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DELIVERABLE 6.1.



CRE.THI.DEV. Exploitation Plan



innovation &
employability
for Women

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1. Executive Summary

Exploitation – “means 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”¹.

Exploitation is a necessary tool for increasing the impact of the project and its products and outcomes, by extending them to multipliers and reaching as many stakeholders and potential beneficiaries as possible, occasionally with a commercially beneficial effect. It reflects the willingness of the project partners to keep and transfer the project results beyond the original project network and duration. It is related with the necessary actions that will bring appropriate visibility to the project in order to involve the target groups, end-users, stakeholders and transfer the results and products into their business scope.

Exploitation is mostly related to the idea of convincing the key actors to use the main products and services of a project. Exploitation is closely associated with the sustainability of the project after its conclusion, since exploitation activities should ensure that the results of the project are used by its target groups and possibly are transferred to other contexts (e.g. other countries; other pedagogical areas, other sectors)².

The goal of the project: EOX - Subproject «e-Women» with code: EEA GR07 / 3889, has been to determine the current state in terms of participation and awareness among women, particularly young women in ICT and the benefits arising from their use in the field of employment and entrepreneurship.

E-women project has been a significant project for addressing the issue of under-representation of women in key economy sectors such as ICT, in correlation with the general skills shortage in ICT sector as well as the necessity of designing and implementing actions that will activate the female population in the targeted level of training, selection and participation in entrepreneurship and employment with a focus on ICT.

The main purpose of this deliverable is to define the specific actions needed by the partner Creative Thinking Development in order to further exploit both the tangible and intangible outcomes and deliverables of the e-women project for the common benefit of any interested party.

The basis for the exploitation plan is the acceptance of the following facts:

a. Creative Thinking Development (Cre.Thi.Dev.) is a relatively new non for profit organisation aiming at community development, however it has performed well and has indicated good results in terms of networking, dissemination and exploitation initiatives so far,

b. because of its size, it is more effective to focus on some very specific and tailor – made actions in order to ensure the exploitation of the project after its funding period as well as to define the target groups that could communicate and convey the exploitable outcomes and the tools that will be used for that purpose.

¹ European IPR Helpdesk Fact Sheet The Plan for the Exploitation and Dissemination of Results in Horizon 2020

² OI-Net project, The European Academic Network for Open Innovation, 542203-LLP-1-2013-1-FI-ERASMUS-ENW

2. Objective of the Deliverable 6.1.5.

Sustainability and exploitation of the e-women project are crucial components of the project's rationale, for the reason that the main issues addressed by the project, i.e. employability and entrepreneurship of women within the ICT sector and in close correlation with the digital skills needed as well as the demanded soft skills for the 21st century, will be a focal point of European policies and relative initiatives for the years forward.

The main objective is to give value to the tangible results achieved by the project for their sustainability & exploitation, in favour of any stakeholder, or key actor that participates in the study, research and policy making of the above mentioned issues.

Those results are the findings and conclusions derived from the cognitive and social research and the new trends in women employability & entrepreneurship reflected in the 2 reports, the e-learning platform and the training modules as well as the feasibility study for the Women's Business Innovation Centre.

In the following sections, the exploitation plan for CRE.THI.DEV. in terms of those four main outcomes will be presented.

3. The e-Women Project

3.1. A brief Presentation ³

Developments in the field of information and networks (including cloud computing, big data, social media, mobile internet, and convergence to name a few) create needs for new skills, and tremendous opportunities for those who will generate and master them first. Also, as global competitiveness is increasingly driven by knowledge and innovation, it is clear that the need to build on ICT sector and knowledge economy to develop sustainable comparative advantages on the international scene becomes imperative.

The e-skills for the 21st century challenge is crucial to boost competitiveness, productivity and innovation as well as the professionalism and employability of our workforce. There is a need to ensure that knowledge, skills, competences and inventiveness of managers, IT practitioners and users meet the highest global standards and that they are constantly updated in a process of effective lifelong learning. We need both e-skilled people to provide the infrastructure and e-skilled people to use it. This is extremely important, taken into consideration that ICT sector is rapidly growing creating around 120 000 new jobs every year. But due to differences in demands and skills – and despite soaring unemployment – there may be a lack of 900.000 skilled ICT workers by 2020.

In parallel, the issue of women under-representation in the ICT sector is growing alarmingly. Today only 29 out of every 1000 female graduate has a computing or related degree, while only 4 out of those 29 go on to work in ICT directly, after the end of their studies.

