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ScienceUs

WP5

SCIENCEUS'S SUSTAINABILITY AND EXPLOITATION PLAN

Report By :
NKUA
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List of Abbreviations

Abbreviation	Description
CS	Citizen Science
SAB	Stakeholder Advisory Board
ERA	European Research Framework
R4C	Regions4Climate
KST	Key Strategic Topics
EC	European Comission
KPIs	Key Performance Indicators
R&I	Research & Innovation
EEA	European Education Area
ESCA	European Science Engagement Conference
KERs	Key Exploitable Results
EEN	Enterprise Europe Network
KEAs	Key Exploitable Assets



1 Executive Summary

This deliverable, D5.2 – ScienceUs Sustainability and Exploitation Plan, presents the project’s strategy to ensure that its results, methodologies, and knowledge assets deliver value beyond the lifetime of the grant. The plan builds on Task 5.3 of the proposal as well as D5.1 Communication, Dissemination and Growth Plan and defines post-project exploitation pathways, sustainability mechanisms and market opportunities. It addresses the exploitation of ScienceUs’ s main assets—its online platform, benchmarking methodology, training portfolio and policy recommendations—and develops a distinctive business model to support their long-term use.



2 Introduction

The purpose of this deliverable is to define how ScienceUs will exploit its results and ensure sustainability during and after the project. In line with Task 5.3, this plan sets out the pathways by which ScienceUs's key outputs, methodologies and knowledge assets will continue to generate impact once EU funding ends. Whereas D5.1 – Communication, Dissemination and Growth Plan – focused on awareness-raising and outreach, this exploitation plan centres on reuse, institutional integration, market potential and business viability.

The plan pursues several interconnected objectives: **i)** To establish a collaborative and commercially viable business model around ScienceUs' exploitable assets; **ii)** To identify market opportunities and regional/international expansion pathways, ensuring that ScienceUs impacts extend beyond its initial regions; **iii)** To design strategic account plans for ScienceUs consortium, strengthening long-term relationships with citizen science initiatives, policy-makers, funders and other key actors; **iv)** To build sustainability mechanisms — including governance structures, financing models and institutional commitments — that can secure the project's legacy.

The exploitation approach is structured around two connected dimensions: **(i)** the development of concrete and collaborative business models around ScienceUs' s exploitable assets and **(ii)** the identification of market opportunities for growth and regional expansion in Europe and beyond. It will also outline the design of strategic account plans for the partnership, ensuring tailored engagement with key actors including local citizen science initiatives, policymakers, research entities, funders and corporates.

To achieve this, the plan applies business model patterns well-suited to the ScienceUs portfolio. A multi-sided platform model leverages interactions across the quadruple helix — academia, policymakers, industry and civil society — ensuring that value creation depends on cross-sector collaboration

This version of the plan (M18) provides the first consolidated framework for exploitation and sustainability. It will be systematically refined and expanded throughout the project, drawing on Upscale Academy learnings, stakeholder engagement and market analysis. The final version at M36 will integrate these lessons into a complete roadmap, including refined business models, updated plans and advanced financing strategies. Through this process, ScienceUs will evolve from a time-bound project into a sustainable ecosystem of citizen science practice, supporting climate adaptation and research-policy-society collaboration across Europe..

3 Exploitation within the EU Context and Policy Framework

The ScienceUs project directly supports the European Union's Green Deal objectives by facilitating the integration of citizen science into climate adaptation strategies, environmental monitoring, and broader sustainability transitions. Through its tools, training materials, and support to local initiatives, ScienceUs enhances the public's role in tackling environmental challenges.



The project is firmly embedded in the European Research Area (ERA) policy agenda, notably in its efforts to:

- Broaden participation and strengthen R&I ecosystems across the EU,
- Improve science-society interfaces and policy responsiveness,
- Support the mobility and networking of researchers and citizens through open science and inclusivity.

ScienceUs also contributes to several Horizon Europe strategic orientations, including:

- “Strengthening the ERA” (WIDERA 2023-ERA-01),
- “Promoting open and inclusive research practices”,
- “Boosting citizen engagement for policy relevance and impact.”

3.1 Relevance to the Mission on Adaptation to Climate Change

ScienceUs is highly relevant to the Horizon Europe Mission on Adaptation to Climate Change, which aims to support at least 150 European regions and communities to become climate resilient by 2030. The project contributes by:

- Enabling bottom-up data generation from citizens in different climatic regions,
- Supporting co-created solutions and awareness-building,
- Strengthening feedback loops between scientific knowledge and local actions.

The citizen science initiatives selected and supported under WP3 will act as regional demonstrators, embedding public knowledge and lived experiences into adaptation pathways.

3.2 Contribution to European Research Area (ERA) Strengthening

ScienceUs enhances ERA by building institutional capacities and facilitating knowledge sharing across countries and regions. The CIVIS alliance and MFN provide transnational networks, while the inclusion of diverse geographical regions addresses ERA widening priorities, particularly by:

- Creating long-term partnerships across academic and non-academic actors,
- Upscaling grassroots practices into recognized science-policy models,
- Reducing fragmentation and duplication in citizen science initiatives.

Positioning within the Citizen Science Policy Landscape

ScienceUs operates at the intersection of science, society, and governance. It supports EU ambitions for open science and inclusive research by:

- Building upon the legacy of platforms like EU-Citizen.Science,



- Informing policy recommendations through WP4 outputs (e.g., policy briefs),
- Providing evidence and models for the implementation of citizen science in public and private decision-making.

