CARE Exploitation Strategy

Deliverable D5.3

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Summary

The CARE Exploitation Strategy sets out a strategy to exploit the project's key results. This initial version will be updated in month 36 as D5.12 (CARE Exploitation Plan Update 1/2) and in month 48 as D5.13 (CARE Exploitation Plan Update 2/2). Additionally, the exploitation measures will be taken forward into the European Rollout Strategy (D5.7) in month 46.

In this document, following an introduction to exploitation in Horizon Europe projects in Chapter 1, Chapter 2 sets out the approach to exploitation in the CARE project context, including key target audiences and exploitation outcomes. Chapter 3 provides a summary of the CARE Key Exploitable Results and Exploitation Pathways. Additionally, it provides information on risks related to exploitation and intellectual property rights.

Glossary of abbreviations

CA	Consortium Agreement
CCRI	Circular Cities and Regions Initiative
CE	Circular Economy
D	Deliverable
DIY	Do it yourself
EO	Expected Outcome
EU	European Union
FW	Food Waste
GA	Grant Agreement
GHG	Greenhouse Gases
HE	Horizon Europe
HH	Household(s)
IPR	Intellectual Property Rights
KR	Key Result
LCA	Life Cycle Assessment
M	Milestone
OA	Open Access
OER	Open Educational Resources
PEF	Product Environmental Footprint
ROL	Results Ownership List
TAU	Tampere University
TRL	Technology Readiness Level

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1. Introduction

1.1 Exploitation in Horizon Europe projects

In projects funded as part of Horizon Europe, the following is expected of all project partners:

> *"Beneficiaries which have received funding under the grant must — up to four years after the end of the action — use their best efforts to exploit their results directly or to have them exploited indirectly by another entity, in particular through transfer or licensing."* CARE Grant Agreement

In order to meet these responsibilities, and to ensure that the CARE project has the maximum possible impact across Europe and beyond, this strategy has been developed to guide exploitation in the project's activities.

1.2 CARE's Exploitation Strategy

CARE's strategy for Communication and Dissemination is set out in **Deliverable 5.1** and provides a detailed overview of the strategic approach to communicating with and engaging a range of relevant stakeholders, as well as the activities which will be developed for the sharing of project information, learnings and results to the wider field. This document links to and builds upon the approaches set out in **D5.1**, with a more specific focus on the plans for the exploitation of the project results, taking CARE's results and making sure that the stakeholders who have the ability to further use and implement them receive them in the most effective format and by the most impactful means.

This initial version of the CARE Exploitation Strategy builds upon the exploitation vision of the consortium which was set out in the CARE Grant Agreement and the Consortium Agreement, and sets out the strategy in terms of Key Exploitable Results (the results we would like to be used, and how we get them to a useable format for the relevant external stakeholders) and Exploitation Pathways (the activities through which we can achieve this).

The exploitation strategy will be updated in month 36 as **D5.12** (CARE Exploitation Plan Update 1/2) and in month 48 as **D5.13** (CARE Exploitation Plan Update 2/2), to include further details and additions as the project's activities progress and the first results emerge. Specifically, updates will focus on exploitation pathways beyond the life of the CARE project. Additionally, the exploitation measures will be taken forward into the European Rollout Strategy (**D5.7**) in month 46. This deliverable will be designed to ensure that a rollout of the CARE piloted activities can be applied in different contexts across Europe.

2. Exploitation in the CARE project

2.1 Exploitation approach

The CARE project is based upon a framework of five pathways towards impact. These are set out as expected outcomes (EO) in the Grant Agreement:

- **EO1:** Significant, well-documented increase in material efficiency in participating households.
- **EO2:** Significant reduction of emissions of GHG and other pollutants, including micro- and nanoplastic fibres from covered households, and increase of carbon removals.
- **EO3:** Improvement of living conditions in participating households.
- **EO4:** Multiplier effect regarding the replication of the approach and its benefits, leading by example.
- **EO5:** Lessons learnt for a European rollout strategy and integration with sectoral strategies such as Circular Cities and Regions Initiative (CCRI).