Finding ways to effectively tap into qualified ICT women talent pools and encourage them to embark on entering or re -entering and remaining in, rewarding ICT careers would be beneficial in more than one ways; according to the latest European Commission's survey on women active in the ICT sector, "bringing more women into digital jobs would benefit the digital industry, women themselves and Europe's economy".

The issue of women in the tech sector is very complex. Many barriers and stereotypes exist in this male-dominated field, from as early as the university's Career Office, onwards to the recruitment and selection process and to career development. A lack of positive role models in the media and culture at large dissuades people from seriously considering ICT careers. Women are a particularly large group that is impacted by this issue as ICT careers continue to be positioned and perceived as the preserve of men. Further, opportunities resulting from the advent of that global knowledge economy remain a challenge which, if left unaddressed, could jeopardize the future of other efforts made.

Emerging and important questions are raised: what are and how to tackle barriers and stereotypes faced by women in the labour market? What will be the future role of women in the ICT market?

³ ECWT Exploitation Plan

The key question that is laid forward is how we can encourage young women to adopt and pursue jobs in the ICT sector and in general how the existing digital skills gap is treated as a whole. The existing policies that address stereotypes in the image of girls and women in the media should be taken into serious consideration.

There are some interesting European initiatives already in place to address the deficit of digital skills of workers in the labour market and measures to encourage enterprises to recruit more women in the ICT sector. Significant help is provided furthermore by the new ICT tools (internet, social media, networks) exploited to improve the employability of women and young girls.

Is ICT the solution to the problem in women's employability?

Information technology and communication (ICT) have gained significant penetration in all sectors of economic activity, being the most necessary tools for the rapid economic growth of an economy. At the same time it allows the creation of new working models in the integration of larger social groups. From studies undertaken so far, Europe is constantly faced with an increasingly widening digital skills gap. Recent studies show that if we retain the existing employment rates for women compared with men at current levels, Europe is expected to face a deficit of about 24 million people in the active workforce by 2040. If the employment rate of women equated with those of men, then the projected deficit would be reduced from 24 to about 3 million.

Digital Skills and Development: The Role of Gender.

In order to understand the growing importance of new skills in the 21st century, compared to those that prevailed in the 20th century, we must understand that a significant change has occurred in the world: we have gone from a predominant analog to a fully digital reality. In the 20th century, the economy was based on mass markets, economies of scale and mass production that led the development. The 21st century is now considered as the century of social innovation. The technology today gives people the ability to become creators of their own lives and designers of their own lifestyle. The Web allows people access to all levels of innovation. Not in consumption, but in co-existence. Our world today appreciates the diversity, social inclusion (equal opportunities) and gender equality more than in the past. While men were change agents in the industrial era, in today's world women can play a catalytic role in innovation or rather the 21st century really needs to be the breakthrough for realising true diversity in innovation.

Research and Innovation, based on gender.

The abilities that women have in science and technology are now evident with important examples throughout the European Union. In countries where gender discrimination is relatively low, the girls have the same level of performance in mathematics, as well as boys. Old fashioned, biased cultural, sociological and economic factors play a particularly important role and have a negative impact on women's participation in science, engineering and ICT. Now is the time to nurture and encourage more young women, and women in general, to pursue their dreams instead of relying on traditional employment, create a strong and creative entrepreneurial sector that will keep growing and keep pace with the exciting opportunities that changing technology offers to women.

Emphasis should also be given to the creation of new employability opportunities and to the challenges of the role of the media in the new digital era, for the benefit of our target group.

E-women project aims to provide a scientific research on how an effective use of ICT and social media could create new employability paths for women, thus contributing to the minimisation of the Digital Gender Gap.

The project focused on researching the ways in which the social networks and the internet can fight employment inequalities and promote new opportunities for entrepreneurship and self-employment among women and young girls. The project included a documentation and evaluation of existing opportunities available through online networks, tools and marketplaces, as well as vocational and educational social networks and e-learning platforms.

A parallel scientific research recorded and analysed the current use of the internet for employment purposes as well as the awareness of young people in Greece about employability opportunities offered by the internet, social networks and new technologies, emphasizing on social aspects. A scientific analysis of rising job insecurity and unemployment among women, with a focus on female youth unemployment was carried out also.

