

# Open and Universal Science Project (OPUS)

OPUS helps reform the assessment of research towards a system that incentivise researchers to practice **#OpenScience**



## WP7

### DISSEMINATION, COMMUNICATION AND EXPLOITATION

## Deliverable 7.2: Exploitation Plan

A strategic approach to maximise the impact of the project's outcomes, ensuring scientific and practical exploitation of its Key Exploitable Results



Horizon Europe Programme 2021 – 2027  
 HORIZON-WIDERA-2021-ERA-01-45  
 Granting authority: European Research Executive Agency

Project number: 101058471  
 Project acronym: OPUS  
 Project title: Open and Universal Science Project



Funded by  
 the European Union

The OPUS project is financed by European Union through the GRANT AGREEMENT no. 101058471 concluded with the European Research Executive Agency (REA), under the powers delegated by the European Commission.

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.

### Document information:

Title	Exploitation Plan
Document reference	D7.2
Distribution	Public
Deliverable Leader	ICoRSA
Lead Authors	Sal Music (ICoRSA - WP 7 Leader)
Date	27.07.2023
Status	Initial

The sole responsibility for the content of this publication lies with the authors. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them. The European Commission is not responsible for any use that may be made of the information contained therein.

### Document Revision History:

Version	Date	Authors/Editors/ Contributors/Reviewers	Description	Changes
1.1	27/07/2023	Sal Music (Author)	Version 1 completed	
1.2	01/08/2023	Jessica Huntingford (Reviewer)	Internal Review on Version 1	
1.3	04/08/2023	Sal Music (Author)	Version 2 completed	
1.4.	09/08/2023	Gareth O'Neill (Contributor/Reviewer)	Internal Review on Version 2	
1.5	11/08/2023	Sal Music (Author)	Version 3 completed	
1.6	28/08/2023	Jessica Huntingford (Reviewer)	Internal Review on Version 3	
1.7	30/08/2023	Gareth O'Neill (Contributor/Reviewer)	Internal Review on Version 3	
1.7	30/08/2023	Sal Music (Author)	Version 4 completed	

### Copyright / Legal Disclaimer

This document may not be copied, reproduced, or modified in whole or in part for any purpose without written permission from the OPUS Consortium. In addition, an acknowledgment of the authors of the document and all applicable portions of the copyright notice must be clearly referenced. All rights reserved. This document may change without notice.

## TABLE OF CONTENTS

<b>0. Executive Summary</b>	<b>6</b>
1. About the OPUS Project	9
1.1. Introduction	9
1.2. Expected impact	9
<b>2. About the Deliverable “Exploitation Plan” – scope and structure</b>	<b>9</b>
2.1. Purpose	9
2.2. Links to other project deliverables	10
<b>3. Exploitation Plan Objectives</b>	<b>11</b>
<b>4. Target Audience</b>	<b>12</b>
<b>5. Exploitation Activities</b>	<b>15</b>
5.1. Activities	15
5.2. OPUS's Exploitation Plan and Project Legacy	16
5.3. Exploitation Activities and Open Access: Intellectual Property Rights and Assigning DOIs	18
<b>6. Exploitation tools and methods</b>	<b>19</b>
6.1. Exploitation Tools, Channels and methods	19
6.2. Dissemination methods/essential tools to support exploitation	21
<b>7. KPIs, Monitoring and Evaluation</b>	<b>23</b>
7.1. Key performance indicators (KPIs)	23
7.1.1. Exploitation targets and KPIs	23
7.2. Monitoring	25
7.3. Evaluation reports	28
<b>8. Roles and responsibilities</b>	<b>28</b>
8.1. Consortium and partner responsibilities	28
<b>9. Visual Identity &amp; Branding in Exploitation</b>	<b>34</b>

## Definitions

**Dissemination** — The public disclosure of project results by appropriate means, other than resulting from protecting or exploiting the results, including by scientific publications in any medium.

**Communication** — Raising public awareness and enhancing the visibility of project results, consortium, and research programmes through different channels: TV channels, radio, newspapers, generalist website, newsletters, and through different activities: Articles in non-scientific Publications, Events for the general public, Two-way exchanges with citizens. Communication encourages people to use the results, increasing the chances that research will make an impact.

**Exploit(ation)** — The use of results in further research and innovation activities, other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.

**FAIR principles** — ‘findability’, ‘accessibility’, ‘interoperability’ and ‘reusability’.

**Open access** — Online access to research outputs provided free of charge to the end-user.

**Open science** — An approach to the scientific process based on open cooperative work, tools and diffusing knowledge.

## Abbreviations and Acronyms

DC	Dissemination, Communication
DC&E	Dissemination, Communication, Exploitation
OPUS	Open and Universal Science Project
RPO	Research Performing Organisations
RFO	Research Funding Organisations
KER/KERs	Key Exploitable Results
EU	European Union
GA	Grant Agreement
KPI	Key Performance Indicator
R&I	Research & Innovation
OS	Open Science
OSCAM2	Open Science Career Assessment Matrix
EC	European Commission
REA	European Research Executive Agency
ERA	European Research Area

EOSC	European Open Science Cloud
ORE	Open Research Europe

### Participants Acronyms

Short name	Legal name	Country
PLOCAN	CONSORCIO PARA EL DISEÑO, CONSTRUCCIÓN, EQUIPAMIENTO Y EXPLOTACION DE LA PLATAFORMA OCEANICA DE CANARIAS -	ES
UNESCO	UNITED NATIONS EDUCATIONAL SCIENTIFIC AND CULTURAL ORGANIZATION	FR
ICoRSA	INTERNATIONAL CONSORTIUM OF RESEARCH STAFF ASSOCIATIONS COMPANY LIMITED BY GUARANTEE	IE
UNL	UNIVERSIDADE NOVA DE LISBOA	PT
TGB	TECHNOPOLIS CONSULTING GROUP BELGIUM	BE
YERUN	YOUNG EUROPEAN RESEARCH UNIVERSITIEES NETWORK	BE
EURODOC	EURODOC-LE CONSEIL EUROPEEN DES DOCTORANTS ET JEUNES DOCTEURS	BE
UEFISCDI	UNITATEA EXECUTIVA PENTRU FINANTAREA INVATAMANTULUI SUPERIOR A CERCETARII DEZVOLTARII SI INOVARII	RO
RCL	LIETUVOS MOKSLO TARYBA	LT
ABIS	ABIS - THE ACADEMY OF BUSINESS IN SOCIETY	BE
MCAA	MARIE CURIE ALUMNI ASSOCIATION	BE
UNIRI	SVEUCILISTE U RIJECI	HR
TrustInside	TRUSTINSIDE	FR
VU	VILNIAUS UNIVERSITETAS	LT
RESOLVO	RESOLVO SRL	IT
UCY	UNIVERSITY OF CYPRUS	CY
CRAC-Vitae	CAREERS RESEARCH AND ADVISORY CENTRE (CRAC) LIMITED (THE)	UK
JISC	JISC LBG	UK

WP No	Work Package name	Lead Beneficiary
WP1	State-of-the-Art on an Open Science Ecosystem	RESOLVO SRL
WP2	Interventions for Open Science (Rewards and Incentives for Researchers)	CRAC-Vitae
WP3	Indicators/Metrics for Open Science (Rewards and incentives for Researchers)	TGB
WP4	Pilots to Implement and Monitor Open Science	YERUN
WP5	Policy Briefs on Open Science	UNESCO
WP6	Project Coordination and Data Management	PLOCAN
WP7	Dissemination, Communication, and Exploitation	ICoRSA

#### List of Tables

Table 4.1.1	Primary target audiences - the direct beneficiaries
Table 4.2.1	Secondary target audiences – the dissemination/communication audience
Table 6.2.1.1	Targets stakeholders, channels, and information type
Table 7.1.1.1	Exploitation KPIs
Table 7.2.1	Monitoring sheet for the exploitation KPIs
Table 8.1.1.	Partner Roles in Dissemination, Communication, Tasks

#### List of Figures

Figure 1	Distinction between dissemination, communication, and exploitation
Figure 2	DC&E Committee Chart

## 0. Executive Summary

The Exploitation Plan for the Horizon Europe project OPUS - Open and Universal Science, outlines a strategic approach to maximise the impact of the project's outcomes, ensuring scientific and practical exploitation of its Key Exploitable Results.

### 0.1. What does exploitation mean for the OPUS project?

In the context of the OPUS project, "exploitation" refers to the strategic utilisation of the project's outcomes, findings, and results for various purposes beyond the project's initial scope.

We are aiming to utilise our results to generate value in the field of open science uptake, specifically concerning how we can reward and encourage open science practices within Research Performing Organizations (RPO) and Research Funding Organizations (RFO).

We are striving to develop and test a tangible set of indicators/metrics and initiatives that can be adopted by RPOs and RFOs subsequent to the project.

We will advocate for the adoption of Open Science practices by utilising our final deliverable, the Comprehensive Policy Brief for Open Science. This policy brief effectively summarises the project's discoveries and suggestions, concentrating on Open Science principles.

As the main outcome of the OPUS project, we will employ a revised Open Science Career Assessment Matrix 2 (OS-CAM2) for researcher assessment.