The project contributes to emerging European guidelines on citizen engagement, science integrity, and participatory democracy in research.

4 EU-Level Tools and Opportunities for Exploitation

4.1 Use of Platforms like Climate-ADAPT, EU-Citizen.Science, and Others

To ensure broad visibility and uptake of ScienceUs results, the project will actively engage with prominent EU-level platforms:

- **EU-Citizen.Science:** As a central repository and networking space for citizen science practitioners, this platform will host toolkits, best practices, training materials, and methodologies developed in ScienceUs. The involvement of MFN—a key actor in EU-Citizen.Science—ensures effective integration.
- **Climate-ADAPT:** A strategic channel for showcasing climate-related citizen science initiatives and results relevant to adaptation policies. Outputs from WP3 and WP4 (e.g., policy briefs) will be aligned with the platform’s thematic priorities.
- **CORDIS:** Final project results will be disseminated through the CORDIS results portal to target research and innovation stakeholders.

4.2 EC Exploitation Tools and Services

The project will leverage several European Commission tools to facilitate the exploitation of results:

- **Horizon Results Platform:** ScienceUs’ key exploitable results (KERs)—such as the project’s methodology kits, support models, and network—will be profiled to attract interest from public and private stakeholders.
- **Innovation Radar:** If applicable, technological or methodological innovations will be assessed for innovation maturity and included in the radar to foster commercial or societal adoption.
- **Knowledge Valorisation Platform:** Sharing ScienceUs approaches to community engagement, replication of initiatives, and local partnerships to inform and inspire future R&I actions.
- **Funding & Tenders Portal (EU Dissemination Booster):** To access tailored support services for result dissemination and matchmaking with potential users and investors.

4.3 Synergies with Ongoing or Future EU-Funded Initiatives

ScienceUs actively seeks to establish strategic synergies with CROPS, IMPETUS, CLIMAS, AGORA and RESIST, such as with complementary EU projects and networks, including:



- **Projects under the ERA call** addressing widening, inclusiveness, and science-society co-creation;
- **Mission-related projects** (particularly in climate adaptation) where community engagement is a priority;
- **CIVIS Alliance activities**, as a vehicle for further scaling, testing, and embedding results in institutional frameworks;
- **Open Science and Research Integrity initiatives**, to align with EU guidelines and increase credibility.

These collaborations will facilitate result replication, transferability, and sustainability within EU R&I ecosystems.

5 ScienceUs Exploitation and Sustainability Strategy

5.1 Strategic objectives

The exploitation and sustainability strategy of ScienceUs is designed to ensure that the project's key results, knowledge assets, and stakeholder networks continue to generate impact well beyond the formal end of the project. Recognizing that citizen science plays a critical role in both democratic participation and data-driven climate adaptation, the strategy takes a long-term, systems-oriented perspective. It builds on ScienceUs's strong engagement with local communities, institutional partners, and EU policy frameworks, and seeks to move from dissemination to durable **uptake, reuse, and institutionalization**.

The strategy is structured around four interrelated strategic objectives:

1. **Maximize the reuse and scalability of ScienceUs methodologies, tools, and support models** by making them openly accessible, modular, and adaptable for different regional and sectoral contexts. This includes ensuring that training materials, benchmarking frameworks, and pilot outcomes can be easily reused and applied by other citizen science initiatives and public actors across Europe.
2. **Embed project outcomes within institutional frameworks**, particularly in higher education institutions (HEIs), science engagement organisations, research infrastructures, and public administrations. By integrating ScienceUs toolkits and training content into existing systems (e.g. curricula, municipal programmes, or research support services), the project ensures structural continuity and relevance beyond the lifetime of the grant.
3. **Enable self-sustaining ecosystems of citizen science practice** by fostering long-term partnerships, strengthening capacities among key stakeholders, and supporting alignment with diverse funding sources. This objective addresses both the supply side (by empowering actors) and the demand side (by demonstrating value to funders and decision-makers), contributing to robust local innovation ecosystems.
4. **Position ScienceUs as a policy-informing actor at both European and regional levels** by synthesizing project insights into actionable recommendations, guidelines, and policy briefs.



These will be strategically disseminated to EU institutions, national agencies, and local governments to influence citizen science integration in climate resilience planning, innovation agendas, and mission-oriented R&I frameworks.

Together, these objectives ensure that ScienceUs evolves from a time-bound project into a **credible, connected, and continuously useful knowledge infrastructure** in support of participatory, mission-driven science across Europe.

5.2 Methodological Approach for Sustainability Planning

The exploitation and sustainability strategy of ScienceUs is underpinned by a **twofold methodological approach** that combines asset-based planning with stakeholder-driven engagement. This twofold approach ensures that project results are not only technically robust and openly accessible but also socially relevant, policy-aligned, and institutionally embedded.

Asset-Centred Planning

This stream focuses on the **identification, refinement, and strategic promotion of Key Exploitable Results (KERs)** that can deliver value beyond the project context. These KERs include methodological frameworks, training toolkits, policy guidance, and digital infrastructures developed across various work packages. Each asset is analysed and documented in terms of:

- **Usability:** Is the asset practical, modular, and applicable in diverse contexts?
- **Transferability:** Can it be adapted to other regions, sectors, or missions?
- **Stakeholder value:** Who benefits from it, and under what conditions?

