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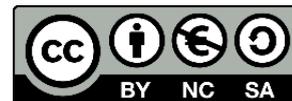
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Abstract	Description of the ENHANCE exploitation and sustainability action plan. The first release of the deliverable will describe the approach and methodology, while in the following versions, the action plan will be revised and completed with the activities.
Keywords	Exploitable results, sustainability, IPR management

Signatures

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List of Abbreviations:

ER – Exploitable Result

ESP - Exploitation and Sustainability Plan

ESS - Exploitation and Sustainability Strategy

IP – Intellectual Propriety

PHC - Primary Health Care

WHO – World Health Organisation

WP – Work Package

1 Executive summary

The Exploitation and Sustainability Plan (ESP) is a practical document reflecting the vision of the Enhance Alliance on the project results and its potential impact. The present document represents the first of five Deliverables (D7.3.1: Exploitation and Sustainability Plan) dedicated to the exploitation of the ENhANCE results. It provides a first approach to the activities foreseen within the Alliance in order to achieve an effective exploitation of the project results and to ensure their sustainability.

After a brief introduction framing the Exploitation activities throughout the project lifetime, the document provides preliminary information on how the ENhANCE partners foresee their role and specific contribution to these activities (Individual Exploitation Plans) as well as the tools developed to collect and monitor their contributions. Finally, it is described the ENhANCE strategy for Intellectual Propriety (IP) management.

The ESP is a living document subject to revision at strategic moments during the project lifetime (D7.3.2; D7.3.3; D7.3.4 and D7.3.5) and should be read in conjunction with the Dissemination Plan (D7.1.1).

2 Introduction

The main aim of the ENhANCE Project is to target a specific existing mismatch between the skills currently offered by nurses working in Primary Health Care (PHC) and those actually demanded by both public healthcare institutions and private service providers when applying innovative healthcare models centered on PHC.

The main aims of the Work package 7 are:

1. To raise awareness about the project's rationale and results among the relevant stakeholders,

2. To coordinate and carry out a number of targeted dissemination and outreach activities at EU and national level in order to ensure buy-in,

3. To promote the use of the outcomes of the project by the partners of the Alliance and other stakeholders (including its assessment),

4. To define appropriate activities and plan to guarantee the sustainability of the results and benefits achieved by the Alliance.

Task 7.3.1 (Exploitation and Sustainability of the project results), led by Eurocarers, focuses on the development of the ENhANCE Exploitation and Sustainability that sets the targets and milestones regarding the exploitation of the project results and its sustainability after the project funding period. In order to collect and monitor the related activities carried out by each partner directly involved in the exploitation of the project outputs, data collection tools are also developed within this task.

The Exploitation and Sustainability Strategy (ESS) is intrinsically linked to the Dissemination strategy and it will target the key stakeholders in line with the results of the Stakeholders Analysis to be conducted in D7.1.2 (Dissemination plan update and dissemination activities report - Month 12).

Building on the ESS defined by the ENhANCE Alliance as a whole, Eurocarers will coordinate the execution of the ESP.

There are five deliverables associated with the Exploitation and Sustainability strategy:

- Deliverable 7.3.1. Exploitation and Sustainability Plan (Month 3)

    o Leading partner: Eurocarers.

    o Main content: Enhance Alliance EEE including a preliminary assessment of the partners' individual exploitation plans; tools and

templates to collect, monitor and report the partners' exploitation activities and plans for sustainability; strategy for IP management.

- Deliverable 7.3.2. <u>Exploitation and sustainability plan updated and activities (Month 12).</u>

    o Leading partner: Eurocarers

    o Main content: Plan updates and report on the exploitation activities targeting the key stakeholders identified in D7.1.2; updates of the of the individual exploitation plans.

- Deliverable 7.3.3. <u>Exploitation and sustainability plan updated and activities (Month 24).</u>

    o Leading partner: Eurocarers

    o Main content: Plan updates and report on the exploitation activities targeting the key stakeholders identified in D7.1.2; updates of the of the individual exploitation plans.

- <u>Deliverable 7.1.4. Recommendations for efficient investments on FCN professionals both for public and for private employers (Month 36)</u>

    o Leading partner: Eurocarers.

    o Main content: Recommendations for efficient investments on FCN professionals both for public and for private employers.

