



FLAMINGO

Fabrication of Lightweight Aluminium Metal matrix composites and validation In Green vehicles

## Deliverable D 9.3 Exploitation, Communication and Dissemination Plan

Lead Beneficiary AXIA Innovation

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# 1. Publishable Executive Summary

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The first Plan for Exploitation and Dissemination of Results (PEDR) is a report that includes the initial plan for the Exploitation, Communication and Dissemination of the FLAMINGo Project'. It aims to boost the innovation cycle and impact of the research, technical and industrial outcomes of the project towards the market penetration and the reinforcement of the EU industrial competitiveness. The main scope of this deliverable is to present the exploitation and dissemination activities that took place in the project during the first 18 months, to describe an efficient exploitation and communication strategy in correlation to the partners' research effort and key exploitable results, as well as to identify positive and negative factors for the integration of the research results into marketable products. In this first report, the approach was focused on the general overview of the project related to the development of the aluminium metal matrix nanocomposites and their validation in the electric vehicles' market and on the partner's individual and shared exploitation plans. This deliverable will be updated during the project on M36 and M48 which will work as advisory support to the partner's individual exploitation intentions.

The deliverable is organised as:

Section 1: The summary of the deliverable

Section 2: An overview of the FLAMINGo project and its objectives.

Section 3: The presentation of the dissemination and communication plan. All types of data that will be disseminated, the appropriate channels and tools for the successful dissemination of results, the targeted audiences, and the networking events and activities will be described.

Section 4: This section includes the market analysis and the external environment analysis for the overall project. The exploitation strategy focuses on the overall concept of the FLAMINGo with some initial exploitation information defined by the prospective owners for each key exploitable result such as ownership claims, foreseen protection and exploitation routes, and preferable markets. Individual business plans for each commercial partner were also included. In the upcoming PEDR, a detailed patent mapping analysis for each KER of each partner will be included along with the financial revenue models and the competition analysis for each industrial partner, mainly focusing on the results that will penetrate the EU market.

Section 5: In this section conclusions of the report and a future activities plan are presented.