



D-FACTO

Leonardo Da Vinci

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D-FACTO Exploitation Plan

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Consisting of :

- CETIEX
- Fundación para el desarrollo de la ciencia y la tecnología en Extremadura (FUNDECYT)
- Innovate
- Kaunas
- X-Panel
- Xlab
- Nottingham University Business School

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EXECUTIVE SUMMARY

This document contains the Exploitation Plan of the D-FACTO project. This plan has been done through the contribution of project partners. This plan describes the actions to follow for the sustainability of results.

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1 INTRODUCTION

This document describes the exploitation and sustainability opportunities of the D-facto project. The exploitation strategy concentrates on the project's results during the last phase and afterward to reach sustainability after the project ends. This means to ensure that the developed products are used as the basis for further research activities by the partners, new projects, R&D departments of companies and R&D communities and that these services/products are used in real creativity contexts.

The aim of Leonardo da Vinci Multilateral Projects 'Transfer of Innovation' is to improve the quality and attractiveness of the European VET system by adapting and integrating innovative content or results from previous Leonardo da Vinci Projects, or from other innovative projects into public and/or private vocational training systems and companies at the national, local, regional, or sectorial level.

The process for transferring innovative training content or results includes the following:

- Identifying and analysing targeted user requirements
- Selecting and analysing innovative content to meet these requirements and analysing the feasibility of transfer
- Integrating (or certifying) it in European, national, regional, local and/or sectorial training systems and practices.

This implies:

- Adapting it to the training systems, culture, needs and requirements of targeted users (updating the product, etc.)
- Transferring it to new socio-cultural and linguistic contexts
- Using it in new sectors or new target groups, including piloting it in public or private training structures

2 PROJECT DESCRIPTION

D-facto facilitates the integration of aspects of emotional and accessible design into the products and services of European SMEs. This is realized by providing the engineers designers and R&D staff, i.e. those involved in the processes of conceptualization and design of products and services, with the competences and skills to integrate emotional and/or accessible design principles into these products and services. D-facto will provide them with a self-learning platform, which will integrate learning contents in the field of emotional and accessible design and will provide access to tools, case studies and relevant complementary information.

The project is based upon the transfer of the results of several innovative projects and materials of the members of the consortium. These materials, experiences and results has formed the basis for transfer and has been adapted and/or integrated into the learning platform. On the basis of a needs analysis the contents of the learning system as well as the technical requirements has been defined, and materials adapted. In the case specific gaps has been identified with respect to the existing materials new complementary materials has been developed. The system has been tested with representatives of the target public so as to validate the results.

3 PROJECT RESULTS

The results developed during the project has described in the table below:

<i>Workpackage</i>	<i>Deliverable number</i>	<i>Deliverable name</i>	<i>Specifications</i>
Workpackage 1	R1	Management and Procedure Manual Anex: Project Template	Electronic .pdf
	R2	Project Management Tool	Electronic
Workpackage 2	R3	Methodological Framework	Electronic: .pdf
	R4	Transfer Report	Electronic: .pdf
Workpackage 3	R5	Analysis Report	Electronic: .pdf
Workpackage 4	R6	Materials and Contents Map	Electronic: .pdf
Workpackage 5	R7	Set of training materials	Electronic: .pdf
Workpackage 6	R8	Training Materials	Electronic: .pdf
	R9	Support Techniques and tools	Electronic: .pdf
Workpackage 7	R10	Self Learning Requirements	Electronic: .pdf
	R11	D-FACTO Self Learning System	
Workpackage 8	R12	Validation and testing Methodology	Electronic: .pdf
	R13	Validation and testing Report	Electronic: .pdf
Workpackage 9	R14	Dissemination Plan	Electronic: .pdf
	R15	Workshops	
	R16	Leaflet	Paper
	R17	Newsleter &	Electronic: .pdf
	R18	Press Folder	Paper
	R19	Website of the project	Electronic
Workpackage 10	R20	Assesment methodology	Electronic: .pdf
	R21	Assesment interim report	Electronic: .pdf
	R22	Assesment final report	Electronic: .pdf
	R23	Exploitation plan	Electronic: .pdf

However, among this list of results we can consider that the main ones are the platform and the materials content inside.

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The platform can be accessed through the project website:

<http://www.d-facto.es/index.php>



And contents (second main result of the project) are classified to navigate in a simple way:

- Case Studies
- Learning Materials
- Supporting documents

Regarding project results exploitation, another result can be pointed, the Awareness Creation Methodology has been very well valued from partners and also from users.