The key motivation for the project is to address from a research / scientific perspective the rising social and income inequalities in Greece as a result of the ongoing economic crisis.

Our aim was to produce informational and educational packages and organise pilot seminars on the latest trends on how to improve employability and self-employment and self-promotion through the internet and social networks.

Finally a feasibility study leading to the presentation of the needs of e-Women Greek consortium partners and formulation of specifications for the creation of a Business Innovation Centre with specific focus on women was elaborated. Cleantech Innovation AS, a Norwegian Organization has been subcontracted and is responsible for the feasibility study which will capitalize on the knowledge and experiences of e-Women Norwegian project partner ECWT.

Specific goals:

- To undertake scientific research on:
 - a) innovative, cross-sectorial approaches towards employability of women and young girls
 - b) how to increase the impact and exploitation of ICT tools, digital technologies, social media and networks for the creation of new employability paths, in the areas that we are lagging
 - c) possible ways to establish a sustainable place for cooperation between young women
 - d) new forms of entrepreneurship: i.e. social enterprises, or other innovative forms

- To share experience, knowledge and skills on trends in employment paths for women and in supporting them to proactively take their future and carrier in their own hands
- To gather inspiration from good experiences, exchange and share experiences and guidance, even from other countries (inside and outside Greece, i.e. Greece and Norway)
- To identify, analyze and explore different concepts and new technologies leading to new forms of knowledge and employment opportunities for women
- To present a proposal for a bright future through a feasibility study for launching a Business Innovation Center with special focus on promoting women tech entrepreneurs in Greece and in Attica Region in specific.

4. Partner CRE.THI.DEV.

CRE.THI.DEV. is a non-profit company aiming at community development through the research and development of action plans, focused on the local and social economies, mainly on the fields of life-long learning, employment and local development. The company establishes close cooperation with local and regional authorities, government authorities and business associations in order to promote innovation, entrepreneurship and sustainable development through research and the raising of awareness in local communities towards available development projects. In this framework the company organizes and promotes studies and research projects, participates in European projects, cooperates with universities, companies, government authorities, technological centers and organizations, vocational training centres and business associations, focusing on the exchange of knowledge, technology and innovation.

Although CRE.THI.DEV is a recently founded company, in the last four years, it has developed activities in life-long learning mainly with its participation in seven ERASMUS+ projects. It has also participated in two National Projects focusing on the improvement of skills of unemployed adults.

CRE.THI.DEV is in close cooperation with Universities and experts on many fields and has undertaken various studies.

Being experienced in participation/coordination of both national and transnational funding projects, would help in the best exploitation of the project's result.

The members of CRE.THI.DEV come from different disciplines and have great experience from their previous employments on coordinating and implementing National, European and International projects of a wide spectrum. Its administrator was Managing Director of ELKEDE, a Research and Technology Institute of the public sector for more than 20 years and member or chair of many national and European committees and associations.

CRE.THI.DEV, will make intensive use of all its resources, contacts and networks, both formal and informal, in order to exploit the project's results in an optimum way.

5. Exploitation Plan

5.1. eWomen Products and Outcomes

During the exploitation seminar organized within the project time frame, the following results have been considered as the exploitable ones:

- ❖ Cognitive and social research on the use of ICT technologies Report

The Cognitive and social research on the use of ICT technologies Report, provides an in-depth analysis of the current situation on the use of ICT in Greece for women and girls in terms of employability and entrepreneurship, on social aspects and aspects of gender equality, security of social networks for women, women's empowerment, e-mentoring techniques and on possible ways for the adaptation of traditional economic practices with internet capabilities and social media.

- ❖ New trends in women employability report with NCSR“D” as the responsible partner

The report on the new trends in women employability and entrepreneurship indicates the way forward in terms of exploiting new technologies such as ICT and social media for doing business.

- ❖ E-Learning platform and courses

The e-learning platform along with the courses created constitute a comprehensive and complete approach that may allow not only Greek Women but also women from all around Europe to understand how the digital skills and social media could help them in empowering themselves and finding better career opportunities or creating their own business. Accompanying the e-platform is a set of 2 modules. The learning material within these modules is tailored to the educational needs of the target group. This learning material, which was based on the feedback provided in the narrative research component of this project, aims to support females in understanding how the digital skills could boost their career. This learning material also has the goal of facilitating the effective use of the e-platform.