### 0.2. What are OPUS Key Exploitable Results (KERs)?

Key Exploitable Results (KERs) in the OPUS project represent the specific outcomes, findings, or intellectual property that hold significant potential for creating value and impact beyond the project's duration. The OPUS Key Exploitable Results (KERs) include:

- **Proposal of Interventions and Indicators/Metrics for Open Science/Researcher Assessment:** This encompasses suggested actions and measurements related to Research Assessment, particularly addressing Rewards and Incentives for Researchers will be listed in the deliverables **D2.5 Interventions for Open Science** (Rewards WP2 and Incentives for Researchers) and **D3.5 Indicators/Metrics for Open Science** (Rewards and Incentives for Researchers) - These two deliverables will be developed in parallel..
- **Action Plans and Mutual Learning Exercise to Implement Pilots:** These plans detail the execution of testing phases for indicators and interventions within OPUS pilot organisations will be listed in the **Deliverable D4.3 Action Plans to Implement the Pilots – Final**.
- **Final Policy Brief for Open Science:** This output offers a comprehensive policy brief focusing on Open Science, consolidating the project's findings and recommendations by defining how stakeholders could take up project results. It will be presented in the **Deliverable D5.2 Final Policy Brief for Open Science**.
- **A revised Open Science Career Assessment Matrix 2 (OS-CAM2):** This stands as the primary outcome of the OPUS project, representing an updated and revised version of the Open Science Career Assessment Matrix, OS-CAM2. It will be presented in the Deliverable D5.3 Open Science Career Assessment Matrix 2 WP5 (OS-CAM2). The OS-CAM2 is based on the above D2.5 and 3.5.

### 0.3. How will the OPUS KERs be exploited?

The exploitation of OPUS Key Exploitable Results will involve a strategic approach to maximise their impact and value. This process may include several steps:

- a. **Identification:** The project team identifies the most promising results with potential applications or benefits beyond the project.
- b. **Assessment:** The identified KERs will be assessed for their market potential, societal relevance, and alignment with industry needs or academic interests.
- c. **Protection:** Intellectual property protection mechanisms such as patents, copyrights, or licenses will be applied to safeguard the KERs and ensure their exclusivity. We will define this in the project at later stages.
- d. **Knowledge Transfer:** In the scientific context, exploitation may involve sharing research findings through publications, conferences, and collaborations, thereby contributing to the advancement of knowledge within the field.
- f. **Dissemination:** Disseminating information about the KERs through targeted online activities, and events to attract potential stakeholders, or collaborators.
- g. **Collaboration:** Collaborative efforts with relevant stakeholders, such as partners, research institutions, or policy makers, to ensure the effective utilisation of the KERs.

By defining clear objectives, target audiences, tools, activities, and methods, the plan ensures the project's outcomes are not just made accessible to scientists, researchers, authorities, policy makers, but to encourage long-term use of results. The coordination of exploitation activities aims to achieve maximum outreach and impact.

Throughout the project's implementation period, this plan acts as a guide to increase public utilisation of OPUS's work, findings, outputs, and results, ultimately contributing to broader societal benefits and advancements in the field of Open Science.



## 1. About the OPUS Project

### 1.1. Introduction

The Open and Universal Science (OPUS) project aims to reform the assessment of research and researchers at Research Performing Organisations (RPOs) and Research Funding Organisations (RFOs). The project develops coordination and support measures that incentivize and reward researchers for adopting Open Science practices.

OPUS has already created interventions, indicators/metrics to implement and monitor Open Science in RPOs and RFOs. These are currently being tested through pilots. The goal is to establish a system that encourages researchers to adopt practices such as providing open access to research outputs, sharing research openly and early, engaging in open peer-review, ensuring result reproducibility, and involving all stakeholders in co-creation. The project will also synthesize outcomes into policy briefs and a revised OS-CAM2 (Open Science Career Assessment Matrix 2) for research(er) assessment.

### 1.2. Expected impact

The OPUS project aims to achieve medium-term and long-term impacts through the implementation of Open Science practices. Medium-term impacts include incentivising researchers to adopt Open Science, increasing the impact of Open Science in the European Research Area (ERA), and enhancing capacities for Open Science adoption in the R&I system. The exploitation activities along with the dissemination and communication (DC) activities will play a pivotal role in achieving these impacts. By encouraging researchers and key stakeholders to use (long-term) the measures and methods developed by OPUS, exploitation activities will prove the benefits of Open Science, foster cooperation, and build relationships with research institutes, RPOs, RFOs, policy makers, and researchers. The long-term impacts involve influencing a wider range of RPOs, RFOs, researchers, and policy makers across Europe and beyond, encouraging the adoption of OPUS methods as the standard practice for Open Science.

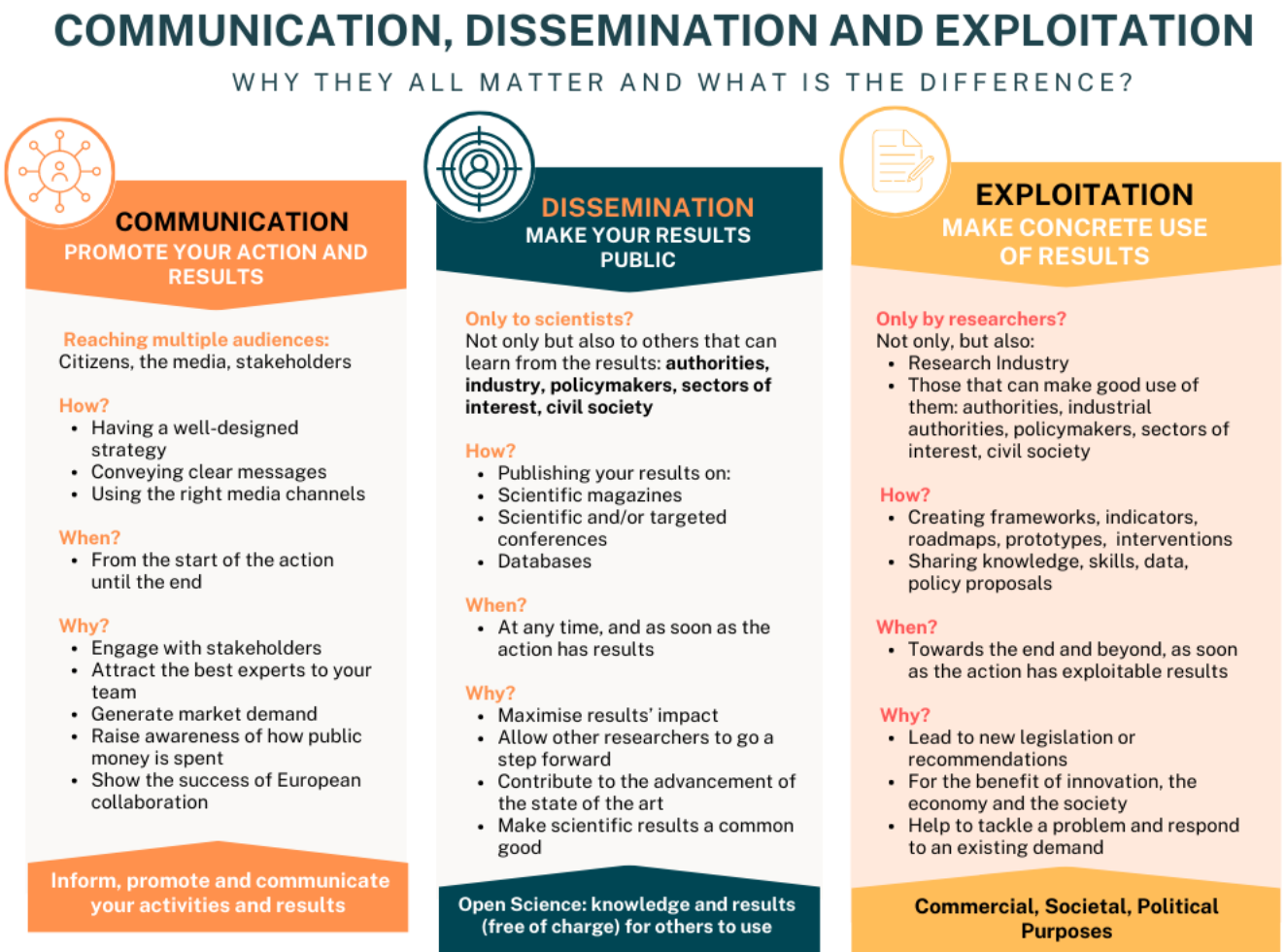
All the impacts are more precisely defined in the *Deliverable 7.1 Dissemination and communication plan*.

## 2. About the Deliverable “Exploitation Plan” – scope and structure

### 2.1. Purpose

The primary objective of the Exploitation Plan (OPUS Deliverable D7.2) is to encourage uptake of the main project outputs and results, to ensure maximum impact in terms of uptake of open science and reward for its uptake. This Plan is supported by measures outlined in Deliverable 7.1 Dissemination and Communication Plan. Figure 1 provides an overview of the general interrelation between Communication, Dissemination and Exploitation.

Figure 1 - Distinction between dissemination, communication, and exploitation<sup>1</sup>



By engaging with a diverse range of stakeholders both within and beyond the field of Open Science, the OPUS project aims to create a significant and lasting influence. From Month 12 to Month 36 of project implementation, these exploitation activities will be executed strategically.

