Plan for dissemination and exploitation of results (PDER)

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1. Executive Summary

This deliverable provides a comprehensive plan for the communication, dissemination and exploitation of ProtAct-Us activities and results. It is designed under Work Package 5, "Dissemination, Standardisation, and Exploitation", and it serves as a practical guide for the entire consortium, addressing the following:

- Definitions and objectives of dissemination and communication tools and activities;
- Expected impact of the planned measures;
- Integration of Communication and Dissemination (C&D) efforts with other project tasks;
- Identification of communication levels and target audiences;
- Roles and responsibilities of communication leads and representatives;
- Visual identity, materials, and tools;
- Social media strategy;
- Collaborations with relevant initiatives; and
- Preliminary plan for the exploitation of project results.

This document outlines the communication strategy, organizational structure, and implementation guidance, acting as a dynamic reference that will be periodically updated throughout the project.

Keywords: Communication, Dissemination, Exploitation, Knowledge Sharing

2. Introduction

In ProtAct-Us' Work Package 5 (WP5) the communication, business, and assessment structures needed for the project to achieve its core goals of improving road safety, reducing injury consequences, and shaping future policies is defined. The ProtAct-Us project's objectives outlined in WP5 align closely with the broader challenges the project seeks to address. WP5 aims to develop a comprehensive communication, dissemination and exploitation strategy that enhances the project's visibility, enables the exploitation of its activities and results and promotes the open science best practices necessary to support the dissemination of innovative solutions, countermeasures, and standards discussed in the challenges.

1. **Communication and Dissemination Strategy:** WP5 will give ProtAct-Us attractive identity and communication tools to ensure that the project's research outputs reach a broad audience, supporting the objectives of Challenge 1 (Reduction of long-term consequences and related socioeconomic cost of road crash related injuries for all road users). The strategy will also ensure that ProtAct-Us research developments are widely shared, raising awareness among stakeholders and ensuring the adoption of new safety measures.
2. **Standardized Framework for Injury Assessment:** A key aspect of WP5 is to develop a framework for assessing personal injuries and their long-term consequences, linking directly to Challenge 2 (Extension and Standardisation of Statistical, Big Data Assessment of hospital and injury in the field) and Challenge 3 (Development of countermeasures and assessment methods to better protect all road user groups from long-term consequences of injuries). This framework will help unify injury data assessment across the EU, ensuring better protection for all road user types and enabling standardized safety improvements.
3. **Fostering Cooperation with Relevant Initiatives:** WP5's goal of fostering cooperation at various levels aligns with Challenge 4 (Implementation of Policy, Regulatory, and Standardisation guidelines focused on long-term consequences from road crashes' injuries), where the project seeks to influence policy, regulatory, and standardization guidelines. By interacting with EU, national, and regional initiatives, the project will ensure that its innovations contribute to shaping regulations that address long-term injury consequences.
4. **Business and IPR Plan:** WP5 will define and develop a business and Intellectual Property Rights (IPR) plan, which is crucial for the exploitation of the project's findings. The plan will ensure that the innovations, safety measures, and injury assessment tools developed in the project can be effectively utilized, commercialized, and standardized.

3. Communication, Dissemination and Exploitation plan

Communication and dissemination are key elements of the project framework, ensuring the project achieves maximum impact on relevant stakeholders. While both are interconnected, their outputs differ:

- **Communication** involves sharing general information about the project's activities and results with a broad audience, including the general public. Its goal is to raise awareness of ongoing and upcoming activities, increasing the project's visibility. The language used is accessible, with minimal technical or scientific jargon, to ensure understanding by a wide audience.
- **Dissemination**, on the other hand, focuses on transferring the project's technical and scientific results to a more specialized, professional, and scientific audience. This target group can actively use the results, for instance, in their own research or business plans. Dissemination directly contributes to the project's expected impact by supporting exploitation, replication, and potential market deployment of the outcomes.

According to the European Commission glossary [1], **Exploitation** is defined as "The use of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities". The concept standing behind the definition of exploitation, which is also the ultimate feature of the activity itself, is indeed the effective and concrete use of the achieved project outcomes. The exploitation aims at using Research and Innovation actions to create a concrete impact for the society, with the expectation that the exploitable results will be used beyond the lifetime of the project.

4. PEDR Strategy

ProtAct-Us partners have planned wide-ranging actions which are articulated in the Plan for Exploitation and Dissemination of Results (PEDR) and are directed to involvement of relevant stakeholders (WP5). This strategy will focus both on diffusion to relevant target groups, identified in Figure 5–1 below, and exploitation of results outside of the project partner countries. The PEDR foresees three stages.

- In **Stage 1 (M1-M6)** the WP5 lead partner INOVA will design actions and plan the PEDR related concrete activities, as well as define the key research outputs and project results for dissemination and exploitation. The project will create a distinct visual and brand identity encompassing elements such as logos, templates, and communication materials. Additionally, an online presence strategy will be forged and implemented through the development of social media accounts (LinkedIn and X) as well as a dedicated project website. In collaboration with the other consortium partners, INOVA will define the targeted audience at European level for the PEDR activities and dedicated marketing plan;
- In **Stage 2 (M6-M36)**, exploitation routes and business plans for the key exploitable results will be designed. Research outputs will be disseminated, mainly through publications, conferences, events (WP5), and communications posts, articles, newsletters on the project website, media channels, etc.
- Lastly, **Stage 3 (M30-M72)** is oriented to define the CDE commitments of the consortium beyond the project life to maximise the impact of the project results. In addition, PEDR will consider the development of key actions related to IPR and knowledge management, networking activities with parallel relevant projects and initiatives through active networking and face-to-face meetings with potential future collaborators will be planned. Activities performed and their impacts will be continuously monitored through a series of KPIs during the project to ensure that in case of any deviation consortium partners can put in place appropriate corrective actions.

