

ChEESE

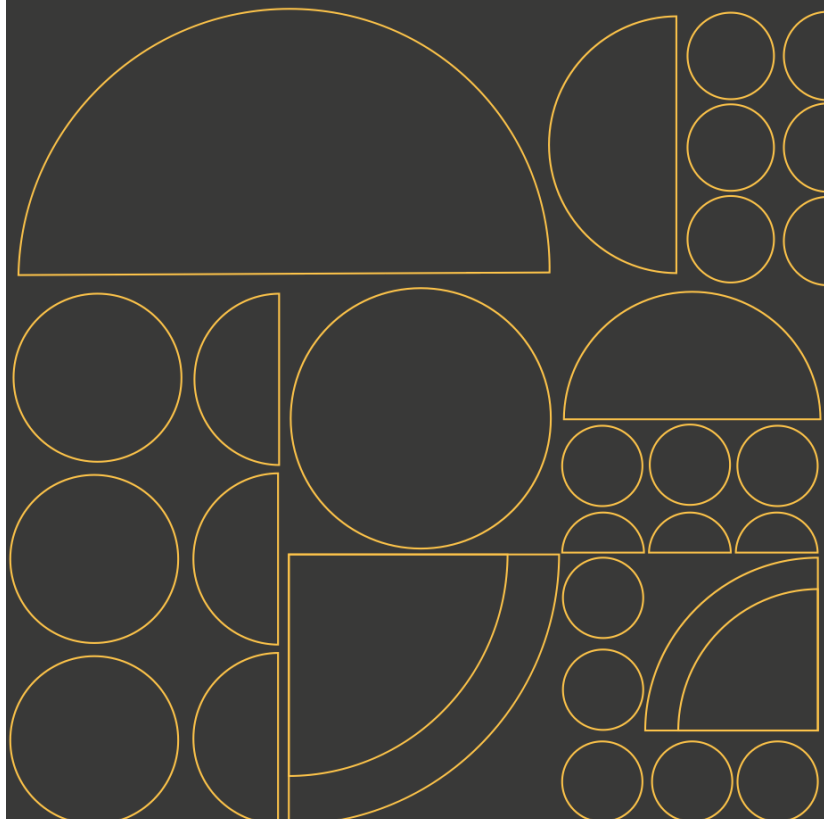
Work Package 7: Dissemination, outreach and capacity building

Project kick-off meeting Barcelona,
19-20 January 2023

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WP7: Objectives

- 1 Identify and perform communication and dissemination activities in order to maximize the impact of the project among scientific audiences and target end-user stakeholders.
- 2 Liaise and coordinate with Research Infrastructures (EPOS), federated environments (EOSC), and other EuroHPC and REA (Horizon Europe) research projects to align and synergize efforts.
- 3 Identify and perform training activities in cooperation with NCCs in order to engage interested parties in the usage of codes and use cases.
- 4 Carry out community building and roadmap activities, with the main output being the Galileo Conference already granted by the European Geosciences Union (EGU).
- 5 Identify the exploitable results of the project and define the potential commercial strategies and services for the ChEESE-2P results (market study, business models, distribution channels and promotional strategy) to reach the market.

WP7: Tasks

Task	Task name	Start	End	Lead
Task 7.1	Dissemination and communication planning and tools	1	48	CSIC
Task 7.2	Liaison activities	1	48	CSIC
Task 7.3	Training activities	6	42	BSC
Task 7.4	Community building and roadmap activities	1	48	BSC
Task 7.5	Sustainability plan	25	48	BSC
Task 7.6	Collaboration task with complementary projects	1	48	CSIC

WP1: Deliverables

D	Deliverable name	Lead	Type	Level	M	Date
7.1	Project website	CSIC	DEC	PU	2	Feb 2023
7.2	Communication and Dissemination Plan	CSIC	R	PU	3	Mar 2023
7.3	Collaboration plan with complementary projects	CSIC	R	PU	6	Jun 2023
7.4	Training plan	BSC	R	PU	8	Aug 2023
7.5	Preliminary exploitation plan	BSC	R	PU	30	Jun 2025
7.6	Training report	LMU	R	PU	42	Jun 2026
7.7	Exploitation plan	BSC	R	PU	47	Nov 2026
7.8	Communication and dissemination report	CSIC	R	PU	48	Dec 2026