4 PARTNERS PLANS

Below, it is described the contribution from partners for the Exploitation Plan.

PARTNER 1.- CETIEX

CETIEX, Technological and Industrial Center of Extremadura Foundation, project's promoter, **main objective** is to create a private technological center in Extremadura that born with a clear vocation at regional and national level.

It is an horizontal center, and its main objective is to realize activities of research and technological development and technological services to SMEs, particularly in the improvements and industrial production area.

The center offers the following services: Technical assistance in the areas of quality, organization of production, information technology, industrial safety and environment; Analysis, testing and calibrations; production engineering, RTD projects for companies; economic intelligence surveillance technology and market to provide business in a particular sector of detailed an updated information on technological developments and business tree; preparation of studies and projects for the management of information resources and the implementation of appropriate systems in the exploitation; industrial design and training.

The main exploitable tangible result of the project is the self-learning platform. Its exploitability is largely dependent on further development. One of the exploitation plans should be minimize the impact of the platform's limitations and weaknesses, especially those that have been identified by the target group.

The other main exploitable result is the know-how about emotional and accessible design processes. Training seminars and consulting services could be organized and further exploited by D-facto partners.

The target public for further exploiting the project outcomes can be classified into distinct subgroups:

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- Individuals (SME personnel, workers in innovative R&D environments, teachers, trainers, etc.)
- SMEs who are working on new product development
- Teams in product management and R&D staff at companies and research organizations
- Companies that are active in research activities and programs
- General working professionals in distributed creativity teams
- Knowledge-intensive organizations
- Organizations that want to increase control over creative processes.

To transfer the project results, apart from the existing dissemination mechanisms established in this project such as web, facebook and workshops, we propose to create training materials in Spanish along with a wiki about emotional and accessible design.

Also we might investigate the possibility of offering consulting services to SMEs in an attempt to show them to be more emotional and creative when engaging in new product creation or problem-solving.

PARTNER 2.- FUNDECYT

FUNDECYT has a central role in the economic, structural and innovation strategy development on Extremadura. FUNDECYT was established in 1995. It is a non profit institution and its main objective, as established in article 1 of the Foundation Statutes, is to stimulate co-operation between firms, universities and public administrations in order foster regional development. It is an initiative launched with the support and guidance of the Regional Government, the University of Extremadura and two regional financial Institutions.

FUNDECYT has collaborated very actively, together with the Regional Government of Extremadura and other regional bodies, in drawing the bases of the RIS project. FUNDECYT has assisted on the preliminary studies undertaken to:

- firstly, detect the scientific, technological and innovative regional business demands and,
- Secondly, to implement the necessary actions and methodologies in the different regional agents involved on RTD matters to favour RTD investment and to contribute towards the economic and industrial exploitation of regional technological outputs.

The topic of design for emotions and accessibility was a new step continuing with the topic of Creativity and Innovation, and on the other hand with accessibility topic, not only regarding TIC designing but also related to research about designing of accessible houses. The topic has aroused a great interest among SMEs, it became a part of FUNDECYT expertise in consulting companies on business start and development.

We will continue running the dissemination plan of the project, maintaining logo and link in our corporative website, in our corporative presentation, and also providing with the leaflet in our events and another events in which we are invited.

Since its establishment in 1995, FUNDECYT has implemented a number of vocational education projects to support personnel and managers of different sector in SMEs. Considering the importance of emotional and accessible design concepts in business, FUNDECYT will incorporate the topic into materials of other projects.

To continue working in the field of emotional and accessible design, FUNDECYT will invest in building its knowledge and preparing the market via new projects. In 2011, we already has launched as a promoter the project application "Design Methodologies for Users:

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User-Centred Innovation Methodologies in Products and Services (Design4U)" under 1st Action Plan of the European Design Innovation Initiative.

Within the daily activity of FUNDECYT, we have the opportunity to attend many international, national or regional conferences, related to vocational training, entrepreneurs, SMEs managing, etc., in which we are invited to present different projects we have been carried out, D-FACTO project results will be incorporated in our projects catalogue in order to be presented in this auditoriums.

At the end, we will incorporate D-facto results; mainly workshop methodology (due to the great interest got), platform and contents to our catalogue of services. This type of workshop would have a double sense, create awareness about the importance of accessible and emotional design during the creative process and on the other hand provide designers with the tools and techniques to incorporate emotional design in their work.