- Deliverable 7.1.5. Exploitation and sustainability plan updated and activities (Month 36)

    o Leading partner: Eurocarers.

    o Main content: Final version of the ESP; report of the exploitation activities conducted throughout the project lifetime; sustainability plan.

Figure 1: Task 7.3 Deliverables and Milestones

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
ESP V1			D.7.3.1																																	
ESP V2				DU	SA		DU				DU	D.7.3.2																								
ESP V3														DU			DU			DU			DU	D.7.3.3												
Recommendations																																				D.7.3.4
ESP V5																										DU			DU			DU			DU	D.7.3.5
M - Stakeholders analysis/key stakeholders																																				
DU - Dissemination updates from all partners																																				

3 Exploitation and Sustainability Strategy

The objective of the Exploitation and Sustainability Plan (ESP) is to establish a well-defined approach for the exploitation and transfer of the project results outside the original project network and duration.

Throughout the project implementation, the Alliance will exploit their combined expertise to deliver the project aims and will seek opportunities to disseminate its results. It is expected that following project completion, the knowledge gained and the tools developed will be exploited in each partner's ongoing and future activities and beyond.

The ENHANCE ESP will be designed in a collaborative process involving the majority the project partners in order to define how the outcomes of the Alliance will be used by each partner and other stakeholders.

The ESP will describe the activities undertaken (how and by whom) in order to multiply the impact of the project proposed tools and recommendations. The first version of the ESP will be delivered at M3 (current document) and will provide the Alliance approach and a preliminary strategy for the exploitation and sustainability of the results beyond the project itself.

The ESP will be systematically reviewed and updated on the base of the results and the feedback from the partners. (D7.3.2, D.7.3.3). The final Plan will set the exploitation pathways in the context of the Alliance wide view and will provide indications on how the ENhANCE products can be sustained (D7.3.4).

Complementary to the Alliance Exploitation and Sustainability Plan as a whole, each one of the partners, actively involved in the exploitation activities, is expected to develop and provide individual plans describing their exploitation and sustainability strategies and concrete actions in their respective countries or regions and within their networks.

As defined in the project proposal, the main objectives of the exploitation activities are:

- To ensure the uptake of the project outputs by the project partners and whenever possible by other key stakeholders.

- To ensure the members of the European health Policy Platform, members of the Primary Healthcare Advisory Group to the Regional Director for the WHO

Regional Office for Europe and the WHO Observatory on Health Systems and Policies are informed about the project results

- To ensure the ENhANCE results will be implemented and integrated within the EU Skills Panorama.

To contribute to the achievement of this these objectives, the FCN Curricula will be used by the regulatory bodies and the health care management organisations recognizing and implementing it within their organisations and delivery of the professional health care service. The stakeholder's analysis (performed in 7.1.2) will also allow identifying the main exploitation opportunities for each stakeholder category.

In order to sustain the results of the project after the project lifetime, several actions are planned to be implemented by the Enhance Alliance at National and European level. At the national level, the ENhANCE partners, in accordance with local regulatory institutions and VET providers, will work to guarantee the sustainability of the VET pathways, promoting the implement pf more editions of the courses and possibly refine them. At the international level, interaction and collaborations will be maintained and enhanced, above all by the action of the of the umbrella organizations.

- As a sustainability methodology, an open innovation approach is applied enabling the involvement of the target audiences and the "buy-in" of the project main outputs:

    o   Open Contents targeting VET teachers and trainers produced within the project will be made available for free. They may support self-learning of nurses or may be reused by VET providers for other courses or for implementing the instructional design documents shared on the website in another country with the support of the guidelines.
    o   An open online tool supporting case study and best practice sharing for nurses enabling them to access and share documents, discuss best practices, comment on case studies, etc. The online tool is a public resource (provided that the user is registered) and will remain available for (at least) 12 months after the project ends.