Linked to these expected outcomes are twelve key results:

- **KR1:** Review of current household consumption level environmental assessment methods
- **KR2:** Assessment method and data collection protocol for household level environmental assessments
- **KR3:** Life Cycle Assessment of FW prevention and clothing consumption at household level
- **KR4:** Assessment of sustainable well-being and living conditions in participating households
- **KR5:** Model for advisory services related to circular food and clothing consumption
- **KR6:** Design concept for circular consumption interventions for food
- **KR7:** Design concept for circular consumption interventions for clothing
- **KR8:** Community engagement model for circular consumption
- **KR9:** Method for DIY food waste audit in households
- **KR10:** Method for DIY wardrobe study in households
- **KR11:** CARE toolbox
- **KR12:** Circular Academy capacity building programme

The links between the KR and exploitation activities are further explored in later sections.

The focus of this document is CARE project's strategic approach to exploitation. The practical implementation will take place in a cross-cutting way, through many of the project's tasks, as shown later in this strategy. However, the hub of such activities will be in three project tasks which are devoted specifically to exploitation activities:

- **T5.4** - Creation of the CARE Toolbox and the Circular Academy to effectively disseminate and exploit the project's results;

- **T5.5** - Stakeholder engagement and exploitation activities of CARE tools for CCRI regions and other relevant initiatives; and

- **T5.6** - European rollout strategy and alignment with other initiatives.

2.2 Key target audiences for exploitation

The CARE project's activities and results will be of relevance to a number of target groups, including: households participating in the pilots; citizens; municipalities; NGOs and CSOs; policymakers and governments; the scientific community; and businesses/industry associations related to and/or aspiring towards circular food and clothing. For further information on the project's mapping of key stakeholders, and approach to their engagement, please see **D5.3** Communication and Dissemination Strategy.

While the range of CARE results will be of interest to, and potential application by, a range of different stakeholders, the project has a unique setting of proximity to the Circular Cities and Regions Initiative (CCRI) (as set out in the Horizon Europe call).

The CCRI network will be the primary avenue for exploitation activities, since the CARE consortium includes members of the network, with the pilot interventions will take place within five CCRI regions (Tampere, Asker, Gothenburg, Berlin, and Lääne-Harju). Therefore, the development of CARE products, innovations and results takes place within a framework of collaboration with the CCRI and with those needs and use cases in mind, in order to maximize the opportunities for successful and impactful implementation of CARE products within the wider network. CARE plans to work with the CCRI Coordination Office and working groups in order to support this.

Indeed, Work Package 5 includes two objectives directly linked to exploitation within the CCRI network:

- Creation of practical tools to effectively disseminate the project's results to the full CCRI network and beyond, tailored to their interests and needs, and to communicate the project's aims, activities, resources and results to other key audiences in the field and the wider public

- Exploitation of the CARE project's key outputs and products in collaboration with the CCRI network, the wider field and organisations across Europe

In addition, the CARE project sees clear synergies with the Circular Cities Declaration Network, and so also aims to target this network as a key route for further exploitation of project results.

2.3 Exploitation outcomes

As set out in the Grant Agreement, the CARE project has identified several expected outcomes as a result of the successful dissemination and exploitation of the project's results to its key target groups. These are set out in **Table 1**:

Target group	Expected outcomes

Participating households	HHs will increase their material efficiency (50 % reduction in FW and in purchase of new clothes), and consequently, reduce their GHG emissions. Also, they will plan to expand their circular consumption practices to other material flows beyond food and textiles (at least 75% of the participating HHs). Also, improvement in perceived sustainable well-being.
Citizens	Over 5.000 households in Europe have learnt about CARE and are interested in changing their practices
CCRI regions, other municipalities, NGOs/CSOs, circular businesses	Over 70 actors are interested in implementing the work in their local contexts; over 50 actors have started the circular advisory services and/or implemented the CARE interventions related to food and clothing by 2035.
Policymakers, governments	CARE project shapes CE policies at local, regional, and EU level
Scientific community	Researchers are implementing the methods developed in CARE and engage in R&I projects based on findings from CARE

Table 1: CARE exploitation outcomes

3. Key Exploitable Results (KERs)

3.1 CARE's Key Exploitable Results

The CARE Grant Agreement sets out a number of Key Results which the project's activities are geared towards achieving. This section of the Exploitation Strategy shows the structure of the Key Exploitable Results in the project, by linking the solutions and innovations which will be developed through the project (and the start and end Technology Readiness Levels (TRL) of these) with the associated Key Results, deliverables and products. Special attention will be paid throughout the project on transferability and scalability of the interventions and advisory services, in order to maximise impact. Such developments will be further elaborated in the later updates to this strategy; however this gives an initial indication of the likely clusters.

