



FLAMINGO

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

## Deliverable D 9.4 Exploitation, Communication and Dissemination Plan

Lead Beneficiary

AXIA Innovation

Delivery Date

31.01.2024



This project has received funding from the European Union's Horizon 2020 research and innovation programme under the grant agreement number 101007011

## Publishable Executive Summary

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The mid-term Plan for Exploitation and Dissemination of Results (PEDR) is a report that includes all the updates since the first 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 a 36 months period, 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 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, on the partner's individual and shared exploitation plans, analysis of the competition and investigation of the patent landscape. The final version of this deliverable is scheduled for M48, incorporating final updates concerning intellectual property issues and financial projections.

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.

Moreover, an initial patent mapping analysis for the main markets was conducted which will be updated for each KER on M48 submission.

Section 5: This section presents the landscape for the competition analysis conducted in detail for all industrial partners. This analysis employs Porter's Five Forces framework to thoroughly examine the competitive landscape for each industrial partner. The analysis delves into the dynamics of supplier power, buyer power, competitive rivalry, threat of substitution, and threat of new entrants.

By applying this comprehensive approach to each industrial partner, insights into the unique challenges and opportunities they face within their specific markets are presented.

Section 6: In this section, updates on the data management plan are provided. This encompasses details regarding each data generating process, the associated work package for each data and process, intentions regarding Open Access for each dataset, and additional information on the stakeholders for whom the data will be valuable.

Section 7: In this section conclusions of the report and a future activities plan are presented.