- Networking and cooperation:

o Based on the stakeholder's analysis performed in Task 7.1.1 (see D7.1.1) all partners will actively reach out and build contacts with key stakeholders from the different fields in order to showcase the ENhANCE results. Apart from presenting the project aims and outputs whenever possible in national and international events (linked to the dissemination activities), the partners will identify and participate in relevant meetings and events, which provides an ideal opportunity to network and build new partnerships.

● Possible further funding opportunities will be searched, both during the project and after its end.

The Exploitation and Sustainability activities will be carried out in strict connection with task 7.1 (Dissemination) giving feedback on the objectives of the dissemination activities.

An assessment of the exploitation activities will be carried out within WP7. A preliminary identification of quantitative and qualitative indicators was identified in the proposal as follows:

(1) Feedback from end-users, other stakeholders, peers, policy-makers, in particular, form ENHANCE supporting partners;

(2) Impact on regional, national, EU policy measures, starting from the regulatory bodies included in the project, but involving also other regional, national and EU authorities;

(3) Participation in the ENHANCE final conference;

(4) the Media coverage (articles in specialised press newsletters, press releases, interviews, etc.);

(5) Visibility in the social media and attractiveness of website;

(6) the circulation of products including the number of courses perfumed using free Open Contents targeting VET teachers and trainers;

(7) the number of best practices shared on the online tool.

The final definition of Key Performance Indicators (KPIs), that will be integrated into the exploitation tool (Appendix 1) will be performed by WP7 in Month 5 and will be presented in Deliverable 7.3.2 (M12).

3.1 ENhANCE Alliance

The ENhANCE Alliance combines expertise from a range of organisations across multiple disciplines (VET providers, Regulatory Bodies, Umbrella organizations and Sector-specific experts). The strongly complementary expertise and multi-disciplinary nature of the ENhANCE Alliance Mobility are a real added value for the project, technical, business and societal approach.

- VET providers in the field of "Nursing" will be involved in the design of an FCN Professional Profile (PP) and in the definition of an EU Curriculum, playing a pivotal role at EU level in the definition of these benchmarking tools; they will also coordinate national pilots, integrating them into their current activities.

- Regulatory Bodies for FCN training will collaborate to the proper definition of PP and Curriculum, as envisaged by their institutional role, assuring for the reliability and sustainability of national curricula.

- Representatives of nurses Professional Associations will have the occasion of providing the "professionals' point of view" in the project main results.

- Representatives of Public and Private Employers will have the occasion to provide their perspective on the definition of PP and Curriculum, in order to reduce the gap between the skills offered and demanded on the market

- Sector-specific experts could collaborate to address the main EU challenges concerning ageing population and new PHC models.

The ENhANCE project also relies on the expertise and network of two supporting partners: the Organisation of Alzheimer's Disease and related disorders Heraklion Prefecture '(ALLILENGII) and the Associazione Polo Tecnico Professionale Professioni Vita (Pro. Vi.Hub).

Table 1: ENhance Alliance

Field	Partners
VET providers (coordination of the national pilots)	UNIGE (IT)
	UEF (FIN)
	TEI of Thessaly (GR)

Regulatory Bodies	A.Li.Sa (IT)
	ENE (GR)
Umbrella organizations	EASPD (BE)
	EUROCARERS (BE)
Sector-specific experts	CNR-ITD (innovative learning processes) (IT
	SI4LIFE (instructional design in the field of health) (IT)
	TEI of Crete (health/nursing and informatics engineering) (GR)
	FUTURE BALLOONS (PT)
	AWV/AFBB (EQF, ECVET and EQAVET) (DE)

3.2 Expected ENhANCE exploitable results, target groups and potential beneficiaries

Within the ENhANCE project's context, different types of exploitable results (ER) were clearly identified and their direct and indirect value and impact for different stakeholders (in terms of target groups and potential beneficiaries) are considered (see Table 2).

Table 2: Project expected results, target groups and beneficiaries

1. Reference EU Professional Profile for FCN based on WHO and EU recommendations.
The PP will be the first important milestone of the project and will be the baseline for the definition of all of the other results. It targets VET providers in the field of nursing, regulatory bodies for VET, nurses professional associations and public and private employers. ● Target groups: VET providers in the field of nursing, policy makers, regulatory bodies for VET in the Health care sector, nurses professional associations, health and social public institutions. ● Potential beneficiaries: Individual professionals (nurses).
2. Reference EU Curriculum for FCN based on WHO and EU recommendations
The EU curriculum will play a reference role at European level for FCN VET; the flexibility and modularity of the Curriculum will assure the possibility of being instantiated in the different EU countries.