- ❖ Innovation Center Feasibility Study

The Business Innovation Center Feasibility Study is providing the necessary steps needed for the creation of a BIC in Athens, Greece, accounting for factors that affect it such as economic, technological, legal and scheduling. It documents the market demand for a Business Innovation Center and recommend the format and general modus vivendi and operating procedures for the BIC and assess its potential financial performance. The ultimate goal of the e-Women Business Innovation Center is to bring about a significant and measurable change when it comes to women's technology start-ups in Attika Region and to reach the level of 40% female start-ups by 2025.

- ❖ Project Portal/ Website with SEPE as the responsible partner

List of exploitable result(s)

Exploitable Result(s)	Title of the Exploitable Result(s)	Dissemination level	Exploitation form	Interest in the exploitable result(s)	Did/does your organisation contribute to the generation of this result during the project's lifetime?	Negotiations with other project partners needed?
Cognitive and social research on the use of ICT technologies Report	Research Report	Public	Exploitation via National & Regional Policies and other National & Transnational Projects. Moreover, via the partner's site and other relevant activities, publications and events	Yes. : Result important for the CRE.THI.DEV. for activities after the end of the project (further development)	Yes	Not applicable, all foreground knowledge. All partners will be informed on any relevant activity.
New trends in women employability report	Study Report	Public	Exploitation via National & Regional Policies and other National & Transnational Projects	Yes. Result that cre.thi.dev. would like to further develop	Yes	Not applicable, all foreground knowledge. All partners will be informed on any relevant activity.
E-Learning platform and courses	E-Learning platform & 2 e-courses	Public	Exploitation via National & Regional Policies and other National & Transnational Projects. Moreover, via the partner's site and other relevant activities and events	Yes.	Yes	Not applicable, all foreground knowledge. All partners will be informed on any relevant activity.
Innovation Center Feasibility Study	Business Innovation Center	Public	Exploitation via the implementation of a Business Model for the creation of a spin-off	Yes.	Yes	Not applicable, all foreground knowledge. CRE.THI.DEV., will participate in the spin-off.
Project Portal/ Website	Project Portal	Public	Exploitation via CRE.THI.DEV's site and also by references via other projects and events	Yes.	Yes	Not applicable, all foreground knowledge. All partners will be informed on any relevant activity.

5.2. Target Groups – Exploitation of the results

The target groups that the current strategy is focused are divided into two categories, the primary beneficiaries and the secondary beneficiaries⁴:

as primary beneficiaries are considered:

- Females above 30
- Young Females
- Employed or Self Employed
- ICT start-ups & entrepreneurs
- Women's Chambers
- ICT trainers
- Business consultants
- Business mentors

As secondary beneficiaries are considered:

- a) Adult education and training providers, VET's, HEI's etc. that they can benefit of:
 - methods and materials which can be transferred to training activities
 - the availability of trained trainers on the market
 - the increased awareness of women on the advantages and easiness of acquiring ICT competences and therefore availability to be involved in training courses
- b) Citizens' associations and NGOs
- c) The Overall Society, which will benefit of reduced gender I gaps
- d) Girls, who will be driven more towards scientific and ICT related careers (see CISCO White Paper: Women and ICT – why girls are not attracted to ICT studies and careers? June 2009)
- e) Decision makers at local, regional, national and EU level
- f) Researchers
- g) Other similar projects
- h) The media

⁴ ECWT Exploitation Plan.

Exploitation of the results

Exploitable Result(s)	Title of the Exploitable Result(s)	Type of Exploitation	Market	Target Group	Potential Buyers - Beneficiaries	Foreseen Product Price
Cognitive and social research on the use of ICT technologies Report	Research Report	Non Commercial/Market able	ICT EDUCATION ALL SECTORS HORIZONTALLY	Decision Makers ICT companies, start-ups a & entrepreneurs Women's Chambers ICT trainers Business consultants Business mentors HEI's VET's	Both Primary and Secondary	N/A
New trends in women employability report	Study Report	Non Commercial/Marketable	ICT EDUCATION ALL SECTORS HORIZONTALLY	Decision Makers ICT companies, start-ups & entrepreneurs Women's Chambers ICT trainers Business consultants Business mentors HEI's VET's Researchers	Both Primary and Secondary	N/A
E-Learning platform and courses	E-Learning platform & 2 e-courses	Marketable	ICT EDUCATION MANAGEMENT - MARKETING	Mainly all female, secondary everyone interested in cutting edge training	Mainly primary, potentially secondary	To be determined
Innovation Center Feasibility Study	Business Innovation Center	Marketable	Focus on: Agrofood, Ambient Assisted Living – AAL, Culture and Creative industries, Environmental Technologies, Renewable Energy, ICT, Green ICT, Intelligent Products, Media and digital media, Public sector and social innovation, Smart cities and mobility and Tourism	Women (and men) Self Employed, ICT start-ups & entrepreneurs, Researchers, students, Ngo's. Alternative uses: Organizational Events, Political parties events, related to Innovation and Entrepreneurial Models, Participation with hosting of tailor-made		To be determined