PARTNER 3.- INNOVATE

innovate is a research and training organization in Ireland, focused on developing state of the art customized programmes and initiatives for organizations and universities. It has much experience in equipping clients with lifelong learning skills and tools. Programme content is delivered through open workshops, face to face facilitation as well as web enabled distance learning techniques. Its main activities are: diagnosis, assessment and prioritization of key stakeholder needs and requirements, determining learning outcomes, undertaking state of the art research and analysis, development of frameworks, methodologies as well as supporting tools and mechanisms and development and deployment of course curricula and learning material. **innovate** has helped many organizations both multinational and SMEs to design, develop and deploy best practice processes and systems.

The results of the DFACTO project align very closely with the strategy of innovate. Therefore there are many possible routes the organisation can take to further disseminate and exploit the results.

We intend to exploit the results of the project through our technology transfer activities with SMEs. We are mandated to engage with local SMEs and so we try to help them to avail of the lessons we have learned in our research. This is mainly achieved through hands on participative style workshops. We have developed a workshop in the area of Design for Emotion and user centred Design based on the DFACTO project which we intend to host again

innovate will also integrate the ideas developed in the UCOACH project in our undergraduate and postgraduate engineering courses and programmes at the National University of Ireland, Galway. Our Technology Innovation & Entrepreneurship course is targeted at senior cycle under graduate and post graduate engineering programmes. User centred design will be formally integrated into this course. Our masters programme also accommodates learners from industry that wish to study towards a Master's degree. The DFACTO material can be easily integrated into this programme. Professional Skills Development component on our Masters Programme.

PARTNER 4.- KAUNAS REGIONAL INNOVATION CENTER

KRIC is a public NGO established by Ministry of Economy of Lithuanian Republic and KTU Regional Science Park (former business incubator), aiming to support business in the region, promote innovation and innovative culture as well as facilitate knowledge and technology transfer. In order to stimulate innovative business in the region, KRIC also implements projects in the fields of science dissemination, knowledge transfer, matchmaking and partner search. Due to European scope of work KRIC is able to collect and disseminate good practices from other countries as well as improve competencies of the staff involved. Municipality of Kaunas and the Public has appraised activities of KRIC for promoting innovative culture, development of innovative SME support services, and assistance in business start.

The topic of design for emotions and accessibility was rather new for Kaunas Regional Innovation Centre (KRIC). The previous experience involved business development, marketing, and creativity but nothing like the concepts of :D-facto project. As the topic was met with a great interest also among SMEs, it became a part of KRIC expertise in consulting companies on business start and development.

Working within D-facto has significantly raised competencies of employees involved in the project. Nevertheless, the level of knowledge has to be improved in order to become professional consultants and experts in emotional and accessible design.

A. Using the platform

Building knowledge will be the first step undertaken by KRIC. For this purpose employees will read books, articles, take part in events/seminars/workshops on similar topics. All relevant information will be transferred into the platform contributing to its further development.

KRIC constantly implements a number of business support projects where developing newsletters is one of default activities. The above mentioned information together with links to D-facto platform will be utilized for the purpose.

B. Presentations in conferences

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Every year KRIC makes presentations in various business and innovation support conferences as well as organizes an annual conference by itself. Having the possibility to impact the agendas, KRIC will incorporate presentations on the topic of emotional and accessible design.

Considering the success of D-facto final conference, there are consideration to organize another conference about emotional and accessible design inviting D-facto partners as speakers.

C. Incorporating into existing projects

Since its establishment in 2003, KRIC has implemented a number of vocational education projects to support starting entrepreneurs. The most recent ones include BYOB (be your own boss, basic knowledge kit on how to start a business), BTinSME (learning material for family business transfer), ReMark (learning toolkit for researchers helping them to commercialize research results), JUVENE (developing entrepreneurship and creativity of young people, including business idea contests, publications and trainings).

Considering the importance of emotional and accessible design concepts in business, KRIC will incorporate the topic into materials of other projects.

D. New projects

To pursue the goal of becoming consultants and experts in the field of emotional and accessible design, KRIC will invest in building its knowledge and preparing the market via new projects. In 2011 KRIC already became involved as a partner in the project application "Design Methodologies for Users: User-Centred Innovation Methodologies in Products and Services (Design4U)" under 1st Action Plan of the European Design Innovation Initiative.

E. Workshops

D-facto workshop in Lithuania was met with a great interest. The participants evaluated the event quite well and the major disappointment was lack of more comprehensive/detailed material (which was not the aim of the workshop at that time). The workshop allowed KRIC piloting the training programme and improving facilitation skills of employees. KRIC will adapt training program according to the feedback and will add it to the training portfolio of Kaunas Regional Innovation Centre.