Key actions within asset-centred planning include:

- **Lifecycle mapping** of each KER, from development and pilot use to refinement, transfer, and long-term hosting.
- **Clarity of ownership and governance**, especially in relation to IPR, licensing, and long-term maintenance responsibilities.
- **Curated packaging of outputs**, including tailored toolkits, multilingual resources, and standardised templates that facilitate adoption and reuse.

Stakeholder-Centred Engagement

This complementary stream focuses on **mapping value pathways** for different actors within the **quadruple helix**—academia, public authorities, private/innovation actors, and civil society—and ensuring that exploitation is rooted in demand and collaborative governance. It includes:

- **Value proposition design** for each key stakeholder segment.
- **Engagement mapping**, identifying where and how stakeholders can adopt, support, or promote ScienceUs results.



- **Post-project relationship management**, including light-touch coordination mechanisms, mailing lists and the ecosystem of ScienceUs to ensure continuity beyond the grant period.

This stakeholder-centred track is not limited to dissemination or awareness-raising but is focused on **co-ownership and uptake**, particularly by:

- Universities integrating ScienceUs content into teaching or research support units;
- Local governments applying training or engagement methods in new adaptation strategies;
- Science centres embedding materials into public programmes;
- NGOs and CSOs reusing engagement protocols for grassroots campaigns.

Cross-Cutting Mechanisms

To link these two streams and ensure cohesion across the sustainability strategy, the project has identified four cross-cutting mechanisms:

1. **Lifecycle mapping of each asset**, including Upscale Academy feedback and readiness for handover;
2. **Identification of “anchor institutions”** (e.g., CIVIS universities, MFN, municipalities) that will host or maintain key results;
3. **Embedding assets into open European platforms and thematic networks**, such as EU-Citizen.Science, Climate-ADAPT, or EOSC;
4. **Alignment with regional and national funding or policy frameworks**, ensuring that ScienceUs assets can be leveraged by future projects, mission platforms, and institutional strategies.

This methodological approach enables a balanced strategy that is both **systematic and adaptive**—built around tangible results and responsive to the evolving needs of the communities and institutions ScienceUs seeks to serve.

5.3 Process for Internal Alignment and Partner Engagement

To ensure coherence and commitment across the consortium, ScienceUs will implement an internal process of:

- **Sustainability workshop** (planned during M30–M36) to align on asset ownership, exploitation plans, and partnership strategies.
- **Partner exploitation statements**: Each partner will draft individual exploitation roadmaps, indicating how they plan to use or promote project results locally or institutionally and will be included in the final version of the Deliverable (M36).
- **2 meetings with SAB members to validate the exploitation plan**

A Sustainability & Exploitation Coordination Team under WP5 will oversee the process and monitor follow-up actions post-project.



6 Market and Stakeholder Analysis

Market analysis

To ensure the results produced by the ScienceUs project are designed to meet the needs of a suitable target market of end-users, a number of market analysis techniques will be applied. In this deliverable, this analysis has been carried out at the level of the project. Although many of the market-analysis terms and techniques are more commonly applied to for-profit exploitation, they can provide equal value for not-for-profit models of exploitation, such as sharing results among researchers and with policymakers. Whether for-profit or not, the basic principles of market analysis are to identify the group(s) of potential end-users (market segmentation), establish the benefit of the project results to these users (added-value analysis), analyse the level of competition from equivalent existing 'products' (SWOT and competition analysis) and consider how the uptake of the project results might be positively or negatively affected by wider trends or market drivers.

Market segmentation

A generalised set of target groups is described below. This group of end-users is a sub-set of the full list of target audiences and, for example, does not include media organisations which will be a key target audience for the project's communication activities but are unlikely to be end-users for the project's outputs. In the next version of this deliverable, more detailed market segmentation will be carried out for each specific KER.

6.1 Stakeholder Segmentation (Quadruple Helix)

ScienceUs engages a wide and diverse stakeholder ecosystem aligned with the **quadruple helix model** — incorporating academia, public authorities, industry/innovation actors, and civil society. Stakeholder mapping reveals the following categories:

Table 1 - Target group of ScienceUs Exploitation plan

Helix	Stakeholder Types	Engagement Role
Citizen Science Projects & Communities	Existing CS projects capable of upscaling or already active at EU level	Adoption of ScienceUs training, data standards, and interoperability guidance; enhanced engagement capacity
EU Missions & Transnational Networks	Initiatives aligned with the five Horizon Europe Missions	Uptake of ScienceUs scalability assessment framework and shared online tools for knowledge exchange
Academia & Research Institutions	Researchers in climate change, behavioral science, public engagement	Use of research outputs and methodology for further analysis, hypothesis testing, and course development



Large-Scale Programmes & Initiatives	Flagship national or European programmes targeting climate adaptation or citizen engagement	Synergies in dissemination, mutual promotion, and adoption of ScienceUs tools in mission-aligned programming
Public Authorities & Agencies	Local/regional/national authorities implementing climate or innovation policy	Deployment of community engagement models and use of the ScienceUs Upscale Academy for strategic campaigns
Businesses & NGOs	Particularly green-oriented enterprises and CSOs focused on environmental impact	Use of tools and materials for community-driven science campaigns and stakeholder collaboration
Policy Makers	Decision-makers at local, national, and EU levels	Use of project evidence and outputs to inform and guide citizen science-friendly policies

Special emphasis is placed on involving underrepresented groups and **ERA widening countries**, in line with Horizon Europe's inclusiveness priorities.