## 2.2. Links to other project deliverables

This Deliverable functions as a reference and roadmap for all project deliverables that include Exploitation activities. Exploitation activities will use the outcomes, as detailed in deliverables listed below, to encourage uptake among key stakeholders and the broader public.

The following deliverables provided background to development of this plan and/or will mirror its implementation:

- D1.1: Initial State of the Art on Open Science Initiatives - Provides a list of key stakeholders and experts and outlines the stakeholder engagement plan for OPUS, forming the basis for defining engagement activities in the DCE (Dissemination, Communication and Exploitation) activities.
- D7.3: Final DC&E Report - Represents the final deliverable of work package 7, presenting results and outcomes based on inputs and KPIs from the DC and Exploitation Plan.

<sup>1</sup> This infographic is custom made based on the adjusted information from "[Horizon Europe Quick guide and tools for Communication, Dissemination and Exploitation](#)" and includes also exploitation, which will further be explained in OPUS D7.2 - Exploitation plan.

### 3. Exploitation Plan Objectives

In OPUS, the main exploitation goals (performed by all Work Packages) are to:

- Enable the open exploitation of KERs from OPUS to support the research and innovation community to reform researcher assessment and incentivise and reward Open Science at RPOs and RFOs, and encourage the long-term use of the above-mentioned results of the project including the set of indicators/metrics, interventions to implement Open Science at RPOs and RFOs
- Impact the Open Science ecosystem in Europe by creating the conditions to ensure that stakeholders can access and use OPUS results to optimise ongoing work towards incentivising and rewarding Open Science.

Table 3.1. The Relation between OPUS WP and KERs

Work Package	Relation to the exploitation of OPUS and KERs
<b>WP2 and WP3</b>	<p>Deliverables <b>D2.5 Interventions for Open Science</b> (Rewards WP2 and Incentives for Researchers) and <b>D3.5 Indicators/Metrics for Open Science</b> (Rewards and Incentives for Researchers) will be developed in parallel and will represent the final, complete proposal for indicators and interventions. These measures will serve as effective tools to monitor and drive the adoption of Open Science practices within RPOs and RFOs.</p> <p><b>Specific goal:</b> Encourage RPOs and RFOs to use the indicators and interventions to optimise their work processes towards incentivising and rewarding Open Science.</p>
<b>WP4</b>	<p><b>Deliverable D4.3 Action Plans to Implement the Pilots – Final</b> represent the testing phase of the indicators and interventions in the OPUS pilot organisations, implementation of the interventions, indicators/metrics through carefully designed pilot projects at selected RPOs and RFOs. These pilot initiatives will provide practical insights into the effectiveness of the proposed measures, in order to fine-tune them based on feedback and results. They lay the foundation for uptake in these same RPO/RFOs.</p> <p><b>Specific goal:</b> Use the action plan for RPOs and RFOs to test the indicators and interventions as a key result from the deliverables and put into practice their work towards incentivising and rewarding Open Science.</p>
<b>WP5</b>	<p><b>Deliverable D5.2 Final Policy Brief for Open Science</b> will support exploitation, by defining how stakeholders could take up project results.</p> <p><b>Specific goal:</b> Encourage stakeholders to use key results from the deliverable and advocate policies regarding work towards incentivising and rewarding Open Science.</p> <p><b>Deliverable D5.3 Open Science Career Assessment Matrix 2 (OS-CAM2)</b> based on the above D2.5 and 3.5 represents the main output of the OPUS project and can be taken up by RPOs and RFOs.</p> <p><b>Specific goal:</b> Use the OSCAM2 as a key result from the deliverable and encourage RPOs and RFOs to use it in practice regarding their work towards incentivising and rewarding Open Science.</p>

## 4. Target Audience

The Exploitation Plan is directed towards specific target audiences, categorised into primary and secondary target groups.

### 4.1. Primary target groups - direct beneficiaries

The primary target groups consist of direct beneficiaries, who will be expected to use the knowledge generated within the project for their own work process.

Table 4.1.1. - Primary target audiences - direct beneficiaries

Target Audiences	Audiences Segmentation	Specific exploitation objective & Exploitation Channels
<b>Internal Consortium</b>	13 organisations participating in the project, not including 5 pilots	<p>Motivate all organisations from the consortium to use key results from all three listed WPs above and encourage them to share/exploit through their work with RPOs and RFOs, but also put the know how into the practice of their organisations.</p> <p>This will be done through direct work with RPOs and RFOs, Email and other internal and external exploitation methods, Events.</p>
<b>Pilot Research Performing Organisations (RPO)</b>	RPOs participating in OPUS: RPO1: NOVA RPO2: UNIRI RPO3: UCY	<p>Encourage all RPO pilot organisations to use key results from three listed WPs above and put the know how into practice within their organisations.</p> <p>This will be done through direct work in WP4 with RPOs, using also Email, Direct meetings, Events</p>
<b>Pilot Research Funding Organisations (RFO)</b>	RFOs participating in OPUS: RFO1: RCL RFO2: UEFISCDI	<p>Encourage all RFO pilot organisations to use key results from three listed WPs above and put the know how into practice within their organisations.</p> <p>This will be done through direct work in WP4 with RPOs and RFOs, using also Email, Direct meetings, Events</p>

<b>All other RPO and RFO connected to Project Consortium Partner Networks</b>	Organisations and networks identified from and within the OPUS consortium (e.g. YERUN network, RRING & GRRIP community), as well as connections from members of the OPUS Advisory Board	<p>Make it available and encourage all research organisations to use key results from three listed WPs above long term and put the know how into the practice of their organisations. OPUS won't be responsible for the implementation.</p> <p>This will be done through OPUS Social Media, All partners Social Media, OPUS Newsletter, All Partners Newsletters, Publications, OPUS Website, All partners Websites</p>
<b>Policy Makers</b>	All policy makers in European Research Area that WP5 leader will define in their deliverable.	<p>Reach out to policy makers and advocate the recommendation from the WP5 Deliverables as a key result of the project.</p> <p>This will be done through direct work of WP5 leader and organisations participating in this WP.</p>

#### 4.2. Secondary target audiences – dissemination and communication audience

The secondary target groups are indirect beneficiaries that can act as intermediaries to use the project's results to the broader researcher community. Their interest lies in staying informed about Open Science and research assessment trends. They can utilise the project's outcomes and activities as valuable resources for researchers and other key stakeholders within the Open Science Ecosystem.

Table 4.2.1. - Secondary target audiences – the exploitation partners

Target Audiences	Audiences Segmentation	Specific exploitation objective & Exploitation Channels
<b>Open Science Networks or Organisations</b>	Entities (different from a project, in that it not connected to a specific funding / does not have a time limited duration) that supports the uptake of Open Science listed in <a href="#">D.1.1. Landscaping Initiatives</a>	<p>Reach out to organisations from the list and inform them that they can exploit the results from all three Deliverables in their uptake of Open Science</p> <p>This will be done through direct work of WP1 partners, using Email, Direct meetings, Events, Social Media, Newsletter, Publications, Website</p>
<b>Open Science Scheme</b>	An officially recognised initiatives that support the uptake of Open Science listed in <a href="#">D.1.1. Landscaping Initiatives</a>	<p>Reach out to initiatives from the list and inform them that they can exploit the results from all three Deliverables in their support of the Open Science uptake.</p>

Target Audiences	Audiences Segmentation	Specific exploitation objective & Exploitation Channels
		<p>This will be done through direct work of WP1 partners Email, Direct meetings, Events, Social Media, Newsletter, Publications, Website</p>
<p><b>Open Science Experts</b> OPUS has set up an online expert group to which OS experts can apply via the OPUS website.</p>	<p>Individuals with proven knowledge / expertise in supporting the uptake of Open Science registered at the OPUS website.</p>	<p>Reach out directly to individuals from the list and inform them that they can exploit the results from all three Deliverables in their support of the Open Science uptake.</p> <p>This will be done through Direct Email, but also through Events, Social Media, Newsletter, Publications, Website.</p>
<p><b>Researchers, Scientific community</b></p>	<p>Researchers, permanent academics doing research, scientists across Europe and beyond, Researchers from universities and Think-tanks staff dealing with research and innovation issues reached via ICoRSA, MCAA and Eurodoc</p>	<p>Reach out to researchers from the ICoRSA, MCAA and Eurodoc Networks and inform them that they can exploit the results from all three Deliverables in their support of the Open Science uptake.</p> <p>This will be done through Social Media, Newsletter, Publications, Website</p>

## 5. Exploitation Activities

### 5.1. Activities

The Project Plan for the exploitation of project results for societal and scientific purposes is defined by the Grant Agreement in Task T7.3 - Exploitation, which is led by ICoRSA, along with ABIS, EURODOC, JISC, MCAA, PLOCAN, RESOLVO SRL, UNESCO, Vitae, and YERUN.

The OPUS project's journey towards medium-term and long-term impacts through Open Science practices is accompanied by a strategic approach to exploitation. With a clear process for defining intellectual property rights, a set of identified Key Exploitable Results, a commitment to open licensing, and a scheduled timeline for defining the licensing strategy, the project is well-poised to unlock the full potential of its outcomes.