Task 7.1: Dissemination and communication planning and tools

Start	1
End	48
Lead	CSIC
Participants	All
Objectives	1. Brand identity • Creation and management of the ChEESE Branding • Applying consistently across all project dissemination materials 2. Dissemination • Identification of target audiences • Dissemination of ChEESE development and results to through media, the website, social media and marketing materials 3. Dissemination register • Support and monitor dissemination activities that maximise the impact of the project 4. Scientific publications • Register ChEESE scientific publications and support the publication process

Task 7.2: Liaison Activities

Start	1
End	48
Lead	CSIC
Participants	BSC, INGV, HLRS, CIN, BA, CSC
Objectives	1. To nominate liaison officers to coordinate and align with: • The Destination Earth (DestinE) initiative • The National Competence Centres (NCCs) with interest in the topics of geophysics and emergency management • Other EuroHPC and REA (H2020/HE) projects, e.g. EuPILOT, EuPEX, eFlows4HPC, DT-GEO, Geo-INQUIRE, and EsiWACE-3 • The European Plate Observing System (EPOS) distributed RI and • The European Open Science Cloud (EOSC); EOSC-sysnergy-2 2. To promote joint dissemination and collaboration events with the initiatives above



Task 7.3: Training activities

Start	6
End	42
Lead	BSC
Participants	CSIC, INGV, HLRS, CIN, TUM, LMU, UMA, CNRS, CSC, UM, SU
Objectives	1. Identification of training needs • ChEESE researchers, Galileo Conference participants and other target audiences will be asked to share their training needs 2. Organization and logistical support • Ongoing support for Galileo Conference • 8 training events, including 2 more Advanced Training on HPC for Computational Seismology courses • A survey will be sent to participants after every course to evaluate their satisfaction and to understand how to improve future courses



Task 7.4: Community building and roadmap activities

Start	1
End	48
Lead	BSC
Participants	All
Objectives	1. Bring together various communities (Earth observatories, research and academia, model developers, model end-users and social agents) through the Galileo Conference • A white paper will be produced and sent to various technical press and translated into Spanish for the local media 2. Other events such as seminars for IUBs will be considered for ChEESE-2P community building activities



Task 7.6: Collaboration with complementary projects

Start	1
End	48
Lead	CSIC
Participants	All
Objectives	1. Contribute to the coordination activities with complementary projects 2. Contribute to the PRACE portal for HPC services (https://hpc-portal.eu) 3. Participate in regular meetings to plan, implement and monitor collaborations 4. Promote joint publication and dissemination of results and joint events 5. Contribute to a common continuous integration and deployment (CI/CD) of the flagship codes with automated testing (e.g., using Special Access scheme in collaboration with CASTIEL 2) on the EuroHPC JU systems in collaboration with CASTIEL-2 (this interacts with Task 4.3) 6. Establish common best practices for IP management and development including effective measures to ensure code quality, reviews, testing, management and development cycles

Task 7.5: Sustainability Plan

Start	25
End	48
Lead	BSC
Participants	CSIC
Objectives	1.This task will identify all project exploitable outcomes, including interim and final results, with emphasis on the PD and services. 2.It will conclude on potential commercial services, business ideas, exploitation pathways and strategies to ensure the sustainability for most relevant innovations of the project. The main activities are: (1)Analysis of the exploitation context (2)End-users engagement. This task will also orchestrate the IUB, oriented at institutional level, as well as the SAB. (3)Exploitation strategy. An Exploitation Plan including the different long-term sustainability options (e.g. creation of a non-profit “ChEESE Foundation”). (4)IP strategy (5)Advisory days. The members of the IUB and SAB will be invited to follow-up the outcomes of the project in annual Industry Day meetings held during the 3 GAs (6)Synergies in the field of sustainability with major European projects and initiatives.