5. Communication and Dissemination activities

The main objective of the ProtAct-Us C&D Plan is to ensure effective and strategic communication of project activities, outcomes and impacts to following relevant stakeholders and Target Groups (TG):

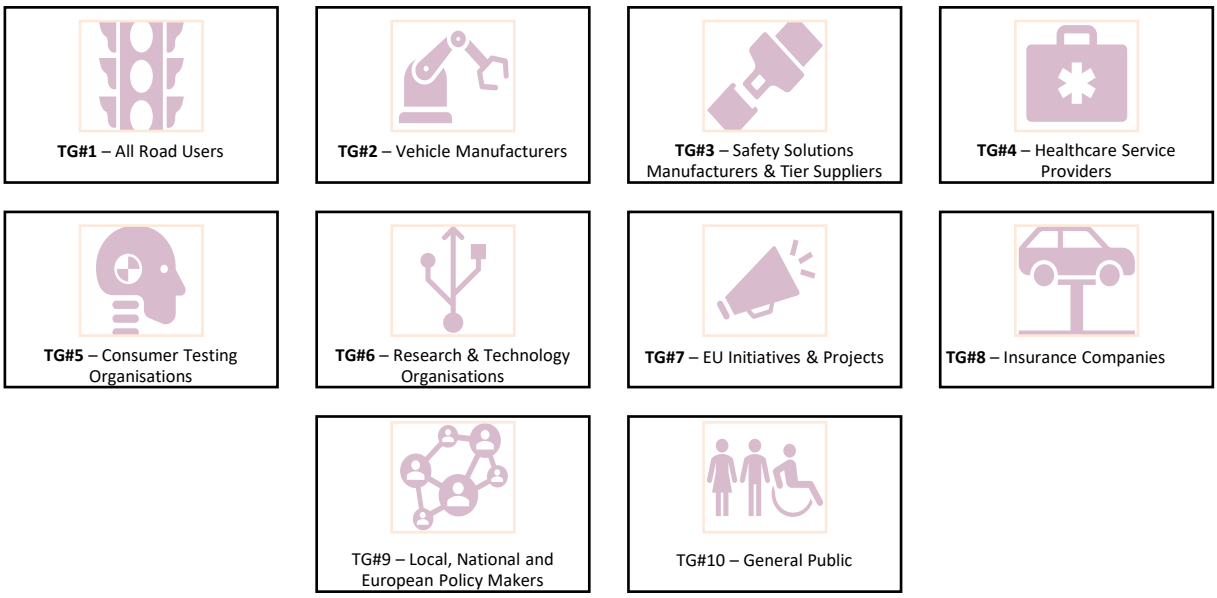

Figure 5–1: ProtAct-Us Target Groups

Each communication activity will be tailored to the specific group and the message to be conveyed. The table below gathers the main information that will be provided to the main TGs identified above.

Table 5-1: Target Groups Key Messages and Outcomes

TG#	Key Messages	Outcomes
TG#1	Research developments in terms of road safety includes education for all road users to adhere to the new proposed countermeasures to improve road safety.	Increased awareness of long-term consequences, greater confidence in new safety technologies, improved collective knowledge for safety measures.
TG#2	Research as an enabler of innovative countermeasures that enhance road safety, and which vehicle manufacturers can use to create safer vehicles with improved protective features and crash response mechanisms.	Integration of the research-driven insights into their vehicle design, resulting in the development of more advanced safety technologies, with enhanced protection for occupants and pedestrians alike.
TG#3	Leverage research outcomes so that safety solutions manufacturers and tier suppliers can develop and provide cutting-edge safety technologies and components that contribute to reducing injuries and long-term consequences resulting from road crashes.	Harness research-driven insights to innovate safety technologies and components.
TG#4	Awareness of healthcare service providers in addressing the long-term consequences of road crashes. Using the knowledge generated from the project research, HealthCare Service Providers can contribute to improved medical understanding, treatment, and rehabilitation methods.	Better treatment outcomes, specialized care for road crash survivors, and improved post-crash management, ultimately reducing the long-term health consequences for all road users.

TG#5	Strengthening the role of consumer testing organisations like EuroNCAP and IIHS, in advancing road safety by evaluating and recommending safety solutions.	This group can improve their ability to assess and recommend effective safety solutions based on research backed insights. This empowers consumers to make informed decisions when choosing vehicles and safety products, leading to increased adoption of safer technologies.
TG#6	Highlight the critical role of research and technology organizations in advancing road safety and generate research-backed insights that contribute to reducing injuries and long-term consequences resulting from road crashes through interdisciplinary collaboration.	Development of groundbreaking safety technologies and solutions.
TG#7	Project key achievements, boost awareness on road crashes; contributions to the road safety industry in line with SDGs and EU initiatives.	This group can beneficiate from innovative tools and methods aligned with EU goals towards a general upgrade in protection for all road users.
TG#8	Emphasize the role of insurance companies in promoting road safety through risk mitigation and support for road crash survivors. By collaborating with research efforts, insurance companies can contribute to the development of effective safety solutions, encourage responsible road behaviour.	Insurance companies can leverage research-backed insights to refine their risk assessment models and encourage policyholders to adopt safer driving behaviours.
TG#9	Support policy and decision makers work in shaping road safety regulations and implement evidence-based policies that encourage safe road behaviours; promote the adoption of innovative safety solutions.	They can leverage research insights to develop effective road safety policies that address a wide range of issues, from vehicle safety standards to pedestrian protection, encouraging and enabling the adoption of safety measures.
TG#10	Raise awareness regarding road safety and foster the practice of safe road behaviours.	The general public's active engagement in road safety leads to increased awareness, responsible road behaviour, and the adoption of safety measures. This contributes to a reduction in accidents, injuries, and long-term consequences for all road users, fostering a safer road environment.