6.2 Market Potential and Demand Estimation

Citizen science is gaining traction as an accepted methodology in R&I and public policy. The **market potential** for ScienceUs outputs spans:

- **Policy & Governance:** EU missions, climate adaptation strategies, smart city planning
- **Education & Skills:** Formal and informal learning providers seeking participatory, SDG-linked content
- **Innovation & Data Services:** Emerging interest in crowd-based environmental monitoring and open data valorisation
- **Philanthropic and Public Funding:** Growing focus on participatory models and social innovation (e.g. climate philanthropy, EU regional instruments)

Demand signals observed:

- EC policy push for participatory science (Open Science Agenda, ERA Action 8)
- Increased inclusion of citizen science in national climate plans (e.g., France, Germany, Italy)
- HEIs seeking novel engagement models aligned with SDGs
- Climate change missions requiring public engagement
- Growing interest in participatory methods in research and innovation policy
- Digital transformation and data democratization trends
- Structured support for bottom-up, scalable environmental solutions



6.3 SWOT Analysis

To assess the internal and external conditions influencing the long-term uptake and impact of ScienceUs results, a SWOT analysis has been conducted. This strategic tool helps the consortium identify strengths to build on, weaknesses to address, opportunities to pursue, and threats to mitigate—specifically in the context of sustainability, replication, and policy relevance.

The analysis considers not only technical deliverables but also institutional positioning, stakeholder engagement dynamics, and the broader European policy environment in which ScienceUs operates.

Table 2 - SWOT Analysis

Strengths	Weaknesses
• Strong consortium with representation from academia, CSOs, policy experts, and public engagement institutions (e.g. CIVIS alliance, MFN). • Clear alignment with Horizon Europe Missions and ERA priorities. • Synergy with sister projects and platforms • High transferability of outputs: modular training materials, selection frameworks, digital platform.	• Long-term sustainability of outputs remains a challenge • Heavy reliance on EU Missions may limit broader adaptability • Limited human resources for post-project maintenance unless externally funded • Risk of uneven partner engagement in exploitation, especially after funding ends.
Opportunities	Threats
• Collaboration with CROPS, ECSA, IMPETUS, and others • High policy demand for citizen participation in EU Missions, green transition, and climate adaptation. • Policy momentum for participatory science • Potential to link with other ERA projects, EU platforms (EU-Citizen.Science, Climate-ADAPT), and open science infrastructures (EOSC). • Reuse potential across national programmes, regional adaptation plans, and HEI capacity-building initiatives.	• Competition with existing platforms and citizen science initiatives may reduce visibility. • Risk of overlap or fatigue among CS communities • Intense competition for follow-up funding • Fragmentation of stakeholder engagement once project support ends.

The **strengths** of ScienceUs lie in its strategic design, consortium structure, and strong policy alignment. The project's outcomes—including its benchmarking methodology, Upscale Academy support model, training toolkit, and policy recommendations—are highly modular and interoperable, making them suitable for scaling and reuse across regions and sectors. The presence of strong anchor institutions like CIVIS universities and MFN strengthens the credibility and institutional absorption potential of project results. At the same time, **internal weaknesses** must be acknowledged. ScienceUs, like many Horizon Europe projects, may face limitations in ensuring post-project continuity unless sustainability roles and resources are clearly defined and secured. Additionally, some project results,

though technically strong, may not reach their full impact without dedicated dissemination and stakeholder engagement in the final year and beyond.

Externally, the project benefits from several promising **opportunities**. These include the increasing focus of European institutions on participatory approaches, the need for inclusive climate adaptation strategies, and the policy openness to citizen science in ERA, Horizon Europe Missions, and open science agendas. The proliferation of sister projects and citizen science initiatives creates possibilities for synergy, joint dissemination, and cross-promotion. However, **external issues** must be managed carefully. The field of citizen science is becoming crowded with tools, frameworks, and platforms—raising the bar for visibility and differentiation. In addition, political cycles and administrative shifts could affect uptake at the local or regional levels. There is also a real risk of post-project fragmentation if the stakeholder engagement mechanisms (e.g. ScienceUs network) are not sufficiently embedded or maintained.

6.4 Competition and Collaboration Landscape

Table 3 - Competition and collaboration table

Source of Competition	Level	Collaboration Strategy
Parallel EU projects (e.g., CROPS, IMPETUS)	High	Joint dissemination and result bundling
Other EU citizen science platforms (e.g., ECSA)	Mid	Open licensing and integration pathways
Time/attention of CS initiatives	High	Align communications, reduce duplication, co-create
Public/private funding opportunities	High	Collaborative proposal development and strategic alliances

7 Business, Exploitation Model and Key Exploitable Assets

7.1 IPR Management and Access Rights

IPR at Project/Consortium Level: To guarantee proper protection, all results generated during ScienceUs will be carefully assessed in terms of IP protection before they are further disseminated. For that purpose, all results presented in reports will be initially treated as confidential, until they are either properly protected or decided to be free for PU dissemination by the partners involved in. Non-commercial exploitation will be achieved through publications in peer-reviewed national and



international scientific journals. At the project level, the main goal is to ensure that the generated results (foreground) are efficient, identified, classified, protected and subsequently exploited. In addition, it is of key importance for all the ScienceUs's partners to have a clear idea of the background they bring to the project, the access rights they provide to other consortium partners and future beneficiaries, how to ensure that dissemination and communication do not raise risks of loss of IP rights, how ownership of generated IP will be assigned and in case of dealing with co-ownership of results, to have a clear picture of best practices, recommendations and future implications to ensure a successful long-term relationship and a profitable exploitation of results.