Extended network

HPC services	Standardisation groups
Accelerators/Incubators	Media/Press
Local/National/EU authorities	Policy experts
Trade associations	Citizens
Clusters	

Main differentiating variables under investigation:

Technology-side

- HPC
- Integration availability

Market-side

- Offering width (digital virtual product vs. process)
- Industry (insurance) application coverage

End-user

Large Enterprise SMEs	Academia Public administration
Urgent Computing	Public bodies, First-responders
Early Warning	First-responders
Hazard Assessment	Public bodies, ERCC
4K Imaging	Insurance

Suppliers and Partners

- Scientific Associations
- Academic institution
- University spin-offs
- ICT services providers
- System integrators
- Insurance/Solid Earth industry
- HPC experts

Market overview



Resellers (Consultancy)

System integrators or services provider in general, providing customized solution to end users

Other projects funded by EU



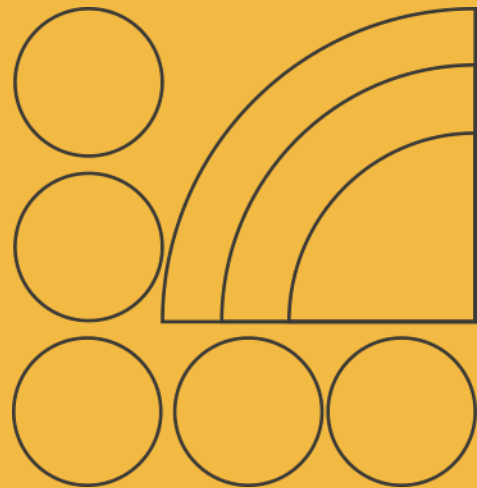
First action: Identification of PD interest

IUB member	PD1	PD2	PD3	PD4	PD5	PD6	PD7	PD8	PD9
Italian Civil Protection Department									
Icelandic Civil Protection									
Spanish Geographic National Institute									
IASPEI									
IAVCEI									
EPOS									
GW4 ISAMBARD									
GEO-GSNL									
REPSOL									
Schlumberger									
INTEL									
MITIGA Solutions									
...									

Exercises as stakeholder engagement strategy



ChEESE-2P: Asset, Partner, ChEESE-2P as a Whole



ChEESE Sustainability Strategy: Identification of Assets

Asset title	'Business' name for the asset
Lead partner(s)	
TRL initial / TRL target	
Description	A description of the asset: Focus on main value proposition(s), selling points
Objectives	
Lead partner(s)	Lead (point of reference) partner for the asset
CHEESE results and components involved	One or more of the other assets involved or linked to this asset.
Type(s) of asset	Examples (multiple possible): Product, Service, Demonstrator,
Relevant stakeholders	Stakeholders involved in the use of the asset. It should include parties already contacted/involved in CHEESE and exploitation, for example by direct contact, presentation, take-up of the component. Example: direct customers, direct suppliers, suppliers of complementary products
Exploitation channel(s)	The main exploitation channels for the asset, e.g. Support, Training, Consulting, Extension/Customization. More than one channel is possible for an asset also depending on the partners involved
Possible competitors	Possible competitors in the market offering similar/competing value propositions
Replicability in other domains and ecosystems	Replication capabilities in different domains. They should be as much as possible concrete and based on the bottom-up capability of the partners.
Action plan / status	Concrete action (plans) for pushing the asset to the market: i.e. so that it is concrete and not just theory.
Other relevant information	Risk, initial expected revenue streams, IP issues, etc.



ChEESE Sustainability Strategy. IP Log & protection

List of applications for patents, trademarks, registered designs, etc.

No.	Type of IP Rights	Confidential YES/NO	Foreseen embargo date dd/mm/yyyy	Application reference(s) (e.g. EP123456)	Subject or title of application	Applicant (s) (as on the application)
1						
2						

List of exploitable foregrounds

No.	Type of Exploitable Foreground	Nature of Exploitable Foreground	Description of exploitable foreground	Confidential YES/NO	Foreseen embargo date dd/mm/yyyy	Exploitable product(s) or measure(s)	Sector(s) of application	Timetable, commercial or any other use	Patents or other IPR exploitation (licences)	Owner & Other Beneficiary(s) involved
1		Containerised Software library	SaaS, Scientific partnerships, R&D Projects.	YES	TBD		Academia, Industry	TBD		
2										