By defining clear objectives, target audiences, and communication channels, this plan serves as a guide to maximize the project's visibility, stakeholder engagement, and overall success. It also helps to coordinate efforts among consortium members, ensuring consistent messaging and branding while strengthening collaborations with relevant partners and initiatives. Additionally, the plan acts as a roadmap for implementing communication activities, offering guidance and tools for efficient execution throughout the project's lifecycle.

The communication, dissemination, and exploitation activities in ProtAct-Us (as part of Work Package 5) are directly linked to the Specific Objectives (SO) in several ways:

1. **SO1 (Mitigate long-term consequences of physical impairment)**: WP5 will ensure that the project's findings, such as injury assessment methods and countermeasures (WP3, WP4), are widely disseminated to relevant stakeholders, promoting an understanding of how to mitigate long-term consequences of physical and mental impairments. This dissemination will include webinars, public events, and social media, maximizing the visibility of the project's research.
2. **SO2 (Reducing Societal Costs)**: WP5 will play a key role in communicating early treatment response strategies and efficient medical treatment guidelines, directly tied

to reducing long-term socioeconomic costs. The guidelines and findings will be shared with healthcare professionals and policy makers to foster adoption, thereby reducing societal costs related to road traffic accidents.

3. **SO3 (Medical and Engineering Tool Development)**: WP5 will ensure the dissemination of upgraded tools and methods (such as HBMs, ATDs, and physical tools) through virtual and physical events. These innovations, essential for injury risk assessments and long-term consequence evaluations, will be shared at online and physical demonstrations, contributing to a standardized framework for injury assessment.
4. **SO4 (New Generation Protection Principles)**: WP5 will support the dissemination of innovative protection measures (e.g., for vehicle occupants, pedestrians, cyclists) by organizing events and presentations, thereby advocating for the inclusion of these solutions in future safety standards and regulations. Public outreach activities will promote these advancements across different road user groups.
5. **SO5 (Advocating Evidence-based Policies)**: WP5 will play a critical role in ensuring that the project's findings contribute to evidence-based policy making. WP5's communication strategy includes fostering relationships with international regulatory bodies (UN WP29, EuroNCAP) and ensuring alignment with European and global standards. Networking events and collaboration with policy makers will help advocate for new safety regulations based on ProtAct-Us outcomes.

Through these activities, WP5 directly supports the dissemination, exploitation, and eventual implementation of the project's scientific and technical outputs, ensuring their real-world impact and contribution to road safety.

6. Communication Plan in detail

6.1 Communication Strategy

The glossary of the European Commission Research & Innovation Participant Portal defines the Communication of the project as a "strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange".

The main goal of communication is to engage society beyond the project's own community and to strategically promote the impact and benefits of the project. It is essential that the research activities be communicated in a language understandable to multiple audiences, including non-specialists. The following communication guidelines have been defined:

- Communication actions must be strategically planned;
- Clear communication goals must be established before any action takes place;
- The language and content must be tailored to a broad audience, beyond the project's internal community, including media and the general public;
- Communication efforts must follow the gender equality guidelines outlined in Deliverable D6.3 (*Data management, ethics, gender action and quality plan*);
- Messages must be relevant and resonate with the daily lives and operations of the target group;
- Media selection and interaction methods should be carefully chosen, whether for local, regional, national, or EU-level outreach. These methods may involve one-way exchanges (e.g., website, social media, brochures) or two-way exchanges (e.g., exhibitions, workshops).

The communication activities for the ProtAct-Us project aim to raise awareness about the project, engage stakeholders, and build strong relationships that support the long-term adoption of its solutions. These activities are organized into three main areas:

- Promotion: To enhance visibility and inform stakeholders about ProtAct-Us' goals, progress, and results.
- Involvement: To encourage stakeholder participation in the project.
- Networking: To build relationships that foster trust and support the long-term success of ProtAct-Us.

6.2 Project Branding

The branding of the ProtAct-Us project, as represented by its logo below, reflects a clear alignment with its mission of safety, inclusivity, and innovation for road users.

Figure 6–1: ProtAct-Us Logo

Below is described how the branding aligns with project's goals and visual identity:

- Inclusive and Multifaceted Approach: the logo uses a combination of vibrant, gradient colours (purple, orange, green), suggesting diversity and inclusivity. This aligns with the project's aim to protect all road user groups, regardless of their mode of transport or vulnerability.
- Dynamic and Innovative Design: the intertwining lines in the logo, which resemble roads or pathways, symbolize the interconnectedness of medical and engineering methods. The dashed lines suggest movement and connectivity, highlighting the project's emphasis on innovation and seamless collaboration between disciplines.
- Safety and Resilience: the looped shapes may also evoke imagery of safety belts or helmets, which are central to the project's goals of improving safety equipment and post-crash measures. This visual reinforces the message of protection and care.
- Progressive and Future-Oriented Vision: the gradient transition within the colours reflects progress and forward thinking, which aligns with ProtAct-Us' objectives to influence future policies, regulations, and standards for road safety.
- Responsibility and Significance: the clean and modern typography of "ProtAct-Us" conveys professionalism and reliability, essential traits for a project dealing with important issues such as road safety and medical research.