In order to effectively bring the CARE solutions and innovations to the stakeholders most able to implement them in their context, or to scale-up CARE models, a series of exploitation pathways will be developed and followed through the project and beyond. These pathways provide the practical steps towards exploitation of the project's work. They will be carefully targeted to reach key actors in the spaces in which they operate, as well as by means which match their working models, to maximise impact.

More detailed steps on the exploitation pathways will be developed and shared in the update(s) of this strategy as the project's tasks progress.

For each Key Exploitable Result, the following aspects are explored in **Tables 2-9**:

- **Description of result (TRL at start of project/for end of project)**: here the pre-existing TRL of the relevant innovation is set out, as well as the desired TRL following the development of the solution in CARE is presented.

- **Exploitation pathway (exploitation activity and associated key results, deliverables and products)**: an overview of key exploitation activities which will take place in the CARE project in order to reach the specific results are described. The key results, deliverables and products are the vehicles through which the project's methodologies and results will be achieved and packaged for sharing with relevant stakeholders who can then take them forward to enable impact beyond the CARE project itself. Some of these activities take place during the project, while others are expected beyond the project lifetime. This will be further elaborated in future updates.

- **Impact (from the research/market perspective):** the expected impact of the result, when taken up by the relevant stakeholders or users.

- **Potential users (target groups)**: sets out the (non-exhaustive) key stakeholder groups which the CARE consortium will engage through the specific activities.

Key Exploitable Result (KER)	Solution / innovation developed in CARE	Robust PEF-based method for evaluating the environmental impact of household-level interventions in the area of food and clothing consumption (WP1)
Description of result	**TRL at start of project**	**TRL 5:** LCA and PEF have been used at household level in previous projects, especially in the food context. However, the level of detail and specific consumption practices have not been addressed properly in real-world context.
	Target TRL for end of project	**TRL 7:** The robust method will be used to assess the environmental impacts of CARE pilots on HHs.
Exploitation pathway	**Exploitation activity**	Close collaboration and building on each other's experiences will guide this work: CARE will host a webinar early in the project with key experts, representatives from CCRI (and other relevant) networks and similar European projects to benchmark best practices on changing HHs' consumption practices from previous and ongoing EU-funded initiatives. The learnings will be fed into **T2.3**. Presence at a range of relevant events (such as the EU Green Week and the European Week of Regions and Cities) throughout the project will continuously build awareness of the project and in turn provide further opportunities for exploitation of the CARE products into the future. At the end of the project a second webinar will bring together key experts and external stakeholders to share the best practices learned during the project, and to discuss how these could be implemented across Europe. This webinar may be supported with tangible recommendations from the policy brief (**D2.3**) for the continuation and exploitation of the advisory services.
	Associated key results, deliverables and products	**KR1** – Review of current household consumption level environmental assessment methods; **KR2** – Assessment method and data collection protocol for household level environmental assessments; **KR3** - Life Cycle Assessment of FW prevention and clothing consumption at household level **D1.1** – Review report on impact assessment; **D1.2** – Evaluation method and data collection protocol; **D3.4** – Method for DIY food waste audit; **D4.3** – Method for DIY wardrobe study; **D1.3** – Evaluation report (of pilot action impacts)
Impact	**From the research/market perspective**	PEF-based method for evaluating the environmental impact of HH-level interventions is used in food and clothing contexts beyond the CARE project partners, in the wider scientific community, CCRI network and beyond.