## **Defining Intellectual Property Rights (IPR) for the OPUS Project**

The process of defining intellectual property rights within the OPUS project is a strategic endeavor that underscores the importance of proper ownership, protection, and utilization of the project's outcomes. By clarifying IPR, the project ensures that the innovative outputs are appropriately safeguarded, and their value is maximized in terms of commercial, societal, and academic impact. This process involves a meticulous assessment of the project's deliverables, methodologies, and innovations to determine the best approach for protecting and sharing intellectual property. This is better defined in the section below named *5.2. Exploitation Activities and Open Access: Intellectual Property Rights and Assigning DOIs*.

## **Identification of Key Exploitable Results (KERs) for Relevant IPR**

Within the OPUS project, the content of certain deliverables emerge as Key Exploitable Results (KERs) that hold the potential to drive change and innovation. These include "D2.5 Interventions for Open Science," "D3.5 Indicators/Metrics for Open Science," "D4.3 Action Plans to Implement the Pilots – Final," "D5.2 Final Policy Brief for Open Science," and "D5.3 Open Science Career Assessment Matrix 2 WP5 (OS-CAM2)." These KERs represent the culmination of the project's efforts and embody valuable insights, tools, and strategies that can shape the landscape of Open Science adoption and implementation.

## **Open Licensing for Enhanced Impact**

A notable hallmark of the OPUS project's approach to exploitation is the commitment to open licensing. Recognising the significance of collaboration, knowledge sharing, and broader societal benefits, the project has decided that all above mentioned KERs will be openly licensed. This echoes the principles of Open Science, which prioritises transparency, accessibility of knowledge. By openly licensing the KERs, the project aims to facilitate their widespread adoption, enabling diverse stakeholders to build upon and apply these outcomes in novel and impactful ways.

## **Defining Licensing Strategy by September 2024 (M24)**

To ensure a well-considered approach to licensing, the OPUS project has set a significant milestone. By September 2024 (M24), the licensing strategy plan for the KERs will be definitively outlined. The licensing strategy will provide clarity on how the KERs can be used, shared, and built upon by various stakeholders, fostering a collaborative and innovative ecosystem.

# 5.2. OPUS's Exploitation Plan and Project Legacy

OPUS's Exploitation Plan and Project legacy is centred on two aspects:

1. the implementation of the project's findings in OPUS Pilot organisations
2. the results achieved at the project level

## **5.2.1. The implementation of the project's findings in Pilot organisations**

The exploitation activities for these pilot organisations will involve the following steps:

1. **Initiating Exploitation Activities:** We will commence exploitation efforts with the implementation of live pilot actions. These actions will be based on a set of metrics and interventions that are mutually agreed upon by pivotal personnel within the pilot organization. This forms the fundamental basis for our exploitation activities.
2. **Integration into Research Assessment Systems:** The project's findings will be integrated into the existing research assessment systems of the pilot organisations. This integration will

include the incorporation of Open Science metrics and indicators into the evaluation criteria used for researchers' performance assessments.

3. **Continued Collaboration of Pilot Organisations:** Subsequently, pilot organizations will sustain their collaboration with key personnel while assessing the outcomes of the pilot. This evaluation will be conducted in conjunction with ongoing activities and a thorough analysis of the practical viability of implementing changes, along with the availability of resources. As a part of this OPUS will provide the **training and capacity building events:** OPUS will provide training and capacity-building programmes to researchers and staff within the pilot organisations. Workshops, webinars, and online resources will be developed to educate participants on Open Science practices and the effective use of the developed interventions. The OPUS team will utilise internal OPUS events to disseminate information about the project's findings and deliverables. This approach will also extend to other relevant events, as deemed appropriate:
  - a. A7.4.2 - Interventions (WP2) and Indicators/Metrics (WP3) Workshops
  - b. A7.4.3 - Pilots and Mutual Learning Meetings (WP4) with all RPO&RFO
  - c. A7.4.4 - Training Workshops
4. **WP4 Mutual Exchange Activities:** The mutual exchange activities outlined in Work Package 4 (WP4), facilitated by the expertise of leaders from WP2 and WP3, will hold paramount importance. These activities will serve as a vital tool for supporting exploitation efforts through mechanisms like peer learning and mutual support.
5. **Guidance from the Advisory Board:** The Advisory Board will play a pivotal role in furnishing expert guidance and advice.
6. **Feedback and Evaluation:** Continuous feedback and evaluation mechanisms will be established to assess the effectiveness and impact of the implemented measures. This will enable the project team to refine the interventions based on the pilot organisations' experiences and outcomes.

### 5.2.2. The results achieved at the project level through stakeholders

External exploitation involves engaging individuals or organisations outside the consortium and aims to target all the specified target groups mentioned in *Section 4*.

OPUS will also engage with various external stakeholders to foster the adoption of Open Science practices from OPUS at a broader scale. This includes following activities:

- A. **Encourage the wider adoption of the interventions, indicators/metrics through Open Science Networks or Organisations Entities:** OPUS will collaborate with existing Open Science networks and organisations that support the uptake of Open Science listed above. The project's outcomes will be shared with these entities to encourage the wider adoption of the interventions, indicators/metrics in their initiatives and projects.
- B. **Encourage the use of the results by Open Science Schemes:** OPUS has identified officially recognized initiatives that promote Open Science. OPUS will collaborate with other Wider ERA projects, including HORIZON-INFRA-2022-EOSC-01-01, to maximize its impact. The project will reach out to these schemes and inform them about the OPUS findings and results in research assesment field, highlighting how they can utilize the project's interventions to enhance their support for Open Science interventions, indicators, and principles adoption.
- C. **Leverage the project's outcomes through Open Science Experts:** Experts with proven knowledge and expertise in supporting the uptake of Open Science, registered at the OPUS website, will be engaged. The project team will inform these experts about the findings from OPUS and how they can leverage the project's outcomes in their efforts to promote Open Science.



- D. Researchers and Scientific Community:** OPUS will engage with researchers and the scientific community, including academics, scientists, and researchers from universities, think-tanks, and research institutes across Europe and beyond. The project will use the network of organisations like ICoRSA, MCAA, and Eurodoc to inform researchers about the findings from OPUS and encourage them to adopt Open Science Interventions and Indicators in their practice.
- E. Policy Advocacy:** OPUS will collaborate with policy-makers within the pilot organisations to advocate for the incorporation of Open Science practices into institutional policies and research funding criteria. The aim is to ensure long-term sustainability and support for Open Science principles beyond the project's duration.

As part of the DC&E (Dissemination, Communication, and Exploitation) Committee, ICoRSA collaborates with the aforementioned partners, particularly those involved in Policy and Advocacy (TGB & UNESCO). Moreover, exploitation of the project results in Policy Briefs for best practice in Open Science (WP5) is made possible at international level, thanks to the participation of UNESCO. The OPUS DC&E Committee will ensure that Interventions for institutional change are sustainable and advocate that the recommendations are taken into account by relevant bodies within the European Commission.

OPUS will use some of the following tactics to ensure **outreach to the above mentioned stakeholders** and secondary target groups to distribute results through their channels.

- OPUS articles about the results distributed in relevant magazines
- OPUS deliverables presented through various tools and channels explained below
- Project consortium partners' website and social media posts: The outputs of OPUS will also be featured on the consortium partner's websites. The general public will be informed about the outcomes through a news release, while project communication will be directed towards policy makers. All guidelines, toolkits, and reports will be accessible on the website.
- Distribute results/deliverables to all stakeholders and to the OS experts from the expert group
- Use **Partners' events to promote and distribute the deliverables and final findings of the project such as**
  - **Partners' events related to the Open Science and research assessment**
  - Distribute deliverables at the conferences where partners attend
  - Distribute deliverables at the public meetings

### 5.3. Exploitation Activities and Open Access: Intellectual Property Rights and Assigning DOIs

Exploitation activities will be conducted in an open access environment, taking into account intellectual property rights and the assignment of DOIs.

Any solution/framework generated within the project holds intellectual property rights. Thus, it is essential to evaluate the authorship of our creations, including any preceding, ensuing, and incidental intellectual property. On a different note, determining the allocation of open licenses remains an independent choice, exclusively within the domain of the intellectual property owners. This determination should also consider any pre-existing commitments outlined in the grant agreement with the European Commission.

Exploitation activities in OPUS must be conducted with a dual focus on preserving authors' intellectual property rights and ensuring proper attribution and recognition through the assignment of DOIs. Embracing Creative Commons licenses, promoting DOI assignment, and building a culture of

openness and recognition are essential steps in advancing open access and fostering a more collaborative and transparent research landscape.

Open Access (OA) has become a fundamental principle in modern research, promoting the unrestricted access to scholarly literature and research outputs. Embracing open access facilitates knowledge exploitation, fosters collaboration, and accelerates scientific progress. However, with the transition to open access, the management of intellectual property rights and the assignment of unique identifiers like Digital Object Identifiers (DOIs) play a crucial role in ensuring proper attribution, recognition, and protection of authors' work.

**Intellectual Property Rights in Open Access:** Authors and researchers will retain copyright ownership over their work while granting non-exclusive licenses to publishers or repositories to disseminate the research to the public. This approach ensures that authors maintain control over how their work is used and attributed.