- Target groups: VET providers in the field of nursing, regulatory bodies for VET in the Health care sector.

- Potential beneficiaries: Policy makers, nurses professional associations, health and social public institutions and representatives of public and private employers, individual professionals (nurses).

3. Guidelines supporting VET designers in the instantiation of local curricula for FCN

A set of guidelines will be produced in order to provide VET designers with instructions about how to instantiate the EU Curriculum when designing a local one.

- Target groups: VET providers in the field of nursing, regulatory bodies for VET in the Health care sector.

- Potential beneficiaries: Policy makers, nurses professional associations, health and social public institutions and representatives of public and private employers, individual professionals.

4. Guidelines supporting teachers to design effective learning activities starting from the localized curricula.

The guidelines will contain indications and methodological recommendations for teachers on how to use and customize the tools proposed by the project, as well as how to identify the most adequate teaching and learning methods for the delivery of the activities.   R-V. An open online tool supporting case study and best practice sharing for nurses. It will provide nurses with the possibility to access and share documents, discuss best practices, comment on case studies, etc. The tool will also support social networking and communication with chats, forums, etc. It will be in English and will support a Multilanguage interface.

- Target groups: VET teachers and trainers in the field of nursing.

- Potential beneficiaries: VET providers.

5. Design documents of 3 national curricula in Italy, Finland and Greece.

Instructional Design documents of three national curricula in Italy, Finland and Greece will be produced starting from the EU Curriculum

- **Target groups:** VET providers in the field of nursing, regulatory bodies for VET in the Health care sector.

- **Potential beneficiaries:** Policy makers, nurses professional associations, health and social public institutions and representatives of public and private employers.

6. Design documents of 3 pilot courses in Italy, Finland and Greece.

The national curricula will be furtherly instantiated into specific pilot courses, detailing specific materials, timing, course programs, teachers, logistics, etc.

- **Target groups:** VET providers in the field of nursing, regulatory bodies for VET in the Health care sector.

- **Potential beneficiaries:** Policy makers, nurses professional associations, health and social public institutions and representatives of public and private employers.

7. An open online tool supporting case study and best practice sharing for nurses

- **Target groups:** VET teachers and trainers in the field of nursing.

- **Potential beneficiaries:** VET providers, students.

8. European e-learning path for VET teachers in the field of nursing.

A community of teachers will be created across the countries involved in the pilots. Teachers will be offered an eLearning training path, aimed to support them with ad hoc methods and tools.

- **Target groups:** VET teachers and trainers in the field of nursing.

- **Potential beneficiaries:** VET providers.

9. Free Open Contents targeting VET teachers and trainers.

All of the materials (e.g. lesson plans) used within and produced during the e-learning path targeting teachers will be available in the form of Open contents in the Open Repository of the Learning Management System used in the project.

- **Target groups:** VET teachers and trainers in the field of nursing.

- **Potential beneficiaries:** VET providers.

10. Italian pilot course implementing the EU curriculum for FCN
Pilot course will be carried out in Italy. According to specific local needs they could be Continuing Education Courses or Masters and implemented in one or more editions.   ● Target groups: Graduated nurses.

11. Greek pilot course implementing the EU curriculum for FCN
Pilot course will be carried out in Greece. According to specific local needs they could be Continuing Education Courses or Masters and implemented in one or more editions.   ● Target groups: Graduated nurses.

12. Finnish pilot course implementing the EU curriculum for FCN
Pilot course will be carried out in Finland. According to specific local needs they could be Continuing Education Courses or Masters and implemented in one or more editions.   ● Target groups: Graduated nurses

13. Recommendations for efficient investments on FCN professionals both for public and for private employers
Public and private employers, but also regulatory bodies and policy makers will be provided with Recommendations enhancing the shift from the old PHC model to the new one, investing on FCNs.   ● Target groups: representatives of public and private employers, policy makers, health and social institutions.   ● Potential beneficiaries: Regulatory bodies for VET in the health care sector, nurses professional associations.