PARTNER 5.- X-PANEL

X-Panel Ltd is a private business consulting and training company with the main office in Larnaca, Cyprus. We aim to contribute to the development of Cyprus economy by promoting and supporting innovation, entrepreneurship and cooperation.

X-Panel stands for a panel of experts that joined their expertise in order to develop and offer full support to SMEs wishing to fully realize their innovation potential and improve business performance.

We offer customized business development solutions that combine:

- medium- to long-term consulting and mentoring support,
- tailor-made training programmes,
- project management,
- networking and cooperation.

X-Panel Ltd is based on extensive experience in the fields of innovation and entrepreneurship support. The main areas of our expertise: business strategy, quality and standards, innovation management, process design and management, project management, network and cluster development and management.

The core team of the company is made of experts that have previously worked on over 30 European (Leonardo da Vinci, FP5, FP6, Equal) and many national projects that focused on various forms of support to SMEs and other actors of the business and research communities.

X-Panel Ltd is planning to use the knowledge and training/learning products developed in D-FACTO in the following ways:

+ Offer incompany workshops on Emotional and Accessible Design.

During D-FACTO dissemination activities and in the process of organisation of the Awareness workshop some companies expressed a wish for incompany training on emotional design. In-company training is in general more popular in Cyprus. We are planning to offer the in-company training opportunities in winter 2011/2012 and later on. These workshops would be based on D-FACTO workshop structure and contents but adapted to the needs of individual companies by adjusting the practical exercises, length of the event, etc.;

+ Promote the DFACTO online learning platform to our clients. Emotional design is in the initial stage of development in Cyprus and most companies would benefit from using the D-FACTO platform. We are going to promote it through a link in our own website and also in direct contacts with our clients and partners in Cyprus.

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+ **Use emotional design** in developing and improving our own services. XPanel is involved in business training and consulting. Through D-FACTO we have gained new knowledge on emotional and accessible design that will help us make our existing and future services more attractive.

PARTNER 6.- XLAB

Xlab is an R&D company with a strong research background in the fields of distributed systems, GRID computing and peer-to-peer networks. The results of the R&D activities are reflected in the advanced online collaboration software, and sophisticated medical imaging solutions. The company's product line named ISL Online is placed at the very top of the online collaboration solutions. The ISL Online products enjoy a reputation of being extremely easy to use, technologically superior, secure, and above all, affordable, have built up an international presence and are now being used in thousands of companies worldwide. Besides, with a 3D imaging application, a 3D Virtual Colonoscopy software, and a complete solution for imaging in nuclear medicine, **Xlab** is also strongly present in the medical imaging market.

XLAB will integrate the ideas and knowledge developed and gained during the DFACTO project in our development of existing and new products, integrating the principles in the core of our business processes.

We have cooperated with Tretja Dimenzija d.o.o. to assess the materials from the project and proved that they can be used in practice with SMEs without the knowledge of the subject. We will exploit the results of cooperation as an example of successful practice with our partners, transferring our knowledge on them.

PARTNER 7.- NOTTINGHAM UNIVERSITY

The University of Nottingham shares many of the characteristics of the world's great universities. However, we are distinct not only in our key strengths but in how our many strengths combine: we are financially secure, campus based and comprehensive; we are research-led and recruit top students and staff from around the world; we are committed to internationalising all our core activities so our students can have a valuable and enjoyable experience that prepares them well for the rest of their intellectual, professional and personal lives.

The main targeted groups/sectors for the University of Nottingham are the SMEs in the Nottingham region. The main aims of our exploitation are to keep the regional SMEs close to the state-of-the-art of emotional design and innovation. We will use the Business School's existing Outreach Unit – the Ingenuity Gateway – to exploit the D-facto results. The Ingenuity Gateway has built a large community of SMEs in the Nottingham and Derbyshire region (UKF1) – circa 2000 members. The Gateway organises regular breakfast briefings and workshops on diverse topics of interest to SMEs. Further, by building our own direct links with companies through the Gateway we can stay in tune with their future needs for design related support. This maybe through one to one consultancy, through new research projects, or through new support initiatives (either in-company training or workshops).

Our exploitation plan for the D-Facto project is to bring the D-Facto results back into the SMEs world in the Nottingham region in three main ways: 1) by updating the University's Business School educational materials based on the project results 2) offering another D-Facto emotional design workshop through the Ingenuity Gateway programme of workshops for regional SMEs. 3) a link to the D-Facto platform will be put on the Ingenuity Gateway Website in the resources section.