Exploitation activities in OPUS will involve educating team, researchers and institutions about the importance of retaining copyright and employing Creative Commons (CC) licenses. CC licenses allow authors to specify the terms under which their work can be shared, reused, and distributed while still granting open access to readers. Properly implemented CC licenses strike a balance between sharing knowledge and protecting the authors' rights.

**Assigning Digital Object Identifiers (DOIs):** DOIs are unique, persistent identifiers assigned to research outputs, such as articles, datasets, and other scholarly materials. DOIs play a crucial role in open access, as they ensure that research outputs can be easily and reliably located, cited, and attributed to the correct authors. Exploitation activities in open access will involve implementing DOI registration for all published research outputs.

Assigning DOIs to OPUS research outputs will involve collaboration with reputable DOI registration agencies or organisations. These agencies will be responsible for maintaining a robust infrastructure that guarantees the long-term persistence and accessibility of the assigned DOIs. Exploitation activities will focus on educating researchers, publishers, and repository managers about the importance of DOI assignment and the role it plays in enhancing the visibility and impact of their work.

**Building a Culture of Attribution and Recognition:** Proper citation practices and adherence to established academic norms will be promoted through training sessions, guidelines, and best practices.

## 6. Exploitation tools and methods

OPUS uses a total of **six** general methods or tools for exploitation, along with six dissemination methods to facilitate the availability of documents for educational purposes (exploitation) and public access. The explanation of these methods can be found in the following text.

### 6.1. Exploitation Tools, Channels and methods

Below are the methods for exploiting the results of the OPUS Project:

#### **Method 1: Internal assessment to assess Key Exploitable Results (KERs) for IPR protection:**

- Conduct an internal assessment with team experts to evaluate each KER's potential for IPR protection.
- Define suitable IPR mechanisms, such as patents, copyrights or trademarks, based on the nature of the KERs.

#### **Method 2: Direct work with research organisations:**

##### **2.1. Direct work with Research Performing Organisations (RPOs):**

- Collaborate with RPOs to customise and integrate RAF components into their assessment practices.
- Provide training and resources to facilitate RAF implementation.
- Monitor RPOs' progress and provide ongoing support.
- -Encourage the adoption of the RAF by relevant organisations.

##### **2.2. Direct work with Research Funding Organisations (RFOs):**

- Collaborate with RFOs to align funding criteria with RAF principles.
- Provide guidelines for evaluating Open Science practices in grant applications.
- Offer workshops and consultations to support RFOs in adopting the framework.
- Drive the integration of RAF components by RFOs to implement aspects of the RAF in their funding processes by the end of Year 3.

#### **Method 3: Stakeholder engagement**

##### **3.1. For technical exploitation: practical uptake in RPOs/RFOs**

All other Research Performing Organizations (RPOs) and Research Funding Organizations (RFOs) are permitted to utilise the Research Assessment Framework and integrate its components. We will facilitate this by collaborating with our partner organisations, particularly our pilot organisations, and involving essential stakeholders (as identified in OPUS). Furthermore, we will engage the wider research and innovation community.

**3.2. Direct work with policymakers:** OPUS will advocate to influence policymakers in the European Research Area to implement the recommendations from the OPUS Final Policy Brief by the end of Year 3 or accept the recommendations.

#### **Method 4: Licensing**

- Engage with stakeholders to determine the most appropriate open licences for different types of KERs.
- Utilise Creative Commons licences to ensure clear terms of usage and dissemination.
- Communicate open licensing terms clearly.

- Track the number of KERs with defined open licences.

**Method 5: Share KERs through relevant platforms, methods and networks: The European Commission** various free-of-charge services **supporting exploitation activities.**

**5.1. Zenodo:** A general-purpose open repository developed under the European OpenAIRE programme and operated by CERN. It allows researchers to deposit research papers, data sets, research software, reports, and any other research related digital artefacts. OPUS results and deliverables will be presented through at least the following communities:

- [OPUS Community](#)
  - [Open Science and Responsible Research Assessment Community](#)
- Upload KERs to Zenodo and promote their availability to the target audience.
  - Monitor views and downloads to assess the level of engagement.

OPUS will release KERs on the Zenodo platform as its main repository, yet it will also leverage the chance to showcase the Key Exploitable Results (KERs) on the subsequent platforms in addition to Zenodo. A Key Exploitable Result (KER) ideally should be exclusively stored within a single repository (Zenodo), not across multiple repositories. Moreover, it should unequivocally possess just one DOI. But other platforms will be used to promote a KER stored in Zenodo listed below.

**5.2. Open Research Europe platform (ORE):** [Open Research Europe platform](#) (ORE): An open access, publishing platform for scientific papers for Horizon 2020 and Horizon Europe beneficiaries, including an open peer review and article revision.

- Regularly upload KERs to ORE and promote their availability to the target audience.
- Monitor views and downloads across all KERs in ORE within the last 6 months of the project's duration.

**5.3. Horizon Results platform (HRP):** [Horizon Results platform](#): A platform for showcasing your research results, finding collaboration opportunities and getting inspired by the results of others.

- Regularly upload KERs to HRP and promote their availability to the target audience.
- Monitor views and downloads across all KERs in HRP within the last 6 months of the project's duration.

**Method 6: Scientific exploitation (publications / conferences)**

**6.1. Journal and Book publications** - Partners will strive to publish content about the OPUS results in some of the selected key journals:

- PLOS one
- Frontiers in Research Metrics and Analytics
- Journal of documentation
- Journal of information science
- Learned publishing
- Journal of Librarianship and Information Science
- New review of academic librarianship
- Scientometrics
- Education and Information Technologies
- Humanities & Social Sciences Communications
- Journal of the Association for Information Science and Technology
- SAGE Open
- Quantitative Science Studies

The Grant Agreement outlines this method in the activity A7.3.1 - Publish news releases and publications in journals, magazines, and blogs.

**6.2. Conference attendance and presentations** - Each partner will actively participate in key Open Science conferences and events. This will encompass relevant Open Science events, including those focused on research assessment, organised by key stakeholders. Participation in these events will be used directly or indirectly to promote the OPUS project. OPUS team members will share project information and results during these conferences through public presentations and the distribution of non-technical project factsheets, providing links to the website section on Deliverables.

## 6.2. Dissemination methods/essential tools to support exploitation

As stipulated in the Grant Agreement the below listed methods will facilitate the availability of documents for educational purposes (exploitation) and public access. Disseminating best practices/results through simple, easy-to-read articles, and complete deliverables, the tools below will be used for the audience to access the know-how. Once the key exploitable results are disseminated, the target audience can exploit the results through available documents online.

**Method 1: Website** - The website will be used for exploitation, therefore the main pages will present the project in non-technical language, and a dedicated section for project outputs aimed at stakeholders - Deliverables/Resources, that will consist from consisted from several parts:

- **Project Deliverables**
- **Experts and Networks:** providing information and links to website of the all key stakeholders in Open Science field
- **OPUS materials** for download aimed to public
- OPUS blog via News Section: **Each WP Deliverable** and results/findings of the project will be promoted through:
  - Series of articles about findings with short content and infographics about findings from each WP, ie: Infographics about indicators and metric
  - Editing and publishing parts of the deliverable documents in an easy to read content, small publications for the public with simplified language
  - Editing and publishing the whole deliverable document - each deliverable will be presented and published in the library section and also with an article in the section news directing to the final link where the deliverable publication is located.
- Deliverables website section listing all deliverables from the OPUS Project. The intention is to keep the OPUS website functional and regularly maintained for a minimum of 5 years after the project's completion. During this time, all project deliverables will be prominently posted and accessible on the website.

This phase of the website development will be implemented continuously and it will last until the end of the project.

Furthermore, as part of the website, WP7 leader and partner organisations will release news updates to announce significant OPUS milestones, including survey releases and key findings from deliverables.

**Method 2: Non-technical project factsheet** - The project will design a non-technical factsheet to be presented at public events and featured on the OPUS website. The content will be easily comprehensible for non-experts outside the project's community, providing general project

information and highlighting key results. The factsheet will be distributed in A6 folded flyer format for printed versions and A4 one-page format for electronic dissemination.

### **Method 3: Social Media communication**

Social media are covered with the following accounts:

- [Twitter](#) will showcase posts on project findings and results. It will also provide links to the deliverables as they are released to the public.
- [LinkedIn](#) will be utilized to communicate project outcomes through occasional posts, aligning with the timeline of the outcomes' release.

**Method 3: OPUS Newsletter** will provide updates on current project activities and occasional information about project results. It will be distributed quarterly to key stakeholders, the expert group, and the previously mentioned target audiences.

### **Method 4: Presentations on the Training workshops**

All stakeholders in the OPUS project will receive presentations on the Open Science action plan theory and other project results through training workshops. The training materials will include pamphlets and factsheets that effectively present the project's outcomes.

### **Method 5: OPUS catalogue**

At the conclusion of the project, the OPUS team will compile an OPUS catalogue, showcasing the final results and outputs. The catalogue will consist of the following sections: State of the Art on Open Science (WP1), Interventions for Open Science (WP2), Indicators/Metrics for Open Science (WP3), Mutual Learning Exercise on the Pilots (WP4), and Policy Briefs for Open Science and OS-CAM2 (WP5).