The ProtAct-Us branding *mirrors* its mission of safety, inclusivity, and innovation in addressing road crash consequences while emphasizing the interdisciplinary approach between medical and engineering domains.

6.3 Communication Channels

All paragraphs, headings, lists, etc. must be created using paragraph styles (no manual formatting). Use the "Normal" style for text paragraphs.

6.3.1 Website

- **Project website**: A dynamic website (ready by month 6) to share updates, outputs, and promote sustainability beyond the project.

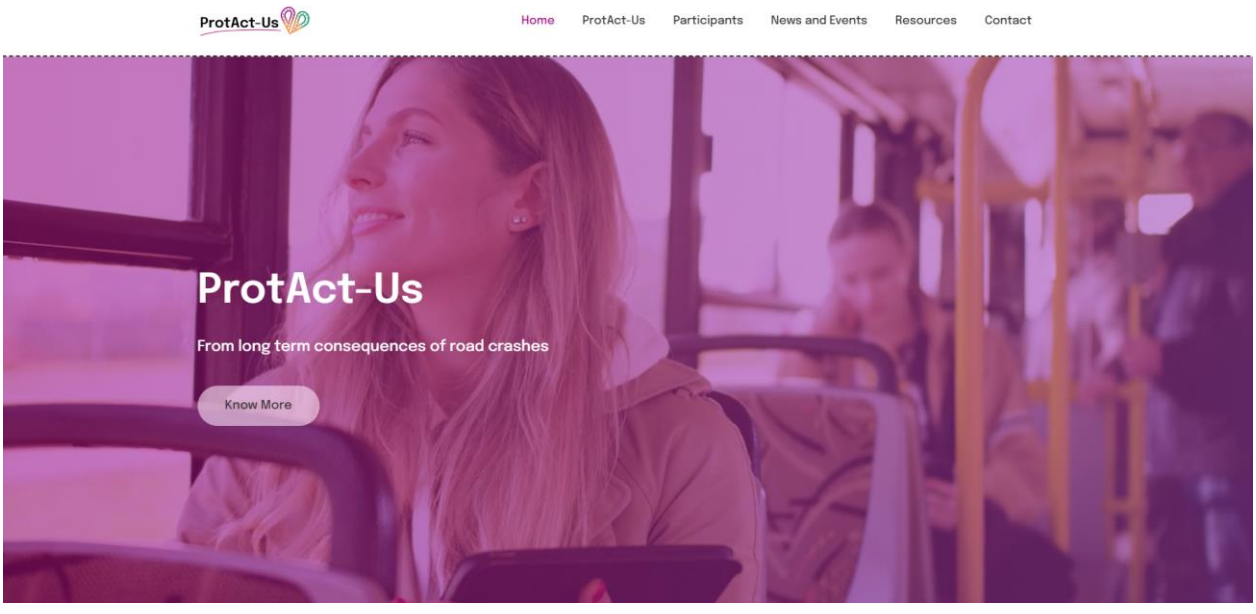

Figure 6–2: ProtAct-Us Website (Homepage)

The ProtAct-Us website is well-organized, combining textual content with visuals and a consistent colour scheme to effectively convey its purpose.

- Content: This platform serves as the central hub for project updates, resources, and events, offering easy access to key project deliverables, reports, and dissemination activities. The website enables users to explore how ProtAct-Us is shaping the future of road safety and stay informed about the latest developments.
- Pictures: Images of road users, vehicles, and project activities create a human connection, emphasize inclusivity, and make the project's mission tangible. Visuals such as infographics enhance understanding of technical content, bridging gaps for non-technical audiences.
- Colour Usage: The ProtAct-Us website uses the gradient colours from its logo (purple, orange, green) consistently across all sections, creating a cohesive visual identity. These colours are strategically applied to highlight key elements (e.g., buttons, headings, and announcements), ensuring a balance between visual appeal and functionality.

Below is a detailed review of each section, structured with Goal and Visuals subsections.

- **Home Page**

- Goal: The homepage introduces the ProtAct-Us project, highlighting its mission to protect road users from injuries and long-term health consequences of road crashes. It sets the stage for the project by briefly outlining its objectives and approach, aiming to engage visitors immediately and provide a clear understanding of the project's purpose.

- Visuals**:** High-quality images of roads, vehicles, and diverse road users create an immediate connection with the project's focus on road safety. The gradient colours from the logo (purple, orange, and green) are used to emphasize elements like headings and calls to action, reinforcing brand identity. A clean layout ensures clarity and easy navigation for first-time visitors.

- **ProtAct-Us Section**

- Goal: This section provides detailed information about the project's goals, challenges, and methodologies. It aims to educate stakeholders on the innovative approaches ProtAct-Us uses to combine medical and engineering methods for developing safety countermeasures.

- Visuals: Infographics and diagrams (if used) simplify complex technical content, making it accessible for both technical and non-technical audiences. The consistent use of the logo's colours helps organize content and create visual harmony. White space and contrast ensure readability and allow visuals to stand out without overwhelming the text.

- **Participants Section**

- Goal: To introduce the institutions and organizations collaborating on ProtAct-Us, and their respective role in the project. This section aims to showcase the project's collective expertise and build credibility through the diversity and strength of its partners.

- Visuals: Partner logos and photographs of team members (if included) personalize the section and emphasize collaboration. A simple, clean background ensures the focus remains on the participants. Subtle use of gradient colours adds a professional touch without distracting from the content.

- **News and Events**

- Goal: To keep stakeholders and the public updated on project developments, events, and milestones. This section encourages engagement by highlighting ongoing and upcoming activities.