Specific barriers and risks for the actual use of the results after project funding are recognised and countered with appropriate measures (i.e. mitigation strategy), as described in the Risk Management Plan (D.1.3.1).

3.3 Partners' Individual Exploitation and Sustainability Plans (preliminary assessment)

Complementary to the ESP for the consortium as a whole, each partner will provide their own individual exploitation and sustainability pans which will systemically update throughout the project lifetime. In order to collect and monitor this information, Eurocarers has developed a data collection tool (ENhANCE Exploitation tool – appendix 1).

For each exploitable result, the tool collects information on the following:

- Exploitable result

- Exploitation plan/partner resources

- Sustainability (future external/ financial resources)

- Network/key stakeholders (linked to the stakeholder's analysis)

- Relevant WPs

- Relevant deliverables

Below it is presented preliminary information on the individual plans provided by some of the partners actively involved in the exploitation and sustainability activities. Individual plans describe roles and responsibilities of partners in exploiting results or supporting results exploitation by other (intermediate or end) users. Information collected within the individual plans will be systematically updated and reflected in the next related deliverables.

- **SI4LIFE**

Table 3: SI4LIFE exploitation plan (V1)

Exploitable Result	Individual Exploitation Plan	Sustainability
ER1, ER2, ER3, ER4, ER6, ER8, ER9, ER10, ER11, ER12	PROVI Hub aim is to create networks and synergies between training and youth and businesses to promote employment, developing an integrated network of education and work. Si4life is the coordinator of the PROVI Hub and can promote this result among the partners of the Hub that could be interested in promoting and implementing it.	Application to EU, national and regional calls

ER7	Recruitment of nurses interested in the tool and recruitment of new users to promote best practice sharing.	application to EU, national and regional calls

- **A.Li.Sa**

Table 4 : A.Li.Sa exploitation plan (V1)

Exploitable Result	Individual Exploitation Plan	Sustainability
ER1	In the Liguria region, after the pilot experience linked to the CoNSENSo project plans to extend the experimentation to Internal Areas.	May be financed by the NHS as a public or private affiliated activity, the presence of a defined professional profile, and the formal introduction of the figure could favour the entrepreneurship among nurses.
ER2	Access to a training offer to make use of FNC	

- **TEI of CRETE**

Table 5: TEI of CRETE exploitation plan (V1)

Exploitable Result	Individual Exploitation Plan	Sustainability
ER1, ER2	In the region of Heraklion Crete, the dissemination and exploitation of the result to the nursing students (beneficiaries); promotion of the use of the result as an instrument for further developments so that the beneficiaries could become "new beginners" and involve new beneficiaries; providing full access to material (results) of the project by creating an account on the ENhANCE Website the even after the end of the project. ing the project, regular follow-ups to volunteers ses will be done.	ENhANCE Website will be active even after the end of a project providing full access to beneficiaries in order to use the educational material - for the next 3 years. TEI of Crete has its own host server and thus it the website will be active for a long time period. ENE as a partner to this project and as the Regulatory body of nurses in Greece has also its own website and thus results will remain sustainable.

Qualitative and quantitative indicators will be used to measure the success of exploration. Also, demonstration - attending events, such as workshops, roundtables, conferences, seminars, meetings, and contests and debates, providing an ideal opportunity to showcase the results and by leading to fruitful contacts to enhance networking and lobbying.

Information on the organisation/department and stakeholders' website.

By the end of the project and taking into consideration the impact of the results to stakeholders and the -end users, TEI Cre will include a specific course entitled "Family Nursing" to the Syllabus of Nursing Department of TEI of Crete as a concrete activity enhancing the sustainability of the project.

