presented GO4SEM project description and objectives in the Session 1 - Results of Market Opportunity study in LCVS, Light Aircraft and Smart Mobility. For more information see <http://www.intrasme.eu/index.php/newsevents/news/104-intrasme-opportunity-and-validation-workshop-berlin-03-april-2014-presentations-available-to-download>
- *INTRASME Bulgarian Roadshow, 16rd of May 2014, Ruse, Bulgaria:* Paul Minciescu (ICPE) presented GO4SEM project description in the Session – Bulgarian Clusters and Support

Organizations. For more information see <http://intrasme.eu/index.php/newsevents/events/event/62-intrasme-bulgarian-roadshow>

- *INTRASME Milano Mobility Days, 21-22nd of May 2014, Torino, Italy*: GO4SEM coregroup members attended this workshop in Milan (Italy). Beate Müller (VDI/VDE-IT) presented GO4SEM project description and objectives in the Session: Mentoring Tips. For more information see <http://intrasme.eu/index.php/newsevents/events-list/event/68-intrasme-milano-mobility-days>
- *18th International Forum on Advanced Microsystems for Automotive Applications (AMAA'2014), 23-24th of June 2014, Berlin, Germany*: GO4SEM coregroup members attended this conference in Berlin (Germany). GO4SEM project was referred in the Session: International Trends in Electric Mobility

Other dissemination events

- *CIP - Innovation & New Activities Board, MONDRAGON Automoción WG Meeting, 17 of February 2014, Mondragon, Spain*
- *SERNAUTO R&D&I WG Meeting, 19-20th of May 2014, Erandio (Bilbao), Spain*

Future Dissemination Events: We aim to reach European and International audience with a strong presence of SMEs. Therefore we will present the results of the first term of GO4SEM project in the following conferences.

- *H2020-Spanish Green Cars Day 2014: "Intelligent Transport Strategy for the Future"*: VDI-VDE/IT will present the scope and objectives of GO4SEM in this event.
- *3rd European Electric Vehicle Congress (EEVC2014)*: GO4SEM work will be presented in the European Project Session
- *EVS28*: The contribution "Global Opportunities for Small/Medium Enterprises in e-mobility (Go4SEM)" has been submitted to this conference.