The issues related to the management of knowledge and IP follow the general provisions of the Grant Agreement and are defined in the Consortium Agreement (CA). IPR within the framework of ScienceUs's upscale Academy: WP3 mediate IPR issues between ScienceUs consortium and other organisations participating in the citizen science projects to be supported. In parallel, within our matchmaking service between participating entities and other members of ScienceUs's ecosystem, the consortium will provide a diverse set of legal and IPR-specific training sessions and services (under task 3.2). During ScienceUs, detailed precautions will be needed to protect the IPR of all participants: **i)** Non-disclosure agreements (NDAs) will be signed by all involved actors, namely relevant consortium member staff, supported organisations, and other participating institutions. This is to verify that they will not proceed to improperly use information, and other sensitive information of beneficiaries; **ii)** The consortium will apply information security procedures, mitigating information security risks from unauthorised third parties.

ScienceUs follows Horizon Europe rules for **Intellectual Property Rights (IPR)** and result dissemination as outlined in **Grant Agreement Article 16**. Key principles include:

- **Ownership:** Results are owned by the partner(s) generating them, unless jointly developed (then shared ownership applies).
- **Access Rights:**
 - All partners have royalty-free access to results needed for implementation and use.
 - Third-party access will be granted under Creative Commons licenses for selected open resources (e.g., CC-BY or CC-BY-SA for toolkits).
- **Joint Results:** Specific internal agreements (via the Consortium Agreement) define how co-created assets (e.g., the toolkit) will be maintained and governed.
- **No restrictions on further development:** Assets are designed for reuse, remixing, and enhancement under open access models where possible.

7.2 Business models

The business model pattern of choice for most of ScienceUs's exploitable assets is the Multi-Sided Platforms business model. Multi-sided platforms bring together two or more distinct but interdependent groups of customers. Such platforms are of value to one group of customers only if the other groups of customers are present as well. The key is that the platform must attract and serve all groups simultaneously in order to create value. Considering that ScienceUs's platform engages



stakeholders from the quadruple-helix that can **make an impact only in close collaboration amongst each other, a multi-sided platform business model is applicable to partners' exploitation and sustainability**. In the case of ScienceUs, the groups addressed will be universities, research entities, NGOs, policy makers, public authorities and industry, including SMEs. Additionally, the nature of ScienceUs's portfolio of training and support services fits perfectly with the Customer Relationship business model pattern. In this model, customer relationships comprise an organisation's key asset and its core business. This particular exploitable asset will add value to others where the multi-sided platforms business model will be applied.

7.3 Description of Main Results and exploitable assets

ScienceUs addresses exploitation at several interrelated dimensions (core exploitable assets) as given in the following table:

Table 4 - Portfolio of Key Exploitable Assets (KEAs)

Asset	Description	Potential customers	Business model
ScienceUs's upscale Academy	A tested methodology and an ecosystem delivering concrete value propositions to the actors that demonstrate higher potential	Actors from the quadruple helix interested in the ScienceUs's methodology and support services for citizen science initiatives	Joint venture to commercialise the programme through brokerage fees, service-based fees and membership fees
Vibrant and innovative community of citizen science initiatives	An interconnected and open community comprising an open innovation ecosystem around citizen science projects		Mainly through brokerage services, ticketing and sponsors
Training Sessions and training materials	Portfolio of training sessions on specific topics for the implementation of citizen science projects		Customer Relationship

7.4 Key exploitable results

ScienceUs will generate a portfolio of Key Exploitable Results (KERs) that provide value to a range of stakeholders across academia, public administration, civil society, and innovation ecosystems. These results include:

Key exploitable results



Table 5 - Key Exploitable Result 1

KER 1 – ScienceUs project website
Lead partner: NKUA
Description: The project website, hosting all resources generated in the context of ScienceUs, maintained for at least three years. This includes the outputs and resources generated by the project. An interconnected and open community comprising an open innovation ecosystem around citizen science projects
Unique value proposition: A user-friendly for all ScienceUs outputs and resources, open call and online submission. A central access point for European stakeholders to learn about, implement, and scale citizen science initiatives related to EU missions, with interactive features and multilingual access.
Target users: Citizen science projects, wider CS communities, public authorities, NGOs, academia, EU mission initiatives.
Proposed development timeline: The website will be launched in the first month of the project in parallel with developing other communication materials in WP5 and will be periodically updated as new resources become available. It will complement the existing information about citizen science and the EU missions. The open call will be included, online submission will be implemented and all the material of the project will be integrated to the website.

Table 6 - Key Exploitable Result 2

KER 2 – ScienceUs Open Repository of Citizen Science Initiatives
Lead partner: SUR
Description: A curated and expandable database of CS projects assessed for scalability and mission relevance. It provides metadata, impact summaries, and contact links.
Unique value proposition: An EU-first dynamic registry aligned with mission goals, interoperability standards, and open science principles.
Target users: Citizen Science networks, EU mission networks, policy makers and public authorities.
Proposed development timeline: Based on the inclusion criteria defined in the ScienceUs scalability assessment methodology, existing projects, initiatives or actions will be clustered under each of the climate change adaptation EU Mission based on their scope and impact. This mapping exercise will be the result of a collective effort from all partners to leverage the in-depth / local as well as international knowledge and experience of the discipline and its evolutions of the organizations and individuals involved in this consortium. The result will be a living, open database. Mapping and classification completed by M18; regularly updated post-project.