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19/01/2023

The Business Model Canvas

Designed for: KER1 Designed by: JF Date: 19/01/2023 Version: 1.0

Key Partners - Civil protection - Insurance - Data scientists - Research institutes - Communication and marketing experts - Component suppliers	Key Activities - HPC services - Data Analysis and Simulation Teams - Specialised Installation teams	Value Propositions - Pre R&D Project requirements elucidation, setup of HPC solid earth projects. Direct assistance for configuring the set-up - After project: continuous support and product improvement	Customer Relationships - Public bodies (civil protection, military planning) - Independent Service providers ISPs - Academia - HPC Solid Earth Community
Key Resources	Key Channels - Mainly Direct public funding mechanisms - Website + Social Media	Cost Structure - Infrastructure costs (connection, HPC, etc) - Installation costs - Personnel costs (Data Analysis & Simulation Team + CRM) - Training costs (for installation specialised personnel)	

Exploitation Roadmap

Actions Briefly describe actions planned to be executed 3-6 months after the end of the project.

Make sure you do not just focus on technical activities (realisation of a prototype, software interface, etc) but also consider the finalisation of a business plan, the protection of intellectual property, the collection of subscriptions, all if and be needed

-Horizon Results Platform

An initiative of the  European Commission

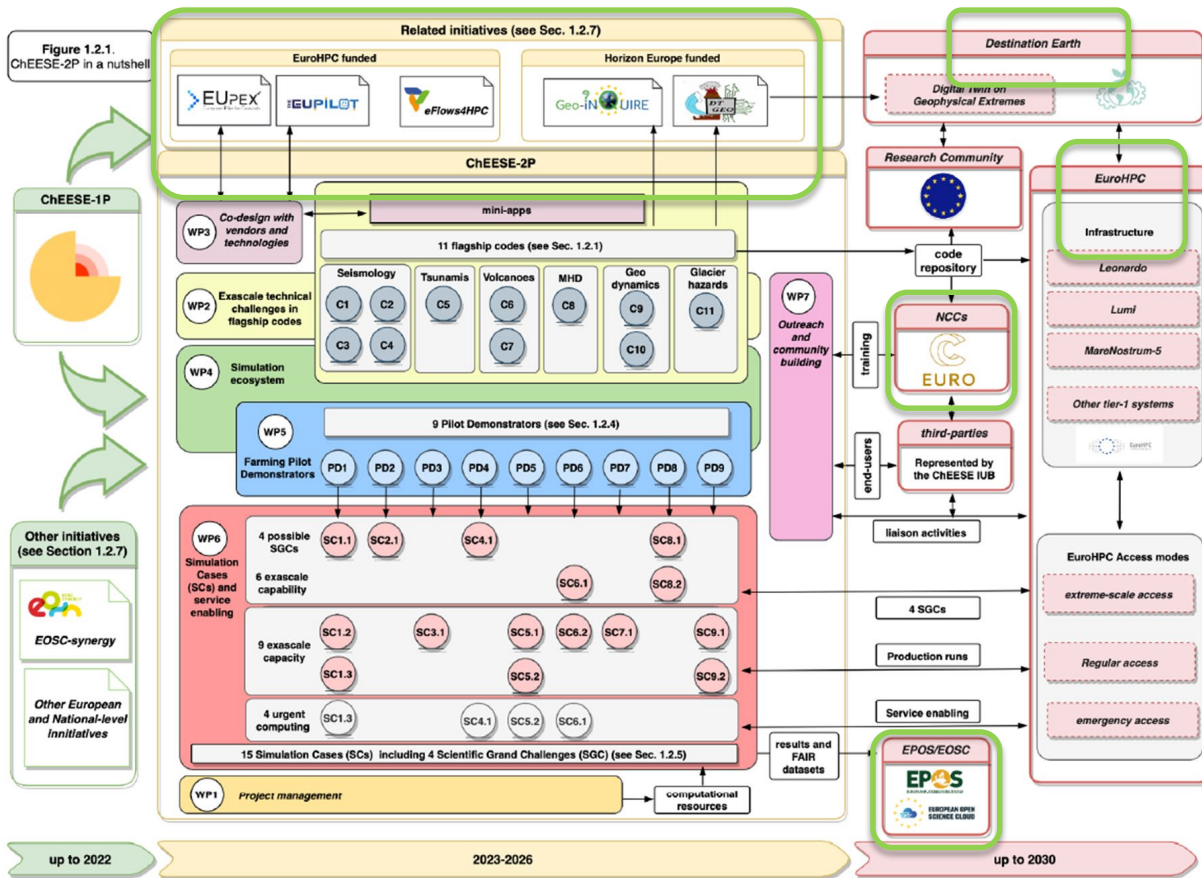
The Exploitation Roadmap is a tool designed to help the consortium to identify and plan activities to be performed after the end of the project. The highest risk a consortium faces is not being able to implement the exploitation and dissemination plan and increase the TRL level or go to market, due to lack of resources. The exploitation roadmap is designed to address this risk, mitigate it and pave the way toward use and a stronger impact.