- Visuals: Pictures from past events, workshops, or research activities bring authenticity and demonstrate the project's progress. Dynamic colours (e.g., orange or green from the gradient) are used to draw attention to event dates or announcements. A structured layout with clear categories or timelines makes it easy for users to find relevant updates.

- **Resources Section**

- Goal: To provide access to the project's outputs, such as publications, reports, and other relevant materials. The section serves as a knowledge hub for stakeholders seeking detailed information about the project's research and findings.

- Visuals: Icons or thumbnails for downloadable materials improve navigation and add a visual cue for users. The gradient colours are used sparingly to delineate categories or highlight key resources. The clean design ensures that the focus remains on the resources themselves, with no unnecessary distractions.

- **Contact Page**

- Goal: To provide a direct communication channel for inquiries and foster connections with stakeholders or interested parties. The section encourages interaction and positions the project as approachable and responsive.

- Visuals: A minimalistic design ensures ease of use, with icons for social media links and contact details enhancing accessibility. Interactive elements, such as buttons or forms, are highlighted with accent colours from the gradient palette, guiding user interaction. Ample white space keeps the section uncluttered, ensuring a professional and inviting appearance.

6.3.2 Social media

Twitter (X) and LinkedIn profiles will be used to engage stakeholders and share news and project developments.
ProtAct-US is present in social media on LinkedIn (https://www.linkedin.com/company/protact-us/) and X (former Twitter) (https://x.com/protactus_eu). The social media channels are regularly monitored by INOVA, with a direct supportive role of VIF and the involvement of all project partners to support the dissemination of publications as well as the identification of content for new publications based on the project findings.

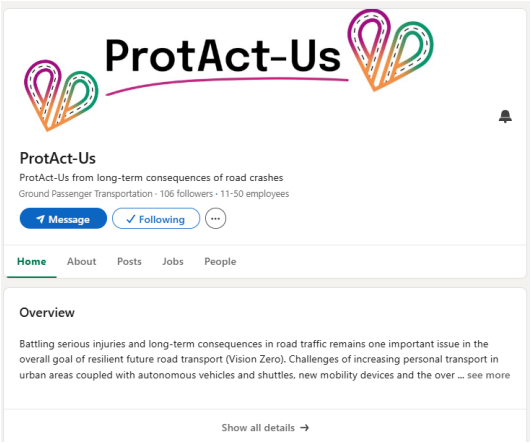

Figure 6–3: ProtAct-Us LinkedIn page

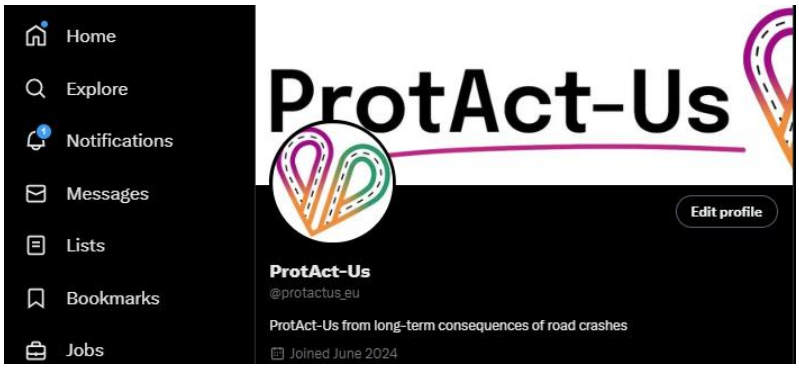

Figure 6–4: ProtAct-Us X page

6.3.3 Communication Materials & Tools

Several communication tools and channels will be used, including:

- **Kick-Off Kit**: first set of materials developed to promote the project (press release, factsheet, project presentation template, poster).
- **Promotional materials and videos**: ProtAct-Us will produce 1 flyer, 3 rollups and 2 brochures to be presented in various public events/conferences/workshops, to raise awareness of the project outcomes. 2 Videos to introduce the project and respective use-cases will also be developed and published on YouTube.
- **Newsletters**: 6 newsletters (2 per year) will be disseminated during the project implementation providing concise updates on research progress, findings, and key milestones. It will include insights from collaborative efforts, showcasing contributions from various stakeholders and spotlight innovative safety solutions, success stories, and road safety best practices.
- **Conferences**: The consortium will analyse the participation terms on a set of key conferences that are aligned with ProtAct-Us goals and are focused on road safety, medical research, engineering, technology, and transportation. These conferences offer valuable opportunities for networking, knowledge sharing, and showcasing research outcomes.
- **Academic publications**: The consortium will make use of its academic and industry consortium partners to access important opportunities for dissemination of the ProtAct-Us findings in (at least) 10 publications on prestigious international journals and produce relevant technical papers.

The table below presents the roadmap for the development of ProtAct-Us materials until project M18 (not limited to).

Table 6-1: Roadmap of Promotional Materials in ProtAct-Us

Material	Tool	Release Month
Newsletter (1st)	Website, Social Media	M7
Flyer	Social Media, External Events	M9
Rollup (1st)	Internal and External Events	M9
Brochure	Website, Social Media, External Events	M10
Promotional Video	Website, Social Media, Internal and External Events	M12
Newsletter (2nd)	Website, Social Media	M13
Rollup (2nd)	Internal and External Events	M18
ProtAct-Us Kit	External Events	M18

7. Dissemination Plan in detail

Compared to communication, dissemination activities are more focused on the results and solutions deriving from the project. The objective is not only to create awareness, but also to describe the results and the solutions to ensure understanding to enable others to use and take up results. Scientific community, industrial partners and policymakers are the audience addressed by dissemination activities since they might be the most interested in the use of the solutions provided by the project.