Potential users	**Target groups**	CCRI Network Circular Cities Declaration Network Experts from the food waste and circular clothing fields / academic /scientific communities Additional municipalities/local authorities Sister project CIRCLEUP Other related Horizon Europe projects

Table 2: KER Robust PEF-based method for evaluating the environmental impact of household-level interventions in the area of food and clothing consumption (WP1)

Key Exploitable Result (KER)	**Solution / innovation developed in CARE**	**Sustainable well-being indicators in the context of circular food clothing in households (WP1)**
Description of result	**TRL at start of project**	**TRL 3:** Indicators for sustainable well- being are currently being assessed in other projects (e.g., HE project ToBe), but their application in specific sustainability contexts have not been addressed.
	Target TRL for end of project	**TRL 6:** The use and feasibility of sustainable well-being indicators will be demonstrated in the circular food and clothing contexts at HH level.
Exploitation pathway	**Exploitation activity**	Close collaboration and building on each other's experiences will guide this work: CARE will host a webinar early in the project with key experts, representatives from CCRI (and other relevant) networks and similar European projects to benchmark best practices on changing HHs' consumption practices from previous and ongoing EU-funded initiatives. The learnings will be fed into **T2.3**. Presence at a range of relevant events (such as the EU Green Week and the European Week of Regions and Cities) throughout the project will continuously build awareness of the project and in turn provide further opportunities for exploitation of the CARE products into the future. At the end of the project a second webinar will bring together key experts and external stakeholders to share the best practices learned during the project, and to discuss how these could be implemented across Europe. This webinar may be supported with tangible recommendations from the policy brief (**D2.3**) for the continuation and exploitation of the advisory services.

	Associated key results, deliverables and products	**KR3** - Life Cycle Assessment of FW prevention and clothing consumption at household level; **KR4** – Assessment of sustainable well-being and living conditions in participating households **D1.1** – Review report on impact assessment; **D1.2** – Evaluation method and data collection protocol; **D3.4** – Method for DIY food waste audit; **D4.3** – Method for DIY wardrobe study; **D1.3** – Evaluation report (of pilot action impacts)
Impact	**From the research/market perspective**	Sustainable well-being indicators developed in the CARE project are used in other projects or by stakeholders in food waste and clothing contexts beyond the CARE project.
Potential users	**Target groups**	CCRI Network Circular Cities Declaration Network Experts from the food waste and circular clothing fields / academic /scientific communities Additional municipalities/local authorities Sister project CIRCLEUP Other related Horizon Europe projects

Table 3: KER Sustainable well-being indicators in the context of circular food clothing in households (WP1)

Key Exploitable Result (KER)	**Solution / innovation developed in CARE**	**Circular advisory service concept for citizens related to circular food and clothing (WP2–4)**
Description of result	**TRL at start of project**	**TRL 6:** There are existing and well-established advisory services for citizens for other areas (e.g., energy and housing). Advisory services are not established yet for circular consumption.
	Target TRL for end of project	**TRL 7:** A model for giving advisory services for circular food and clothing will be developed, based on demonstration of the model at the participating HHs.

Exploitation pathway	**Exploitation activity**	Close collaboration and building on each other's experiences will guide this work: CARE will host a webinar early in the project with key experts, representatives from CCRI (and other relevant) networks and similar European projects to benchmark best practices on changing HHs' consumption practices from previous and ongoing EU-funded initiatives. The learnings will be fed into **T2.3**. Presence at a range of relevant events (such as the EU Green Week and the European Week of Regions and Cities) throughout the project will continuously build awareness of the project and in turn provide further opportunities for exploitation of the CARE products into the future. At the end of the project a second webinar will bring together key experts and external stakeholders to share the best practices learned during the project, and to discuss how these could be implemented across Europe. This webinar may be supported with tangible recommendations from the policy brief (**D2.3**) for the continuation and exploitation of the advisory services.
	Associated key results, deliverables and products	**KR5** – Model for advisory services related to circular food and clothing consumption **T2.2** - Engaging local citizens to gather insights and co-create (insights from co-creation workshops with households) **D2.1** – Infographic of behaviour change toward circularity in food and clothing; **D2.2** – Strategy for household recruitment; **D3.2** – Implementation of CARE interventions for circular food; D4.1 – Local guidelines for the circular clothing pilot **T2.4** Co-developing the advisory services. Specifically, insights from workshops on co-development of the advisory services and interventions, leading to two deliverables: **D2.3** – Model for giving advisory services in circular food and clothing; D2.4 – Design concepts for circular consumption interventions in food and clothing **MS3** – CARE Community platform
Impact	**From the research/market perspective**	Circular advisory service concept developed and tested in CARE is adapted for use in a variety of other food and clothing contexts beyond the project.
Potential users	**Target groups**	CCRI Network Circular Cities Declaration Network Experts from the food waste and circular clothing fields / academic /scientific communities