Table 7 - Key Exploitable Result 3

KER 3 - The ScienceUs Upscale Academy
Lead partner(s): UT, UB, UAM, MfN, AMU
Description: A tested methodology and an ecosystem delivering concrete value propositions to the actors that demonstrate higher potential.
Unique value proposition: An action-oriented academy that connects community actors, amplifies local efforts, and builds a pipeline of citizen science projects that were selected in the Flourish and Harvest phases with mission-relevant skills.
Target users: Citizen science practitioners, wider CS communities, citizen science networks and larger initiatives, academia, public authorities and policy makers.
Proposed development timeline: The ScienceUs upscale academy will deliver individualized and group support services to the selected citizen science sub-projects. Trainings (webinars and face to face) on different topics and working modalities on citizen science; Networking and matchmaking services with all relevant actors from the quadruple helix; Mentoring and coaching services; Access to additional public and private funding; Specific consultancy services related to gender balance and inclusive engagement of vulnerable groups. Joint venture to commercialise the programme through brokerage fees, service-based fees, membership fees. The Upscale Academy will be finalised by the end of the project.

Table 8 - Key Exploitable Result 4

KER 4 - A repository of citizen science training materials
Lead partner(s): All partners
Description: A repository of citizen science training materials with protocols and working modalities available on the website and open to all stakeholders. A curated, multilingual digital repository of training materials, working protocols, and methodological guidance produced through ScienceUs to support the implementation and upscaling of citizen science for climate adaptation. The repository includes training modules, facilitation guides, engagement strategies, interoperability standards, and practical examples, all accessible via the ScienceUs online platform.
Unique value proposition: This open-access repository provides targeted, tested, and transferable learning resources tailored for different user types—local authorities, educators, citizen groups, NGOs, and research institutions—promoting inclusive, mission-aligned citizen science practice.
Target users: Citizen science projects, Citizen science practitioners, wider CS communities, citizen science networks and larger initiatives, academia, public authorities, NGOs and policy makers.
Proposed development timeline: The repository can be embedded into formal and informal training programmes, reused across Europe as a modular toolkit for citizen science, and serve as a reference point for replication of the ScienceUs-supported initiatives. The full, structured repository will be finalized by M34 and promoted widely prior to project close.

Table 9 - Key Exploitable Result 5

KER 5 - Policy Briefs
Lead partner(s): UAM, ULB
Description: A series of policy briefs and actionable recommendations based on ScienceUs' findings and Upscale Academy. Tailored for local, national, and EU levels.
Unique value proposition: Evidence-based insights directly linked to the European policy cycle and mission priorities, with strong potential for policy uptake.
Target users: Policy makers, EC bodies, national adaptation councils, EU mission boards.
Proposed development timeline: Final policy briefs will be available by the end of the project (M36)

8 Strategic Exploitation Roadmap

8.1 Timeline and Implementation Phases

The exploitation strategy for ScienceUs will be developed in **three phases**, aligned with the project's timeline and extended into the post-project period to ensure long-term uptake and sustainability of results.

Table 10 - Implementation phase of the Exploitation

Phases
Phase 1 – Foundation and Alignment (M1–M18) This initial phase focused on setting up exploitation enablers: ✓ Establishment of the project's digital infrastructure (KER 1) ✓ Development of the benchmarking and selection methodology ✓ Mapping of stakeholders and potential user pathways ✓ Internal partner alignment through WP2–WP3 ✓ Launch of the ScienceUs website and repository development
Phase 2 – Validation and Value Creation (M18–M30) During this phase, ScienceUs results will be tested, demonstrated, and refined: ✓ Training materials and methods will be deployed and validated through selected initiatives (KER 4) ✓ Engagement with local and EU-level policy actors will intensify to shape uptake (KER 5) ✓ Preparations will begin for establishing a post-project community
Phase 3 – Institutionalization and Post-Project Continuity (M30–M36+) This phase consolidates sustainability: ✓ Finalization of all KERs and integration into public and institutional platforms ✓ Strategic dissemination of policy briefs to key multipliers ✓ Initiation of post-project funding applications or institutional embedding strategies

8.2 Key Milestones and Deliverables

Table 11 - Milestones and Deliverables

Milestone - Deliverable	Description	Timeline
MS3	Open call and selection of citizen science initiatives	M14
D3.2	Training programme and materials package	M20



D4.1	Preliminary policy brief and engagement roadmap	M24
D5.3	Interim impact and exploitation update	M30
D5.4	Final sustainability and exploitation toolkit	M36
Final Policy Package	Synthesized recommendations from WP4	M36

8.3 Internal Responsibilities and Governance Structure

Exploitation efforts will be governed by a **dedicated Exploitation Coordination Group** under WP5, composed of:

- WP5 lead (NKUA) as coordinator
- WP2 and WP3 leads (AMU, SUR, UT) for methodological and Upscale Academy contributions
- WP4 lead (ULB) for policy linkage
- MFN and UAM for training and outreach infrastructure

Each KER will have a **lead institution responsible for exploitation follow-up**, with shared partner roles based on regional, thematic, or network-specific responsibilities. A shared exploitation tracking document will be maintained from M20 onward. A specific roadmap with instructions will be included in the final version in the M36 when all the results will be already developed.