There are several benefits derived from a good dissemination strategy:

- Enhanced visibility of the project research line and drawing the attention of potential users of the project outputs.
- The gain in credibility within the scientific community and the possibility to find new additional funding sources or to collaborate with other projects/initiatives.
- Occasion to learn novel approaches and solutions thanks to the exchange of knowledge on all levels and the cross-fertilization of ideas.

ProtAct-Us dissemination management follows the best practices suggested by the EC Guidelines as well as the principles deriving from the well-established experience of the partners in other research projects:

- All the partners involved in the research activities will be made aware about the results of the project and the implications resulting from the outputs like publications and presentations.
- All the scientific articles on the results of the project will be duly reviewed by the relevant partners involved in the development of the topic of the publication.
- All the articles and publications on project outputs will be shared within the consortium before the date of disclosure.
- All the partners should contribute to the dissemination according to their role and effort by participating and giving presentations at conferences, workshops, meetings, by publishing papers, holding press conferences, networking, and similar activities.
- The Project Manager (PM) is the reference and contact point for every dissemination action. INOVA is in charge of constantly verifying the quality of the contents to be shared to ensure the correct implementation of the project results and the consistency between the events to be attended by the partners and the purpose of the dissemination activity.
- All public results will be accessible from the project website and usable by all parties who may benefit from them to maximize the impact of the project.

To ensure the effective fostering of ProtAct-Us knowledge sharing, the deployment of the dissemination strategy will consist in the identification of the following milestones:

- The topic and message of the dissemination action (the contents that will be shared).
- The target audience (who are the stakeholders to be addressed and that may have more interest for the topic).
- The messenger (the messenger should be a credible spokesperson who is expert of the subject to be disseminated).

- The methods and tools (the transfer method should be carefully considered depending on the nature of the event: the size of the audience, the background of the participants and the location).
- The expected outcome (the impact to be achieved and the purpose of the dissemination must be defined to optimally deliver the message).

The dissemination activities are deeply entangled with the matter of IPR Protection since data and results belonging to the background and foreground of the project partners may be disclosed. The main aspects of IP rights protection are the following:

- The creation, within the consortium, of a common understanding and awareness between the academic world and the industrial partners of the different interests and motivations to publish project sensitive to avoid undesired breach of confidentiality among the partners. The willing of academic partners to publish is driven by its commitment toward the scientific community while industrial partner' decision is led by commercial considerations.
- The signing of common agreement on publication of confidential information or any other information subjected to the IP rights of one of the partners.
- The establishment of a set of rules and procedures to avoid the violation of the IP rights and to regulate the publication of data on project results.

No one within the consortium is allowed to publish any content involving other partners' foreground, background, or confidential data during and beyond the lifetime of the project without the written approval of the parties involved to avoid any breach of confidence. In case of disclosure of jointly owned results, each owner must be asked for its approval to publish without any possibility of withholding such consent. All draft articles and publications will be reviewed by the **Project Coordinator**, the **Quality and Risk Manager**, and by the **Dissemination and Exploitation Manager** before publication or production for reporting and archiving purposes – roles described in project deliverable D6.1 *Management Handbook*. They will check the fulfilment of the dissemination requirements and if there is any already available prior art. Moreover, they will evaluate the possibility of making the content available on the ProtAct-Us website or not.

7.1.1 Scientific Articles

To reach the scientific community ProtAct-Us consortium promotes scientific paper publication and project presentation at scientific conferences targeting relevant domains for the project. The expected impact of presentations at these kinds of events is very high because of the attendance of scientists and industrial stakeholders.

In addition to the pure scientific papers, the results and impacts of the ProtAct-Us project will be communicated to professionals, end-users, and industries through papers in technical bulletins and sectorial journals.

Table 7-1: ProtAct-Us publications

International Referenced Journals	**Accident Analysis & Prevention, Traffic Injury Prevention, Safety Science, Journal of Safety Research.**
Scientific Dissemination Reach	400+ researchers reached through conferences, at least 10 papers submitted for publication before the end of the project.
Networking with relevant networks or communities	Global Road Safety Partnership (GRSP), European Transport Safety Council (ETSC), Road Traffic Injuries Research Network (RTIRN), ICE network on injury statistics.

7.1.2 Synergies with other projects

ProtAct-Us will collaborate with EU Initiatives and Projects through knowledge sharing, contributing to the European leadership and competitiveness in the safe and smart mobility sector.

7.1.3 Organisation of events

ProtAct-Us will organise 3 working groups/webinars and 1 Final Conference to disseminate the project achievements, innovations concepts and methodologies, facilitate the adoption of the Foreground Knowledge, and support the strategic position of EU on road safety. The table below presents the key scientific conferences and international journals most relevant for ProtAct-Us – participations in the upcoming editions will be considered.

Table 7-2: External Events

Scientific Conferences and International journals	
European Transport Conference (ETC)	A multidisciplinary conference addressing all aspects of transport, offering in-depth presentations on policy issues, best practice and research findings across the broad spectrum of transport.
Road Safety and Simulation International Conference (RSS)	Focuses on simulation methods for studying road user behaviour and safety. It serves as a platform for researchers and practitioners to discuss innovations in safety design and traffic management.
European Road Infrastructure Congress (ERIC)	Dedicated to advancements in road infrastructure, covering topics like design, maintenance, and safety improvements.
EuroSafe Conference	Centres on injury prevention and safety promotion across Europe, with sessions on road safety, public health, and community-based interventions.
Ircobi conference	Renowned for its focus on biomechanics and injury prevention, this conference discusses cutting-edge research on crashworthiness, injury mechanisms, and protective technologies
International population data linking conference	Explores the integration of population-based data for improving public health and safety, including road safety analytics and injury prevention strategies.
FISITA conference	global event for the automotive engineering community, addressing innovations in vehicle design, safety technologies, and future mobility solutions.
RoadSafe Conference	charitable partnership which brings together private sector with government and road safety professionals.