		Additional municipalities/local authorities Sister project CIRCLEUP Other related Horizon Europe projects

Table 4: KER Circular advisory service concept for citizens related to circular food and clothing (WP2–4)

Key Exploitable Result (KER)	**Solution / innovation developed in CARE**	**Pilot concept targeting household consumption in the area of FW (WP2–3)**
Description of result	**TRL at start of project**	**TRL 5:** FW related interventions have been centred on awareness-raising, packaging, freezers and refrigerators. They have not considered systemic effects. Measurement of FW before and after interventions has been rare.
	Target TRL for end of project	**TRL 7:** A holistic pilot concept based on practice theory will be developed, based on addressing practices from planning purchases to disposal of food. HHs will also engage in auditing their own FW before and after the pilot.
Exploitation pathway	**Exploitation activity**	A core part of the CARE exploitation strategy is the pathway of engagement of the CCRI regions network. The group will be actively engaged throughout the project, through the participating partners in the consortium (Asker, L-H) as well as advisory board members (Tampere region, Gothenburg, Berlin). The design of many of the CARE innovations is made with the CCRI context specifically in mind. Additionally, the CARE project foresees clear links to the work of the Circular Cities Declaration Network and so will also engage this group throughout the development of CARE solutions.
	Associated key results, deliverables and products	**KR6** – Design concept for circular consumption interventions for food; **KR9** – Method for DIY food waste audit in households **D3.1** – Local guidelines for the circular food pilot; **D2.4** – Design concepts for circular consumption interventions in food and clothing; **D3.2** – Implementation of CARE interventions for circular food; **D2.3** – Model for giving advisory services in circular food and clothing; **D3.3** – Implementation of CARE regional advisory services; **D1.3** – Evaluation report (of pilot action impacts); **D3.4** – Method for DIY food waste audit; **D3.5** – Understanding practice change in circular food

Impact	**From the research/market perspective**	Holistic food pilot concept is used in contexts beyond the CARE project.
Potential users	**Target groups**	CCRI network Circular Cities Declaration Network Additional municipalities/local authorities

Table 5: KER Pilot concept targeting household consumption in the area of FW (WP2–3)

Key Exploitable Result (KER)	**Solution / innovation developed in CARE**	**Pilot concept targeting households in the area of clothing (WP2, WP4)**
Description of result	**TRL at start of project**	**TRL 5:** Clothing related interventions have focused on repair and mending, giving challenges and inviting consumers into communities. They have not combined these or measured their impact in quantitative terms.
	Target TRL for end of project	**TRL 7:** A holistic pilot concept based on practice theory will be developed, based on addressing caring for clothes as well as avoiding purchase new clothes. HHs will also engage in a DIY wardrobe study before and after the pilot.
Exploitation pathway	**Exploitation activity**	A core part of the CARE exploitation strategy is the pathway of engagement of the CCRI regions network. The group will be actively engaged throughout the project, through the participating partners in the consortium (Asker, L-H) as well as advisory board members (Tampere region, Gothenburg, Berlin). The design of many of the CARE innovations is made with the CCRI context specifically in mind. Additionally, the CARE project foresees clear links to the work of the Circular Cities Declaration Network and so will also engage this group throughout the development of CARE solutions.
	Associated key results, deliverables and products	**KR7** – Design concept for circular consumption interventions for clothing; **KR10** – Method for DIY wardrobe study in households

		D4.1 – Local guidelines for the circular clothing pilot; **D2.4** – Design concepts for circular consumption interventions in food and clothing; **D4.2** – Implementation of CARE interventions for circular clothing; **D3.3** – Implementation of CARE regional advisory services; **D2.3** – Model for giving advisory services in circular food and clothing; **D1.3** – Evaluation report (of pilot action impacts); **D4.3** – Method for DIY wardrobe study; **D4.4** – Understanding practice change in circular clothing
Impact	**From the research/market perspective**	HH clothing pilot concept is used in contexts beyond the CARE project.
Potential users	**Target groups**	CCRI network Circular Cities Declaration Network Additional municipalities/local authorities

Table 6: KER Pilot concept targeting households in the area of clothing (WP2, WP4)

Key Exploitable Result (KER)	**Solution / innovation developed in CARE**	**Community approach for circular transformation (WP3–5)**
Description of result	**TRL at start of project**	**TRL 5:** Community-based interventions have been utilised in ENERGISE project in the energy consumption context.
	Target TRL for end of project	**TRL 6:** The CARE project develops a community-based approach for engaging households in circular consumption transformation and tests it in five countries with 100 HHs.
Exploitation pathway	**Exploitation activity**	A core part of the CARE exploitation strategy is the pathway of engagement of the CCRI regions network. The group will be actively engaged throughout the project, through the participating partners in the consortium (Asker, L-H) as well as advisory board members (Tampere region, Gothenburg, Berlin). The design of many of the CARE innovations is made with the CCRI context specifically in mind.