- **EASPD**

Table 6: EASPD exploitation plan (V1)

	Individual Exploitation Plan	Sustainability
ER1, ER2	Available on the EASPD's Disability Leaders of Tomorrow (www.dlot.eu) on the Knowledge Center section. The knowledge sector gathers all relevant materials (such as guidelines, toolkits, researchers) relevant for service providing organisations across Europe with the aim to facilitate the exchange of best practices and knowledge on a wide variety of aspects related to the provision of high-quality community-based services.	The D-LoT website is maintained with EASPD's financial resources.

| ER13 | The EASPD Interest Group on Workforce Development and Human Resources (IG on WD&HR) aims to promote high standards of knowledge, skill and understanding (i.e. competence) within the social care workforce (including healthcare professionals) of Europe in general and amongst EASPD members in particular as a means of delivering good quality services. It seeks the development within Europe of a social care workforce which is widely respected, qualified to deliver services based on a common foundation of shared principles of care. The recommendations will be included in groups work and used during the policy seminars which are organised on a regular basis in cooperation with EU officials. | The IG on WD and HR is a permanent working group of EASPD maintained with the organisation's resources. |

- **Eurocarers (V1)**

Table 7: Eurocarers exploitation plan (V1)

Exploitable Result	Individual Exploitation Plan	Sustainability
ER13	Policy work towards targeting the members of the European health Policy Platform, members of the Primary Health care Advisory Group to the Regional Director for the WHO Regional Office for Europe and the WHO Observatory on Health Systems and Policies are informed about the project results	Network of European and national members and partners. Policy and advocacy work at European level

4 Intellectual Property Rights (IPR) Management for Exploitation purpose

The IPR agreement aims to establish a multilateral agreement by all the ENhANCE partners on intellectual property clarifying the rights of use of the products originated from the project and covering any potential commercial utilisation of these products after the project lifetime.

The definition of all IPRs within the ENhANCE project is clearly defined in Alliance Agreement and shall be managed by the Project Coordinator. Specific Access Rights for Exploitation are described in section 9.4 as the following:

- Access Rights to Results if Needed for Exploitation of a Party's own Results shall be granted on Fair and Reasonable conditions.
- Access rights to Results for internal research activities shall be granted on a royalty-free basis.
- Access Rights to Background if needed for Exploitation of a Party's own Results, including for research on behalf of a third party, shall be granted on Fair and Reasonable conditions**.**

A request for Access Rights may be made up to twelve months after the end of the Projector, in the case of Section 9.6.2.1 (of the Alliance Agreement), after the termination of the requesting Party's participation in the Project.

5 Conclusions and future works

In this document, we have presented the vision of the Enhance Alliance on the project results and its potential impact. We have provided a first approach to the activities foreseen within the Alliance in order to achieve an effective exploitation of the project results and to ensure their sustainability.

In particular, we have described how to make use of the project's results and how to recognize exploitable results and their stakeholders. In fact, thanks to the implementation of a tool specifically designed for this purpose (see: ENhANCE Exploitation Tool), we have started to collect data and information at the level of the individual project partners (see: Partners' Individual Exploitation and Sustainability Plans). In such a way, it was possible to make a preliminary assessment that will serve as a basis for subsequent exploitation activities, as well as support for the validation of the instrument itself.

Thus, this document will feed the next steps of Task 7.3, devoted to the exploitation and sustainability of the project results. In particular, it will be updated and extended every year (D7.3.2 at M12, D7.3.3 at M24, and D7.3.5 at M36) based on the results of the project and the feedback of the partners. Furthermore, as a final step towards the project's sustainability after the project's end, a document containing final recommendations for efficient investments on FCN professionals both for public and for private employers will be drawn (D7.3.4 at M36).

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- European IPR Helpdesk, Fact Sheet The Plan for the Exploitation and Dissemination of Results in Horizon 2020
WWW.iprhelpdesk.eu

7. Appendix: ENhANCE Exploitation Tool

Partner	Profile	Exploitable result	Description	Exploitation Plan/Partner's resources	Future external/financial resources	Network/ Key Stakeholders	Relevant WPs	Relevant deliverables
EUC								
CNR-ITD								
ALISA								
SI4life								
EASPD								
UEF								
FUTB								
AWV								
TEI Cre								

Exploitable result	Description	Exploitation Plan	Relevant WPs	Relevant deliverables	Partners involved	Key Stakeholders
ER1						
ER2						
ER3						
ER4						
ER5						
ER6						
ER7						
ER8						
ER9						
ER10						
ER11						
ER12						
ER13						