### **Method 6: Consortium partners communication channels**

The project's exploitation activities will receive support from partners' communication channels and their opportunities for result exploitation within their respective organisations and other key stakeholders mentioned earlier.

Each consortium partner will utilise its own website to promote OPUS results, focusing on the areas in which they are involved. Through their individual websites, all partners will leverage their networks of stakeholders to disseminate information about the project, its activities, and the accomplished outcomes.

All partners during the project may also issue and send press releases that will be sent to the media in their own country.

## **7. KPIs, Monitoring and Evaluation**

### **7.1. Key performance indicators (KPIs)**

Below listed measurable key performance indicators (KPIs) are established to monitor and evaluate the progress and impact of the project's exploitation activities.

#### **7.1.1. Exploitation targets and KPIs**

Table 7.1.1 provides details of the exploitation methods and the targeted key performance indicators (KPIs) that OPUS aims to achieve. The table also includes measures designed to ensure the successful attainment of these targets.

Table 7.1.1.1 Exploitation KPIs

These KPIs, accompanied by well-defined methods and realistic targets, serve as a roadmap to assess the OPUS project's exploitation activities.

Method	KPI	Target
<b>Internal assessment</b> with team experts to assess each KER's potential for IPR protection. Define suitable IPR mechanisms, such as patents, copyrights, or trademarks, based on the nature of the KERs.	Number of KERs with defined IPR	Define IPR for at least 70% of the KERs by the end of Year 2.
<b>Direct work with RPOs</b> Collaborate with RPOs to customize and integrate RAF components into their assessment practices. Provide training and resources to facilitate RAF implementation. Monitor RPOs' progress and provide ongoing support.	Number of Research Performing Organisations (RPOs) Implementing Aspects of the Research Assessment Framework (RAF)  Encourage the adoption of the RAF by relevant Research Performing Organisations	3  Engage at least 3 RPOs to implement aspects of the RAF within the first three years.
<b>Direct work with RFOs:</b> Collaborate with RFOs to align funding criteria with RAF principles. Provide guidelines on evaluating Open Science practices in grant applications. Offer workshops and consultations to support RFOs' adoption of the framework.	Number of Research Funding Organisations (RFOs) Implementing Aspects of the Research Assessment Framework  Drive the integration of RAF components by Research Funding Organisations	3  Influence a minimum of 3 RFOs to implement aspects of the RAF in their funding processes by the end of Year 3.
<b>Practical uptake in RPOs/RFOs</b> Collaborate with all other RPOs and RFOs to inform them about the Open Science uptake based on OPUS KERs	Number of RPOs and RFOs Implementing Aspects of the Research Assessment Framework	2  Influence a minimum of 2 RPOs/RFOs to implement aspects of the RAF in their funding processes by the end of Year 3.
<b>Direct work with policy makers</b>	Number of policy makers in European Research Area accepting the recommendations from the OPUS Final Policy Brief	2  Influence a minimum of 2 policy makers in European Research Area to implement the recommendations from the

		OPUS Final Policy Brief by the end of Year 3.
<p><b>Licensing</b> Engage with stakeholders to determine the most appropriate open licences for different types of KERs. Utilise Creative Commons licenses to ensure clear terms of usage and dissemination. Clearly communicate open licensing terms.</p>	Number of KERs with Defined Open Licences	<p>4</p> <p>Designate open licences for 80% of the KERs within the first 18 months of implementation.</p>
<p><b>Zenodo</b> Upload relevant KERs to Zenodo and promote their availability to the target audience. Monitor views and downloads to assess the extent of engagement. Share KERs through relevant below mentioned methods, platforms and networks.</p>	Number of Views/Downloads of KERs in Zenodo	<p>500</p> <p>Achieve a cumulative total of 1,000 views/downloads across all KERs in Zenodo within the last 6 months of the project's duration.</p>
<p><a href="#">Open Research Europe platform (ORE)</a>  Promote KERs to <b>ORE</b> and and make them available to the target audience.</p>	Number of Views of KERs in ORE	<p>500</p> <p>Achieve a cumulative total of 1,000 views/downloads across all KERs in ORE within the last 6 months of the project's duration.</p>
<p><a href="#">Horizon Results platform (HRP)</a>  Promote KERs to <b>HRP</b> and and make them available to the target audience.</p>	Number of Views of KERs in <a href="#">Horizon Results platform</a>	<p>500</p> <p>Achieve a cumulative total of 1,000 views/downloads across all KERs in HRP within the last 6 months of the project's duration.</p>
<p><b>Scientific publications</b> Publish articles on Key Exploitable Results</p>	Number of articles published in Scientific publications	At least 3 articles on KERs published in some of the above listed publications
<p><b>Conference attendance and presentations</b> Present KERs at external conferences</p>	Number of KERs presentations at external conferences	At least 3 KERs presentations at external conferences



## 7.2. Monitoring

Regular monitoring of the KPIs related to project exploitation will be conducted to ensure the execution maintains a high standard of quality. This monitoring process will commence in November 2023 and continue on an ongoing basis. Once every twelve months, the results will be communicated to the project team, including the coordinator. The report will provide an up-to-date overview of the progress made in achieving the targeted KPIs.

The leader of WP7 will be responsible for gathering necessary data from partners and other team members, including relevant digital data from sources such as the web and social media. They will prepare comprehensive overviews of the KPIs set as targets and present them to the DC&E Committee.

If any significant deviations or potential challenges in reaching the indicators are identified, the DC&E Committee will develop a mitigation plan. This plan will then be presented to the project's Steering Committee for consideration and further action.

To monitor the progress of KPIs effectively, the designated sheet will be utilised, allowing for clear tracking and assessment of the KPIs' achievements.

*Table 7.2.1. Monitoring sheet for the exploitation KPIs*

Method	KPI	2 year target	2 year reach	Difference
<b>Internal assessment</b> with OPUS team experts to assess each KER's potential for IPR protection. Define suitable IPR mechanisms, such as patents, copyrights, or trademarks, based on the nature of the KERs.	Number of KERs with defined IPR	Define IPR for at least 70% of the KERs by the end of Year 2.		
<b>Direct work with RPOs</b> Collaborate with RPOs to customize and integrate RAF components into their assessment practices. Provide training and resources to facilitate RAF implementation. Monitor RPOs' progress and provide ongoing support.	Number of Research Performing Organisations (RPOs) Implementing Aspects of the Research Assessment Framework (RAF)  Encourage the adoption of the RAF by relevant Research Performing Organisations	3  Engage at least 3 RPOs to implement aspects of the RAF within the first three years.		
<b>Direct work with RFOs:</b> Collaborate with	Number of Research Funding Organisations	3		

<p>RFOs to align funding criteria with RAF principles. Provide guidelines on evaluating Open Science practices in grant applications. Offer workshops and consultations to support RFOs' adoption of the framework.</p>	<p>(RFOs) Implementing Aspects of the Research Assessment Framework</p> <p>Drive the integration of RAF components by Research Funding Organisations</p>	<p>Influence a minimum of 3 RFOs to implement aspects of the RAF in their funding processes by the end of Year 3.</p>		
<p><b>Practical uptake in RPOs/RFOs</b></p> <p>Collaborate with all other RPOs and RFOs to inform them about the Open Science uptake based on OPUS KERs</p>	<p>Number of RPOs and RFOs Implementing Aspects of the Research Assessment Framework</p>	<p>2</p> <p>Influence a minimum of 2 RPOs/RFOs to implement aspects of the RAF in their funding processes by the end of Year 2.</p>		
<p><b>Direct work with policy makers</b></p>	<p>Number of policy makers in European Research Area accepting the recommendations from the OPUS Final Policy Brief</p>	<p>1</p> <p>Influence a minimum of 1 policy makers in European Research Area to implement the recommendations from the OPUS Final Policy Brief by the end of Year 2.</p>		
<p><b>Licensing:</b></p> <p>Engage with stakeholders to determine the most appropriate open licences for different types of KERs. Utilise Creative Commons licenses to ensure clear terms of usage and dissemination. Clearly communicate open licensing terms.</p>	<p>Number of KERs with Defined Open Licences</p>	<p>4</p> <p>Designate open licences for 80% of the KERs within the first 18 months of implementation.</p>		

<p><b>Zenodo</b> Upload relevant KERs to Zenodo and promote their availability to the target audience. Monitor views and downloads to assess the extent of engagement. Share KERs through relevant below mentioned methods, platforms and networks.</p>	<p>Number of Views/Downloads of KERs in Zenodo</p>	<p>500</p> <p>Achieve a cumulative total of 1,000 views/downloads across all KERs in Zenodo within the last 6 months of the project's duration.</p>		
<p><a href="#">Open Research Europe platform</a> (ORE)</p> <p>Promote KERs to <b>ORE</b> and make them available to the target audience.</p>	<p>Number of Views of KERs in ORE</p>	<p>500</p> <p>Achieve a cumulative total of 1,000 views/downloads across all KERs in ORE within the last 6 months of the project's duration.</p>		
<p><a href="#">Horizon Results platform</a> (HRP)</p> <p>Promote KERs to <b>HRP</b> and make them available to the target audience.</p>	<p>Number of Views of KERs in <a href="#">Horizon Results platform</a></p>	<p>500</p> <p>Achieve a cumulative total of 1,000 views/downloads across all KERs in HRP within the last 6 months of the project's duration.</p>		
<p><b>Direct work with policy makers</b></p>	<p>Number of policy makers in European Research Area accepting the recommendations from the OPUS Final Policy Brief</p>	<p>2</p> <p>Influence a minimum of 2 policy makers in European Research Area to implement the recommendations from the OPUS Final Policy Brief by the end of Year 3.</p>		

<b>Scientific publications</b> Publish articles on Key Exploitable Results	Number of articles published in Scientific publications	At least 2 articles on KERs published in some of the above listed publications		
<b>Conference attendance and presentations</b> Present KERs at external conferences	Number of KERs presentations at external conferences	At least 2 KERs presentations at external conferences		

### 7.3. Evaluation reports

The annual progress and achievement of the aforementioned KPIs within a year will be documented in evaluation reports. These reports will be submitted to both the DC&E Committee and the OPUS Project consortium team.