		Additionally, the CARE project foresees clear links to the work of the Circular Cities Declaration Network and so will also engage this group throughout the development of CARE solutions.
	Associated key results, deliverables and products	**KR8** – Community engagement model for circular consumption **M3 -** CARE Community platform **D2.3** – Model for giving advisory services in circular food and clothing; **D3.1** – Local guidelines for the circular food pilot; **D4.1** – Local guidelines for the circular clothing pilot; **D5.5** – Reports with real household stories and photos
Impact	**From the research/market perspective**	CARE-developed community approach for circular transformation is applied in contexts beyond the CARE project.
Potential users	**Target groups**	CCRI network Circular Cities Declaration Network Additional municipalities/local authorities

Table 7: KER Community approach for circular transformation (WP3–5)

Key Exploitable Result (KER)	**Solution / innovation developed in CARE**	**Care Toolbox of materials for engagement and information (WP5)**
Description of result	**TRL at start of project**	**TRL 4–5:** The content of the CARE Toolbox is based on the advisory services already in use by NGOs and municipalities in the pilot countries, as well as on design templates which the CSCP has used in other contexts.
	Target TRL for end of project	**TRL 8:** The Toolbox consisting of 2 explainer videos, 4 infographics, social media cards and a handbook, where possible as white label and open format, so that it can easily be used by other NGOs or municipalities will be provided.

Exploitation pathway	**Exploitation activity**	The CARE Toolbox will be promoted to the CCRI members with the aim to have them exploit these results widely. The Circular Day final event (**MS14**), curated ideally in partnership with CCRI, as part a key European event (such as the European Week of Regions and Cities in Brussels), will be an opportunity for promoting the CARE products and learnings with the wider field. An interactive programme will be co-designed to facilitate the further implementation of the project's methods in other locations, through elements such as: inspirational presentation of the project's successes; interactive and taste formats (swapping market, repair café for textiles, cooking with leftovers etc.) to experience the essence of the activities; presenting the "Circular Heroes" personas as a communication tool; inviting cities to have knowledge transfer; activities on working with HHs; linking to scientific progress and wider societal sustainability and other agendas.
	Associated key results, deliverables and products	**KR11** – CARE Toolbox **D5.4** – CARE Toolbox; **D5.2** – Explainer videos on circular food and clothing; **D5.5** – Reports with real household stories and photos
Impact	**From the research/market perspective**	CARE Toolbox empowers and enables a variety of stakeholders in the food and clothing fields to apply interventions with HH in their context.
Potential users	**Target groups**	CCRI network Circular Cities Declaration Network Additional municipalities/local authorities

Table 8: KER Care Toolbox of materials for engagement and information (WP5)

Key Exploitable Result (KER)	**Solution / innovation developed in CARE**	**Capacity building programme "Circular Academy" (WP5)**
Description of result	**TRL at start of project**	**TRL 5–6:** The CSCP has developed an Academy of Change for behaviour change interventions in past projects and tested the format online and offline in five rounds of training. The academy format includes presentations, tasks for group works, a virtual scrapbook to work on individual tasks and supporting

		materials like literature or podcasts. The content of the Circular Academy will be similar, but not identical.
	Target TRL for end of project	**TRL 8:** Based on the development and testing of interventions in 5 target countries, the content of the Circular Academy will be combined with the well-established formats of the Academy of Change, will be well tested in a real-life environment as well as improved based on feedback received.
Exploitation pathway	**Exploitation activity**	The Circular Academy (**T5.4**) will be promoted to the CCRI members with the aim to have them exploit these results widely. The Circular Academy will bring all key CARE outputs into an easy to digest and ready to use format in crisp online modules, for 20 selected participants, who will be supported to put the new knowledge and tools to use in their own contexts.
	Associated key results, deliverables and products	**KR12** – Circular Academy capacity building programme **D5.6** – Circular Academy; **D5.4** – CARE Toolbox; **D5.5** – Reports with real household stories and photos
Impact	**From the research/market perspective**	CARE Circular Academy participants feel empowered and equipped with the skills to apply CARE learnings and tools in their own food and clothing contexts, to support HH behaviour change.
Potential users	**Target groups**	CCRI network Circular Cities Declaration Network Additional municipalities/local authorities