Transport Research Arena (TRA)	Europe's largest conference on transport research and innovation, covering all modes of transport and fostering dialogue between researchers, policymakers, and industry stakeholders
International Transport Forum	A global summit on transport policy, including road safety, sustainability, and innovation in transport systems.
FIM Europe Road Safety Conference	Focuses on motorcycle safety and related road safety issues. Organized annually during the FIM Europe Congress, it features experts discussing safety measures and policies.

The targets for ProtAct-Us projects on communication and dissemination measures are defined in the table below, with specific Key Performance Indicators (KPIs).

Table 7-3: ProtAct-Us KPIs

Specific C&D measures	Metric (expected target KPI)	C&D KPI
Project Website	Yearly visits	1000
Social Media channels	Social media followers	2500
Newsletter	Total number of issues	6 (2/year)
Promotional Video	Min. number of videos to present the project and its final results	2
	Number of viewers	5000
Publications	Min. total number at consortium level	10
Conferences/Events	Min. total number of international events attended	10
Synergies with parallel projects/initiatives	(Co-)Organisation of thematic working groups/webinars with other running parallel projects and initiatives	3

8. Exploitation Plan

According to the European Commission glossary, Exploitation is defined as "The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities."

The concept standing behind the definition of exploitation, which is also the ultimate feature of the activity itself, is indeed the effective and concrete use of the achieved project outcomes. The exploitation aims at using Research and Innovation Actions to create a concrete impact for the society, with the expectation that the exploitable results will be used beyond the lifetime of the project.

Task 5.1 is addressed to write the PEDR. Thus, the deliverable related to this task is intended as a report of all the activities performed through the journey of exploitation: starting from the identification and characterization of the project results, going through the formulation of an exploitation strategy and the management of the IPR, to finally end with the identification of the market opportunities and the active stakeholder involvement.

The Horizon Europe programme defines project outcomes as "Any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected, which are generated in the action as well as any attached rights, including intellectual property rights."

To be successful in writing the exploitation plan it is essential to start with the identification and characterization of the **exploitable results**. Indeed, not all of what has been achieved throughout course of the project is likely to have an exploitation route. Exploitable results are only those having a potential scientific, economic, and social significance. During the project these outcomes provide a mechanism to capture and quantify impact, while, by the end of the project, a way to achieve impact beyond project's completion.

The PEDR is an evolving report that will be periodically updated according to the emerging results of the project, the changes in the stakeholders or work context and their potential use during the project lifetime. Exploitable results do not necessarily correspond to a product or a service. There are six categories from which exploitable results may belong to:

- Equipment – the machinery or tools needed to carry out a job; a set of physical tools, devices, kit assembled for a specific purpose.
- Processes – A systematic series of mechanized or chemical operations that are performed to produce something.
- Products – something that is made to be sold, usually something that is produced by an industrial process (as a custom but may be personalized upon request).
- Services – offering the above products, processes, equipment, or knowledge as a help to perform a work.
- Knowledge & IP – understanding of or information about a subject that you get by experience or study, either known by one person or by people generally.
- Other forms of knowledge – Platform, publications, patent.

ProtAct-Us exploitation strategy aims to ensure the delivery and uptake of the results with innovation potential in future projects or research, as publications or contributing to long-term availability and new business opportunities.

The ProtAct-Us exploitation strategy will be based on the phases described above.

- In Stage 1, all results with potential for will be identified and evaluated, confirming, or discarding their business opportunity.
- In Stage 2, business/action plans for the selected results will be designed.
- In Stage 3 will develop exploitation plans defining specific actions to execute the plans. After the project's end, these actions will be executed and/or the exploitation plans revised depending on sector evolution, partner's situation, market context, and other factors. The ProtAct-Us Key Exploitable Results (KERs) have been identified, and the related Exploitation plans are shown below.

The project results have a high business and innovation potential for the ProtAct-Us consortium and will be exploited through the exploitation strategy above-mentioned. Also, these results will serve as inputs for the first step – Identification – of the Exploitation strategy explained. In overall, ProtAct-Us aims to achieve:

- a structured data model that enables the interlinking of datasets to support improved analytics. It creates a comprehensive framework for analysing and cross-referencing road safety and health-related data, enhancing decision-making processes and policy formulation (KER#1).
- the development of a novel data assessment method focuses on road accident-related injuries with long-term consequences. This tool improves the ability to predict and mitigate these outcomes, directly influencing better medical responses and long-term policy planning (KER#2).
- indicators addressing the physical, cognitive, and mental health issues stemming from accidents. These indicators are essential for tailoring health interventions and informing evidence-based policies for post-accident care (KER#3).
- a cost-benefit and socio-economic assessment method has been developed to evaluate the impact of safety interventions. This tool provides robust, data-driven justifications for implementing targeted road safety measures to optimize resource allocation and societal benefits (KER#4).
- advanced engineering tools and upgraded test devices to assess injuries in multiple body regions, such as the head, neck, and extremities. These innovations significantly enhance testing accuracy, contributing to safer vehicle designs and improved regulatory standards (KER#5).
- evaluating the safety-critical movements of bus and shuttle passengers during crash scenarios. It addresses the unique challenges of public transportation safety, ensuring better protection for both seated and standing passengers (KER#6).
- targeted countermeasures designed to protect specific road user groups, such as pedestrians and cyclists. These solutions aim to reduce safety disparities among road users and improve overall risk management (KER#7).