				workshops and events in high impact activities of the Greek ICT & start-up Ecosystem, like the "StartUp Safary Athens", Hachathons, e.t.c.		
Project Portal/ Website	Project Portal	Non Commercial/ Marketable	All	Decision Makers ICT start-ups a & entrepreneurs Women's Chambers ICT trainers Business consultants Business mentors	Mainly secondary beneficiaries	N/A

6. Commercialization of the Products⁵

6.1. Customization

One of the main opportunities that eWomen products have in terms of further commercialization and exploitation is the opportunity to be further customized. While the platform and ecourses were designed to be fully operational on their own, there also presents the opportunity for businesses to adjust them to the specific needs of their own.

6.2. Subsidization

There are several models for subsidizing the online material, including:

For-profit opportunities

- User fee or account fees (either for both the platform and the ecourses or for the ecourses only)
- Paid advertising, for example through posting banners, side-bar adverts or other forms of advertising
- Selling the data gleaned from the users of the e-platform (would have to abide by legal and ethical obligations)
- The development of future products based on the data that is gleaned from users

Non-profit opportunities

- Donations to cover the cost of the management of the site, from sponsors or partners
- Successful integration into a third party who has the financial capacity to manage and promote the platform in an on-going way.

⁵ ECWT Exploitation Plan

7. Intellectual Property Rights (IPR)⁶

Foreground Knowledge: Foreground Knowledge is considered to be any skills, knowledge and competences which have been generated under the implementation of eWomen project, by every independent partner or partners. Such results include rights related to copyright; design rights; patent rights or similar forms of protection. The foreground knowledge can be total or partially included in Deliverables, products, services or any other result deriving from the Project directly or indirectly.

It has been agreed by the consortium that the exploits or any windfall out of them should belong equally to "all", since the work is considered as foreground knowledge. Foreground Knowledge belongs to the Consortium and all members of the Consortium shall have joint ownership of all the rights of use for any Foreground Knowledge generated and/ or arising by the Project, notwithstanding any concern as to the involvement and/ or contribution of any given member of the Consortium to the work generating the Foreground Knowledge. Any partner that might not be directly involved in the generation of the Foreground Knowledge but is involved indirectly, such as reviewers or generally people that have contributed to the writing or designing of the Project products or services are, in all cases, is considered part of the Consortium and all terms and conditions contained herein are applicable to them as well.

Project Partners had agreed that there isn't necessarily any legally enforceable IPR in the products developed during the project duration. Any partner, who is going to use any of the project exploitable results in their current form, including later adaptations, should mention all partners as contributor of its development (e.g. in the disclaimer section). Every project partner has complete freedom to implement and manage any of the project results in their own countries in their own way.

Work developed within the project lifecycle falls under the following creative commons category: **Attribution-Non Commercial-No Derives Licensing** whereby third parties may download the works of the parties and share them with others as long as they credit the project, but they can't change them in any way or use them commercially.

<http://creativecommons.org/licenses/by-nc-nd/3>.

⁶ ECWT Expolitation Plan

Through the EEA Grants and Norway Grants, Iceland, Liechtenstein and Norway contribute to reducing social and economic disparities and to strengthening bilateral relations with the beneficiary countries in Europe. The three countries cooperate closely with the EU through the Agreement on the European Economic Area (EEA).

For the period 2009-14, the EEA Grants and Norway Grants amount to €1.79 billion. Norway contributes around 97% of the total funding. Grants are available for NGOs, research and academic institutions, and the public and private sectors in the 12 newest EU member states, Greece, Portugal and Spain. There is broad cooperation with donor state entities, and activities may be implemented until 2016.

Key areas of support are environmental protection and climate change, research and scholarships, civil society, health and children, gender equality, justice and cultural heritage.



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