## 8. Roles and responsibilities

Exploitation plan execution as a part of the WP7 is led by ICoRSA with the coordination support of PLOCAN and RESOLVO, DC&E Committee and general support from all other partners in the consortium. Exploitation activities will be monitored and coordinated by ICoRSA.

All partners are responsible for distributing content/results to be published in a synchronised and strategic manner.

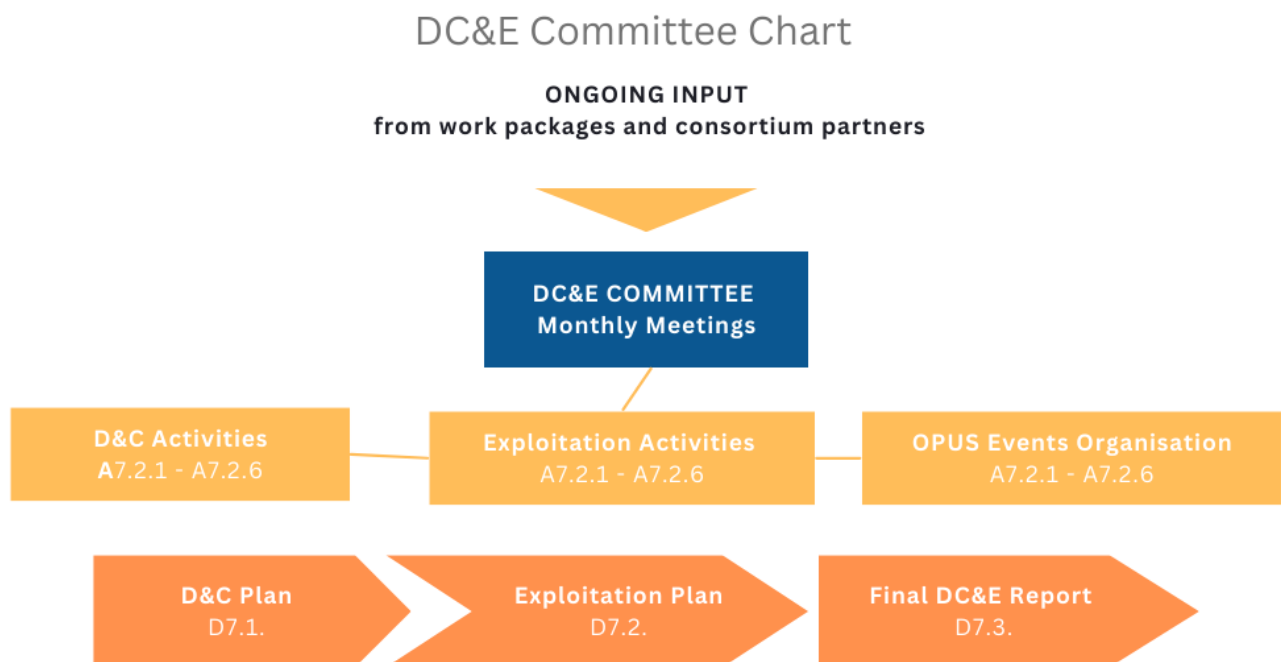
### 8.1. Consortium and partner responsibilities

As stated in the OPUS Grant Agreement, consortium partners must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in a strategic, coherent and effective manner.

Exploitation activities will be done through coordination with all 18 consortium members, with ICoRSA being in charge of coordinating exploitation activities.

These activities will be reported during DC&E Committee meetings and during OPUS Steering committee meetings with the project coordinator and WP leaders. All WP leaders identify and delegate at least 1 DC&E representative, who holds the responsibility for the activities at a consortium partner level for all DC&E matters.

A key role in the exploitation activities have the organisation participating at the DC&E Committee meeting, and WP leaders of the exploited deliverables. *Figure 2 - DC&E Committee Chart*



The following section list the most important aspects pertaining to responsibilities.

Table 8.1.1. - Partner roles in Exploitation activities

Partner/Person	Role in Exploitation
ICoRSA - WP7 leader	<p>Overseeing and coordinating all exploitation activities, including the development of a strategy and execution plan for the majority of dissemination tasks that will help exploitation activities.</p> <p>This includes creating news items, posts, and concise summaries of each deliverable once it is completed.</p> <p>In particular, this entails the following responsibilities:</p> <ul style="list-style-type: none"> <li>● Communicate the project and its results at project level;</li> <li>● Communicating the project and its outcomes at the project level;</li> <li>● Managing and generating content for the project's website and social media platforms;</li> <li>● Creating newsletters, factsheets, catalogs, and other promotional materials;</li> <li>● Keeping consortium partners informed about progress in exploitation activities and the achievement of KPIs.</li> </ul>
Pilot RPOs and RFOs: UEFISCDI, RCL, UNIRI, VU UCY	<p><b>RPOs:</b></p> <ul style="list-style-type: none"> <li>● Collaborate with leaders of WP2, WP3, and WP4 to customise and integrate RAF components into their assessment practices.</li> <li>● Attend training sessions and utilise resources to facilitate RAF implementation.</li> <li>● Monitor progress and provide regular updates to WP leaders as necessary.</li> </ul> <p><b>RFOs:</b></p> <ul style="list-style-type: none"> <li>● Collaborate with WP2, WP3, and WP4 leaders to align funding criteria with RAF principles.</li> <li>● Adopt guidelines for evaluating Open Science practices in grant applications.</li> </ul>
RESOLVO - WP1 leader	<ul style="list-style-type: none"> <li>● <b>Internal assessment</b> with OPUS team experts to assess each KER's potential for IPR protection. Define suitable IPR mechanisms, such as patents, copyrights, or trademarks, based on the nature of the KERs.</li> <li>● Contributing inputs and updates on the results of WP1, including concise summaries of each deliverable once they are finalised.</li> </ul>
CRAC-Vitae - WP2 leader	<ul style="list-style-type: none"> <li>● <b>Engage with WP1 leader and other WP leaders on Internal assessment</b> with OPUS team experts to assess each KER's potential for IPR protection. Define suitable IPR mechanisms, such as patents, copyrights, or trademarks, based on the nature of the KERs.</li> <li>● Engage with DC&amp;E Committee members to determine the most appropriate open licences for different types of KERs. Utilise Creative Commons licenses to ensure clear terms of usage and dissemination. Clearly communicate open licensing terms.</li> <li>● Upload relevant KERs to <b>Zenodo</b> and promote their availability to the target audience.</li> </ul>

- Promote KERs to **ORE** and make them available to the target audience.
- Promote KERs to KERs to **HRP** and make them available to the target audience.
- Direct work with RPOs: Collaborate with RPOs to customize and integrate RAF components into their assessment practices. Provide training and resources to facilitate RAF implementation. Monitor RPOs' progress and provide ongoing support.
- **Direct work with RFOs:** Collaborate with RFOs to align funding criteria with RAF principles. Provide guidelines on evaluating Open Science practices in grant applications. Offer workshops and consultations to support RFOs' adoption of the framework.
- **Direct work with UNESCO and policy makers:** exploitation of the project results in Policy Briefs for best practice in Open Science (WP5)

+

Disseminating results through the following:

Contributing inputs and updates on the results of WP2, including concise summaries of each deliverable once they are finalised.