- in-depth insights into pedestrian behaviour under diverse crash scenarios, including primary and secondary impacts with infrastructure. These findings are instrumental in shaping infrastructure and vehicle designs that prioritize pedestrian safety (KER#8).
- upgraded safety helmet designs for cyclists, motorcyclists, and new mobility users have been developed. These helmets incorporate enhanced protective features to reduce head injuries and improve user safety in various mobility contexts (KER#9).
- innovative solutions for addressing safety risks associated with reclined or rear-seat occupant positions. The measures enhance protection for occupants, particularly in far-side crash conditions, improving vehicle safety standards (KER#10).
- establishes safety principles for sitting and standing passengers in buses and shuttles. These principles aim to strengthen the resilience of public transport systems and provide better protection during crash events (KER#11).
- physical and virtual test procedures to assess the risk of long-term injuries for both pedestrians and vehicle occupants. These procedures support preventative measures and medical strategies aimed at reducing injury severity (KER#12).
- strategies for immediate and effective medical responses after a crash. By optimizing care pathways, these actions aim to minimize long-term consequences and improve recovery outcomes for accident victims (KER#13).
- a novel safety helmet concept with integrated e-call systems has been introduced. This innovation enables automatic emergency alerts in the event of an accident, speeding up response times and improving survival rates (KER#14).
- socio-economic costs associated with post-accident medical treatments. By proposing scalable solutions, it aims to reduce treatment costs while ensuring high-quality care for accident victims (KER#15).

The table below presents the exploitation interests from each partner in ProtAct-Us, defining their respective category and exploitation route.

Table 8-1: ProtAct-Us Key Exploitable Results

Value Chain	Key Exploitable Results	Category	Exploitation Routes
R&D	KER#1: Structured and interlinked data	Knowledge & IP	Data assessment Method implementation
	KER#2: Data assessment method on road accident-related serious injuries with long term consequences	Process	
	KER#3: Medical and epidemiological indicators for physical, cognitive, and mental health issues	Knowledge & IP	Application and standardisation
	KER#4: Cost benefit and socio-economic assessment method	Process	
	KER#5: Engineering assessment tool and methods upgraded HBMs and ATD based test devices) for head neck, face, upper and lower extremities injury assessment	Knowledge & IP	Implementation and development into TRL9-10 applicability
	KER#6: Safety critical occupant kinematics assessment capability for buses and shuttles	Knowledge & IP	
	KER#7: Countermeasures for specific road user groups	Products	Further development and demonstration,

	KER#8: In-depth knowledge of pedestrian performance under a wide range of crash conditions including primary and secondary impacts with infrastructure	Knowledge & IP	product development
	KER#9: Safety helmet upgrade for bicycle, motorcycle riders and passengers and new mobility users	Equipment	
	KER#10: Countermeasures for vehicle occupants in reclined sitting postures, rear seat protection for smaller occupants especially in near and far side conditions	Knowledge & IP	
	KER#11: protection principles for sitting and standing passengers bus and shuttle occupants	Knowledge & IP	
Regulatory	KER#12: Physical and virtual test procedures for assessment of injuries with long term consequences for pedestrians and occupants	Knowledge & IP	Evaluation, dissemination, and implementation
Society	KER#13: Post crash treatment actions	Service	Evaluation and implementation
	KER#14: Safety helmet concept with e-call system enabling early medical treatment strategy selection	Product	
	KER#15: Concept for Reduction of socioeconomic costs in medical treatment	Service	

Exploitation activities of these results will include a detailed market analysis addressing the socio-economic impact of the developed technologies and an evaluation of market acceptance and penetration potential. These activities will be captured in the roadmap for exploitation, ensuring alignment with the KERs and their anticipated impact. To strengthen end-user involvement, an Exploitation Users Group Meeting will be organized, enabling interaction with stakeholders to gather requirements, feedback on technological advancements, and insights into unmet market needs. This collaborative approach ensures that the exploitation strategy is robust, user-informed, and market-ready.

9. Conclusion

Work Package 5 (WP5) of the ProtAct-Us project is central to achieving its goals of enhancing road safety, reducing injury consequences, and shaping future policies. It involves developing a communication and dissemination strategy to ensure the project's results reach a wide audience, raise awareness, and promote the adoption of innovative safety measures. WP5 also includes a standardized injury assessment framework to improve data consistency across the EU and foster cooperation with stakeholders, contributing to policy and regulatory development. This PEDR outlines a three-stage approach for communication, dissemination, and exploitation of the project's outcomes. The PEDR ensures that results are shared with key stakeholders, with communication tailored to specific target groups, including scientific, industrial, and policy audiences. This plan is a living document and will later integrate IPR protection and promotes knowledge exchange through publications, events, and collaborations with relevant networks. The strategy emphasizes long-term impact, including post-project exploitation activities such as industrial upscaling, market strategies, and continued IPR management. The continuous update of this document will reflect emerging results, market opportunities, and stakeholder engagement, ensuring the project's legacy in road safety and injury prevention.

10. Abbreviations

Term	Definition
C&D	Communication and Dissemination
EuroNCAP	European New Car Assessment Programme
IIHS	Insurance Institute for Highway Safety
KER	Key Exploitable Result
KPI	Key Performance Indicator
ProtAct-Us	ProtAct-Us from long-term consequences of road crashes
PU	Public
R	Report
SDG	(United Nations) Sustainable Development Goal
UN WP29	(United Nations) World Forum for Harmonization of Vehicle Regulations
WP	Work Package

11. References

[1] European Commission – https://research-and-innovation.ec.europa.eu/strategy/dissemination-and-exploitation-research-results_en