Table 9: KER Capacity building programme “Circular Academy” (WP5)

3.2 Associated risks

The CARE Grant Agreement highlighted two risks directly related to exploitation. These are set out in **Table 3**, with the associated prevention or mitigation measures set out by the consortium. In the development of the project's activities, these will be continually considered in the planning of tasks and development of innovations, in order to avoid or minimise any negative impacts on the project's progress. This assessment will be updated in the subsequent editions of the exploitation plan.

Perceived risk	Prevention/mitigation measures
Dissemination, exploitation, and communication: Low attendance and outreach at project events and workshops or limited interest in dissemination activities/difficulty in integrating CARE into existing networks (Likelihood Medium/Severity High)	**Prevention**: Careful pre-planning and active monitoring of interest towards the project's outreach activities; active local person-to-person involvement; active social media presence; active participation in different CE-related networks. **Mitigation**: New events and workshops; new channels to reach target audiences.
Dissemination, exploitation, and communication: Multiplication of developed solutions proves difficult outside of the Nordic/Baltic region (Likelihood Medium/Severity High)	**Prevention**: Close collaboration with the CCRI and CCD to ensure that the CARE solutions are replicable. The CARE exploitation-related deliverables such as the CARE Toolbox and Circular Academy will be made as simple, flexible, user-friendly and visually appealing as possible. **Mitigation**: Collaboration with other European networks and initiatives beyond the CCRI.

Table 10: Risks associated with exploitation

3.3 Management of Intellectual Property Rights

3.3.1 Intellectual property developed in the project and access rights

As stated in the CARE Grant Agreement, the management of intellectual property (IP) is an integral part of innovation management and sufficient protection of Intellectual Property Rights (IPR) is a guiding principle of the dissemination and exploitation activities, alongside with open access principles. Considering the open nature of CARE's key results and the willingness to share many of them as openly as possible, no major IP and IPR issues have been anticipated.

The consortium manages IP according to the agreed upon principles and to this end the individual partners have signed the Consortium Agreement (CA). Its purpose was to establish a legal framework for the project to minimise any internal issues within the project's background and foreground IP for the duration of the

project and beyond, as well as any other matters of the consortium's interest. TAU's innovation services team will ensure correct handling of IPR processes, and provide consultation in IP issues if needed.

The CA specifies ownership of background, and the conditions for offering access for other beneficiaries to background IPR needed for exploiting their own results. As a rule, the results of the project, here including any data, knowledge, or information generated during the implementation of the project, will be owned by the beneficiary that generated them. Joint ownership will apply when two or more beneficiaries' own results that cannot be separated in terms of the contribution of each beneficiary. WP6 lead TAU will keep a record of IPR in a results ownership list (ROL).

3.3.2 Publications and Open Access

The CARE project is committed to applying the principles of Open Access (OA) throughout the project duration. As set out in the GA, the following practices will apply:

- **Open access to publications:** immediate open access to all peer-reviewed scientific publications through OA channels.
- **Open access to research data and methods:** all metadata will be made open under CC 0 or equivalent license in accordance with FAIR principles (Findable, Accessible, Interoperable, Reusable).
- **Open education and educational resources:** CARE will contribute to Open Educational Resources (OERs) through OA teaching and training materials (CC-BY or equivalent) produced in the project. The materials will be gathered in the open access CARE toolbox and disseminated openly via the Circular Academy in WP5.
- **Open cooperative work and stakeholder engagement:** continual engagement with different stakeholders and knowledge actors, through open and participatory processes.

3.3.3 Data Management

The CARE project's approach to data management (including confidentiality) will be set out and guided by D6.2. This will be updated in two further iterations (D6.3 and D6.4) as the project progresses.

Project partners