9 Regional Growth and Strategic Partnerships

9.1 Opportunities Beyond Initial Regions

While ScienceUs directly supports a select number of citizen science initiatives in specific regions during the project, the methodology, tools, and engagement models are explicitly designed for **wider replication and scaling** across Europe. The benchmarking framework developed in WP2 and the documentation of WP3 provide a strong foundation for regional expansion.

Expansion opportunities include:

- **Widening countries and regions** with limited citizen science infrastructure but high demand for community-based adaptation measures.
- **Municipalities and regions signing the Mission Adaptation Charter** which need practical tools and community engagement models.
- **Science and natural history museums** as regional hubs for citizen science.
- **CIVIS partner universities**, which can act as multipliers through their outreach and continuing education programmes.



A set of **replication-ready case studies and toolkits** (KERs 3 and 4) will be offered in a format suitable for regional training, policy support, and capacity-building.

9.2 Engagement Plans for National and International Scaling

To enable structured scaling and replication, ScienceUs will pursue a **multi-level engagement plan** targeting actors at national and international levels:

- **National authorities and innovation agencies:** Through dissemination of the policy briefs (KER 5) and direct outreach coordinated by WP4, promoting citizen science as a policy instrument in national adaptation and innovation strategies.
- **EU-level coordination mechanisms:** Including participation in European citizen science and climate networks (e.g., ECSA, Climate Alliance), leveraging ScienceUs contributions to strengthen cross-project alignment.
- **Open platforms (EU-Citizen.Science, Climate-ADAPT, EOSC):** ScienceUs KERs will be uploaded, tagged, and linked to enable visibility and access by national actors.
- **Mission-oriented regional clusters:** Where possible, ScienceUs will align with Mission Adaptation demonstration regions and join shared policy dialogues or capacity-building events.

9.3 Strategic Partnerships Management: Citizens, Policymakers, Funders, CSOs

A targeted approach will be used to manage key relationships and maximize uptake across the quadruple helix:

- **Citizens and CSOs:** Engaged via training, co-design workshops, and inclusion in the Upscale Academy (KER 3). Local actors from pilot regions will serve as ambassadors.
- **Policy Makers:** Targeted briefings will be used to introduce institutional pathways for CS uptake. ScienceUs will contribute evidence and options to relevant policy forums.
- **Funders and Programmes:** National and regional funding bodies will be presented with the scalability framework and piloted results to encourage future support schemes for citizen science.
- **Multipliers and Intermediaries:** Institutions like MFN, CIVIS universities, and science engagement networks will act as stewards of ScienceUs methods and training packages.

10 Financing and Sustainability Mechanisms

10.1 Funding Models: Public, Private, and Blended

Ensuring the long-term sustainability of ScienceUs outcomes will depend on a **diversified financing strategy** that combines public support, institutional integration and selective private contributions.



Public Funding Sources may include:

- **Horizon Europe follow-up proposals**, including ERA actions, WIDERA, and Mission Adaptation calls.
- **National and regional funding programmes**, especially those supporting citizen participation, digital innovation, or climate resilience.
- **European Structural and Investment Funds (ESIF)** and **Just Transition Fund** channels, particularly in cohesion regions.

Private and Blended Models:

- Collaboration with **foundations and philanthropic actors** focused on civic engagement, open science, and environmental justice.
- Engagement with **impact-driven SMEs** and **climate tech actors** to co-fund or adopt citizen science methodologies.
- **Public-private partnerships** for capacity building (e.g., co-hosted academies or community labs).

10.2 Business Continuity Risks and Mitigation

Key risks that could affect sustainability, along with proposed mitigation measures, include:

Table 12 – Risks and Mitigation Strategy

Risk	Potential Impact	Mitigation Strategy
Dependency on short-term project funding	Platform or assets not maintained post-project	Assign hosting responsibilities to institutions with long-term mandates (e.g., universities, museums); embed in CIVIS and MFN structures
Fragmentation of stakeholder network	Drop-off in engagement after project ends	Establish ScienceUs network with low-threshold activities and communication routines
Lack of policy follow-up or alignment	Diminished policy influence of ScienceUs outputs	Target early briefings to policy windows (Mission Adaptation updates, national planning cycles)
Inadequate visibility among funders	Missed opportunities for support	Profile KERs in EU platforms; align with calls early; assign exploitation leads for funding engagement



11 Monitoring, Evaluation, and Learning

11.1 KPIs for Sustainability and Exploitation

To ensure that ScienceUs exploitation and sustainability goals are achieved, a set of **Key Performance Indicators (KPIs)** will be monitored throughout the project and during the early post-project phase. These indicators are directly linked to the uptake, reuse, and institutional embedding of project results:

Table 13 – KPIs for the Exploitation plan

KPI	Indicator	Target
KER uptake	Number of project results, knowledge or tools reused or embedded in partner or external institutions	≥ 3 documented cases by M36+
Platform reach	Unique visitors and downloads from the ScienceUs website	≥ 100 unique visits by M36
Training engagement	Individuals trained using ScienceUs materials (online/offline)	≥ 5 individuals by M36
Policy influence	Number of policies, strategies, or guidelines informed by ScienceUs outputs	≥ 5 citations or uses by authorities
Community continuity	Number of participants in post-project ScienceUs activities	≥ 20 active stakeholders by M36+
Validation meetings	Number of meetings with SAB to validate the exploitation plan	≥ 2 meetings with SAB members
Scale up CS initiatives	Number of scaled-up collaborative citizen science projects (ECONImp; ENVImp, SOCImp. WP3 and WP4)	> 5 (expected achievement date: M36) and 50 (expected achievement date: 5 years after the project ends);
Initiatives in ScienceUs network	Number of new citizen science initiatives under the new ERA framework engaged in the ScienceUs CS networks (ECONImp; ENVImp, SOCImp)	> 75 (expected achievement date: M36) and 150 (expected achievement date: 5 years after the project ends)
Quadruple helix stakeholders involved in ScienceUs	2) % of quadruple helix stakeholders involved in some of the ScienceUs activities and who will take action thanks to the transfer of project results and knowledge from the project (e.g. policy making, mobilisation of funds for citizen science campaigns or simply the increase of citizens involved in citizen science) (ECONImp; ENVImp, SOCImp.	> 20% and 75%, M36 & 5 years after the project ends)



These KPIs will be tracked in the internal monitoring dashboard under WP5.

11.2 Feedback Loops and Adaptive Management

ScienceUs integrates **learning loops and stakeholder feedback** into its sustainability strategy by:

- **Collecting user feedback** during training and policy brief dissemination
- **Embedding reflective evaluation** in WP3 and WP4 (e.g., after action reviews, co-creation events)
- **Iterative improvement of resources**, including the scalability framework and training repository, based on results and stakeholder input
- **Adjusting KER deployment** strategies in real time (e.g., prioritizing assets most in demand by local governments)
- **2 meetings with SAB members** to provide feedback, suggestions and improve the final exploitation plan.

An internal learning log and mid-course corrections will be facilitated by the WP5 lead, with input from all WP leaders and external stakeholders where possible.

11.3 Learning from Project Experience to Feed into Policy and Practice

ScienceUs views exploitation not just as transfer but as **transformation** — using its experience to shape future research, education, and governance.

Lessons learned from the benchmarking, pilot support, and stakeholder engagement will inform:

- **Open science and citizen engagement policy** at the EU level (via WP4)
- **Capacity building approaches** used in regional innovation strategies (via WP3)
- **Mission implementation models** that show how citizen participation can be structured, supported, and sustained across EU territories

12 Conclusion

The ScienceUs Sustainability and Exploitation Plan provides a structured, forward-looking strategy to ensure that the project's outputs—tools, methodologies, results, and policy insights—are not only disseminated but also systematically reused and embedded across stakeholder environments. Grounded in the project's objectives and the Horizon Europe framework, the plan addresses both the internal dynamics of the consortium and the broader policy and market landscapes where ScienceUs can contribute lasting value.





The project's exploitation strategy reflects a twofold ambition: first, to **amplify the use of citizen science as an instrument for climate adaptation under the European Green Deal and Mission-oriented R&I**; and second, to **enable an ecosystem through reusable knowledge assets and empowered stakeholder communities**. Each Key Exploitable Result has been assigned clear ownership, defined target audiences, and tailored sustainability mechanisms—ranging from institutional embedding to open platform integration.

Importantly, the exploitation strategy acknowledges the need for adaptive, multi-actor governance. The involvement of local and regional authorities, CSOs, academia, and transnational networks ensures that ScienceUs remains grounded in real societal needs while aligned with European Research Area (ERA) priorities. This quadruple-helix engagement is a core strength of the project and forms the foundation of its network, which will extend the project's relevance into future policy, research, and funding cycles.

Looking ahead, this plan is not static. It will be systematically redefined, expanded, and refined as the project progresses, incorporating lessons learned from the supported initiatives, feedback from stakeholders, and evolving policy contexts. A comprehensive final version of the Exploitation and Sustainability Plan will be delivered at M36, containing fully developed asset ownership, refined KPIs, updated stakeholder engagement actions and tailored strategies for post-project continuity.



REFERENCES

[1] ScienceUs, Grant Agreement, European Union (Brussels, 2023)



ANNEX A – POTENTIAL STAKEHOLDER

Stakeholder's name	Stakeholder's type
EU Citizen Science	Community
European Citizen Science Association (ECSA)	Community
Citizen Science Global Partnership	Community
EPA Network	Community
Österreich forscht	Community
Regions4Climate	Initiative
RESIST	Initiative
AGORA	Initiative
CLIMAS	Initiative
CLIMAAX	Initiative
PEERS	Initiative
PLASTIC PIRATES GO EUROPE!	Initiative
EUSEA	Organisation
DOORS	Initiative
SCENT	Initiative
CARMINE	Initiative
LIFE ASAP	Initiative
IMPETUS	Initiative
CROPS	Initiative
Climate of change	Initiative
CLIMPACT	Initiative
Bravo	Initiative
Symata	Initiative
AdaptivGreeceHub	Community
Society for Urban Ecology	Community
UniLion	Community



ANNEX B AVENUES FOR PUBLICATION

Avenue for publication	Type	Audience
https://eu-citizen.science/	Scientific Platform	Scientific audience
https://www.ecsa.ngo/projects/	Scientific Platform	Scientific audience
https://mics.tools/	Scientific Platform	Scientific audience
Enterprise Europe Network	Scientific Platform	Scientific audience
CIVIS - A European Civic University	Scientific Platform	Scientific audience
CORDIS News and Event service	Scientific Platform	Scientific audience
EuroNews Magazines	Scientific Journal	Scientific audience
COST Action Network	Scientific Journal	Scientific audience



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