The specific responsibilities include:

- Supporting content creation for WP12 results, including assisting in creating news releases and consortium publications, content review, and final approval;
- Presenting OPUS results at conferences (minimum one);
- Publishing at least one article in listed journals and books;
- Releasing at least one article about results on the CRAC-Vitae website;
- Providing regular updates to WP7 leader on WP outcomes. Engage with DC&E Committee members to determine the most appropriate open licences for different types of KERs. Utilise Creative Commons licenses to ensure clear terms of usage and dissemination. Clearly communicate open licensing terms.
- Upload relevant KERs to **Zenodo** and promote their availability to the target audience.
- Promote KERs to **ORE** and make them available to the target audience.
- Promote KERs to KERs to **HRP** and make them available to the target audience.
- Direct work with RPOs: Collaborate with RPOs to customize and integrate RAF components into their assessment practices. Provide training and resources to facilitate RAF implementation. Monitor RPOs' progress and provide ongoing support.
- **Direct work with RFOs:** Collaborate with RFOs to align funding criteria with RAF principles. Provide guidelines on evaluating Open Science practices in grant applications. Offer workshops and consultations to support RFOs' adoption of the framework.
- **Direct work with UNESCO and policy makers:** exploitation of the project results in Policy Briefs for best practice in Open Science (WP5)

	<p style="text-align: center;">+</p> <p>Disseminating results through the following: Contributing inputs and updates on the results of WP2, including concise summaries of each deliverable once they are finalised. The specific responsibilities include:</p> <ul style="list-style-type: none"> <li>● Supporting content creation for WP12 results, including assisting in creating news releases and consortium publications, content review, and final approval;</li> <li>● Presenting OPUS results at conferences (minimum one);</li> <li>● Publishing at least one article in listed journals and books;</li> <li>● Releasing at least one article about results on the CRAC-Vitae website;</li> <li>● Providing regular updates to WP7 leader on WP outcomes.</li> </ul>
TGB - WP3 leader	<ul style="list-style-type: none"> <li>● Engage with DC&amp;E Committee members to determine the most appropriate open licences for different types of KERs. Utilise Creative Commons licences to ensure clear terms of usage and dissemination. Clearly communicate open licensing terms.</li> <li>● Upload relevant KERs to Zenodo and promote their availability to the target audience.</li> <li>● Promote KERs to <b>ORE</b> and make them available to the target audience.</li> <li>● Promote KERs to KERs to <b>HRP</b> and make them available to the target audience.</li> <li>● Direct work with RPOs: Collaborate with RPOs to customize and integrate RAF components into their assessment practices. Provide training and resources to facilitate RAF implementation. Monitor RPOs' progress and provide ongoing support.</li> <li>● <b>Direct work with RFOs:</b> Collaborate with RFOs to align funding criteria with RAF principles. Provide guidelines on evaluating Open Science practices in grant applications. Offer workshops and consultations to support RFOs' adoption of the framework.</li> </ul> <p style="text-align: center;">+</p> <p>Disseminating results through the following: Contributing inputs and updates on the results of WP3, including concise summaries of each deliverable once they are finalised. The specific responsibilities include:</p> <ul style="list-style-type: none"> <li>● Supporting content creation for WP3 results, including assisting in creating news releases and consortium publications, content review, and final approval;</li> <li>● Publishing results, findings, or deliverables on international platforms used by TGB. Additionally, distributing them through TGB's international external partners is also essential. At a minimum, the results associated with the WP5 deliverable should be published as described above.</li> <li>● Presenting OPUS results at conferences (minimum one);</li> <li>● Work with DC&amp;E Committee to contribute to publishing at least one article in listed scientific journals and books;;</li> <li>● Releasing at least one article about results on the TGB website;</li> <li>● Providing regular updates to WP7 leader on WP outcomes.</li> </ul>



<p>YERUN - WP4 leader</p>	<ul style="list-style-type: none"> <li>● Engage with DC&amp;E Committee members to determine the most appropriate open licences for different types of KERs. Utilise Creative Commons licenses to ensure clear terms of usage and dissemination. Clearly communicate open licensing terms.</li> <li>● Regularly upload KERs to Zenodo and promote their availability to the target audience.</li> <li>● Regularly upload KERs to <b>ORE</b> and promote their availability to the target audience.</li> <li>● Regularly upload KERs to <b>HRP</b> and promote their availability to the target audience.</li> <li>● Direct work with RPOs: Collaborate with RPOs to customize and integrate RAF components into their assessment practices. Provide training and resources to facilitate RAF implementation. Monitor RPOs' progress and provide ongoing support.</li> <li>● <b>Direct work with RFOs:</b> Collaborate with RFOs to align funding criteria with RAF principles. Provide guidelines on evaluating Open Science practices in grant applications. Offer workshops and consultations to support RFOs' adoption of the framework.</li> </ul> <p style="text-align: center;">+</p> <p>Disseminating results through the following: Contributing inputs and updates on the results of WP4, including concise summaries of each deliverable once they are finalised.</p> <p>The specific responsibilities include:</p> <ul style="list-style-type: none"> <li>● Supporting content creation for WP4 results, including assisting in creating news releases and consortium publications, content review, and final approval;</li> <li>● Presenting OPUS results at conferences (minimum one);</li> <li>● Work with DC&amp;E Committee to contribute to publishing at least one article in listed scientific journals and books;;</li> <li>● Releasing at least one article about results on the YERUN website;</li> <li>● Providing regular updates to WP7 leader on WP outcomes.</li> </ul>
<p>UNESCO - WP5 leader</p>	<ul style="list-style-type: none"> <li>● Engage with DC&amp;E Committee members to determine the most appropriate open licences for different types of KERs. Utilise Creative Commons licenses to ensure clear terms of usage and dissemination. Clearly communicate open licensing terms.</li> <li>● Regularly upload KERs to Zenodo and promote their availability to the target audience.</li> <li>● Regularly upload KERs to <b>ORE</b> and promote their availability to the target audience.</li> <li>● Regularly upload KERs to <b>HRP</b> and promote their availability to the target audience.</li> <li>● Direct work with policy makers in European Research Area and UNESCO network</li> </ul> <p style="text-align: center;">+</p> <p>Disseminating results through the following: Contributing inputs and updates on the results of WP5, including concise summaries of each deliverable once they are finalised.</p> <p>The specific responsibilities include:</p>

	<ul style="list-style-type: none"> <li>● Supporting content creation for WP5 results, including assisting in creating news releases and consortium publications, content review, and final approval;</li> <li>● Presenting OPUS results at conferences (minimum one);</li> <li>● Work with DC&amp;E Committee to contribute to publishing at least one article in listed scientific journals and books;</li> <li>● Releasing at least one article about results on the UNESCO website;</li> <li>● Publishing results, findings, or deliverables on international platforms used by UNESCO. Additionally, distributing them through UNESCO's international external partners is also essential. At a minimum, the results associated with the WP5 deliverable should be published as described above.</li> <li>● Providing regular updates to WP5 leader on WP outcomes.</li> </ul>
<p>PLOCAN - WP6 leader</p>	<p>Contributing inputs and updates on the results of WP1, including concise summaries of each deliverable once they are finalised.</p> <p>The specific responsibilities include:</p> <ul style="list-style-type: none"> <li>● Supporting content creation for all project results, including assisting in creating news releases and consortium publications, content review, and final approval;</li> <li>● Presenting OPUS results at conferences (minimum one);</li> <li>● Publishing at least one article in listed journals and books;</li> <li>● Releasing at least one article about results on the PLOCAN website;</li> <li>● Providing regular updates to WP7 leader on WP outcomes.</li> </ul>
<p>All consortium partners organisations</p>	<p>Criss cross promotion of results via all partner organisations' social media channels, including:</p> <ul style="list-style-type: none"> <li>● posts about OPUS results,</li> <li>● OPUS publications.</li> </ul> <p>In addition, partners should present OPUS results at conferences (minimum once) and report to WP7 leader</p>

## 9. Visual Identity & Branding in Exploitation

The visual identity defined in Section 9 of Deliverable 7.1 - Dissemination and Communication plan will be integrated into all documents and publications used throughout the exploitation activities. Additionally, all publications will promote EU visibility, in accordance with Article 17 of the Grant Agreement, across all dissemination, communication, and exploitation materials.



# Partners

The OPUS project is implemented by an eighteen-organisations consortium led by The Oceanic Platform of the Canary Islands (PLOCAN).

 <p><b>PLOCAN</b> Plataforma Oceánica de Canarias</p>	 <p><b>unesco</b></p>	 <p><b>ICORSA</b> INTERNATIONAL CONSORTIUM OF RESEARCH STAFF ASSOCIATIONS</p>
 <p><b>NOVA</b> NOVA UNIVERSITY LISBON</p>	 <p><b>technopolis</b> group</p>	 <p><b>Yerun</b></p>
 <p><b>eurodoc</b> The European Council of Doctoral Candidates and Junior Researchers</p>	 <p><i>UEFISCDI</i></p>	 <p><b>Research Council of Lithuania</b></p>
 <p><b>ABIS</b> The Academy of Business in Society</p>	 <p><b>ALUMINI</b> MARIE CURIE</p>	 <p><b>TrustInside</b> MESURER &amp; RENFORCER LA CONFIANCE</p>
 <p>VILNAUS UNIVERSITETAS 1579 UNIVERSITAS VILNENSIS</p>	 <p><b>Jisc</b></p>	 <p><b>RESOLVO</b> RESPONSIBLE SOLUTIONS</p>
 <p><b>University of Cyprus</b></p>	 <p><b>vitae</b> realising the potential of researchers</p>	 <p><b>UNIRI</b></p>



**Open and Universal Science (OPUS) Project**  
[info@opusproject.eu](mailto:info@opusproject.eu)

c/o Oceanic Platform of the Canary Islands (PLOCAN)  
Carretera de Taliarte s/n (Lighthouse) 35200,  
Telde Gran Canaria, Spain



## Open and Universal Science Project (**OPUS**)

IF YOU WOULD LIKE TO KNOW MORE ABOUT  
OUR PROJECT ACTIVITIES, OUR TEAM WOULD LOVE  
TO SPEAK TO YOU.

Email us at [info@opusproject.com](mailto:info@opusproject.com)