Explications	Briefly describe actions planned to be executed 3-6 months after the end of the project. <i>Include a list of key roles you do not just list but assign to technical activities (realization of a prototype, software interface, etc.) but also consider the finalization of a business plan, the protection of intellectual property, the collection of authorizations, and it will be needed to start employment when it is your responsibility.</i> Roles of partners involved in the actions defined above.
Roles	
Milestones	List the milestones and KPIs to be used for monitoring the implementation of the actions listed above. Add timeline.
Financials	Cost estimate to implement planned activities (1 year, 3 years). Provide information on the costs/investments needed to bridge the end of the project to the next steps planned and increase TR, or give you [insert] you may invest in a partner, in the realization of a prototype.
Revenues	Projected revenues and eventual profits once the KER will be used (insert 1 and 3 years). Consider revenues you expect to collect by licensing, or thanks to service provision or sale of devices. They represent the cost flow that will make the use of the result sustainable over time (provide an estimate of the time needed to reach break-even point to be expected after 3 years, if possible). It is recommended that you estimate the revenues pertaining to your early adopters and potential customers and include the information in the draft exploitation plan.
Other sources	Resources needed to bridge the investment needed to increase TR, and ensure the result is sustainable. Financial resources to cover costs incurred before collecting the first revenues (during the time to market – see next points) and their sources. Sources can be partners, own capital, other projects, additional investments, bank or risk capital, loans, etc. Make sure to obtain them at the right timing.
Impact in 3 years time	Provide a list of the main points of growth/benefit for the society. The impact is the objective of H2020. Include should mobilise measurable changes in terms of growth/benefits for the society (i.e. jobs created, innovative businesses, turnover generated, etc.).



Long-term Sustainability: ChEESE-2P Foundation: *An initial analysis*

Figure 1.2.1.
ChEESE-2P in a nutshell

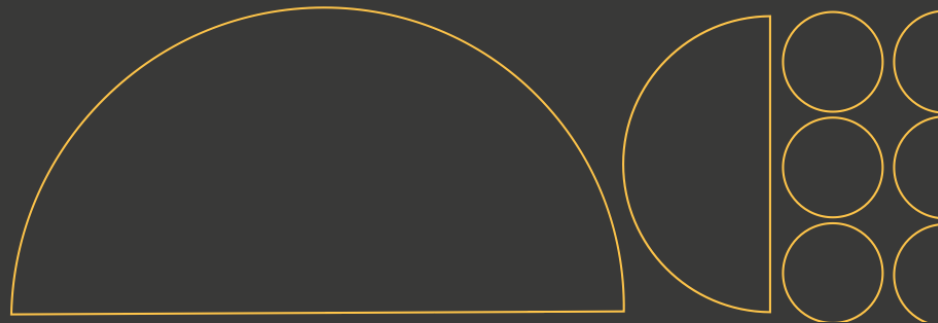


Market overview



- Direct reinvestment in R&D projects
- Direct reinvestment in Grants (PhD, Post-Doc, sabbaticals)
- Academia and R&D centers are used to be part of Foundations
- Possibility to have Access to EU funds (Horizon Europe)
- Clustering and Lobbying
- Can be explored inside ChEESE-2
- Ownership of the institution

Thank you!



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