



IN-HABIT - INclusive Health And wellBeing In small and medium size ciTies

D8.14 Market Analysis and Preliminary Exploitation Strategies

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EXECUTIVE SUMMARY

This deliverable (D8.14) presents the market analysis and preliminary exploitation strategies for IN-HABIT’s Key Exploitable Results (KERs) and Visionary and Integrated Solutions (VIS). Three successive versions were prepared to reflect the evolving maturity of results, integration of partner feedback, and the alignment with IP protection decisions, including the submission of the **European Union Trade Mark (EUTM) “IN-HABIT.”** The final version sets out exploitation roadmaps for core outputs such as the City Pets game, the IN-HABIT Data Platform, the IN-HABIT APP, and cities’ replicable solutions, alongside risk assessment.

The exploitation strategies are built directly on the materials produced by the city partners: Lucca’s pet-friendly guidelines and Humanimal Manual, Córdoba’s co-creation methodology and VIS portfolio, and Nitra’s replication guide and catalogue of replicable solutions. The report also highlights stakeholder engagement and policy dialogue when planning for upscaling and exploitation, particularly through the “Breakfast with Policy Makers” events held in each pilot city, which facilitated institutional uptake.

Together, these strategies ensure that IN-HABIT results remain visible, exploitable, and sustainable beyond the project’s lifetime, contributing to inclusive urban innovation across Europe.



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VERSION LOG

Issue Date	Rev. No.	Author	Change
31/12/2024	V2.0	Katarína Melichová (SUA), Vanesa Kováčová (B4B), Simona Laurová (HIDE)	Redraft of rejected D8.14 elaborated by WTG
14/08/2025	Draft V3.0	Michele Dubbini (Horizon Booster expert)	Reviewed version, new IPR considerations suggested
31/08/2025	Final V3.0	Katarína Melichová (SUA)	Incorporated reviewers' suggestions, included information about the process of exploitation strategy formulation before and after engaging with services, and inclusion of exploitation roadmaps.
30/01/2025	Final V4.0	Katarína Melichová (SUA)	Post review revisions
10/02/2026	Final V5.0	Katarína Melichová (SUA), Lorenzo Rulfo (BOT)	Updated IN-HABIT APP sections in line with D8.8 positioning



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HISTORY OF CHANGES

Page	Description
3-4	Update of VERSION LOG and introduction of HISTORY OF CHANGES
27-39	Updated IN-HABIT APP KER profile in line with D8.8 positioning, removed references to the reward system, and aligned content with the agreed downgrade as a research and learning outcome.
77	Target markets and user groups were summarized for each KER, distinguishing institutional adopters from end users.
78	Explicit Go-to-Market / Use Model descriptions for all project-level KERs were introduced, together with a consolidated summary table comparing Go-to-Market approaches and Use Models across all KERs.
92-105	Updated IN-HABIT APP section on exploitation roadmap in line with D8.8 positioning and aligned exploitation-related content with the agreed downgrade as a research and learning outcome.
117-121	Updated IN-HABIT APP section on exploitation risk assessment with the agreed downgrade as a research and learning outcome.
114-115	2 Social Business Model Canvases were developed based on the exploitation roadmaps of Data Platform and Inclusive B4B Training Programme
136-138	A dedicated section on alliances across the value chain was added differentiating project- and consortium-based and potential post-project alliances and linking them to relevant KERs; short explanatory text clarifying how different alliance types support different exploitation routes was introduced.



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1. INTRODUCTION

This is the 3rd iteration of this deliverable. Its original purpose was to outline the preliminary exploitation strategy for potential results and VIS developed by the IN-HABIT project and identify relevant actors and stakeholders mostly linked to potential target markets (target beneficiaries and target customers and the potential roads to market. The goal is to provide a roadmap for the effective upscaling, replication, and uptake of the project results beyond the scope of the project, ensuring the sustainability of the solutions developed to boost inclusive health and wellbeing.

The second iteration of the deliverable built upon the initial D8.14 submitted previously, and reflected on the shortcomings listed in the Second Project Review (EC,2024) and taking into account the recommendations, specifically:

What was recommended/agreed on post Second Project Review (EC, 2024)	How it was delivered
<p><i>“We agree on the proposal of each partner taking care of the completion of D 8.14 due to the termination of WTG beneficiary, proven that beneficiaries SUA/B4B will clearly coordinate this task replacing terminated partner WTG as indicated in the ongoing amendment.”</i></p>	<p>SUA, B4B with the oversight and involvement of UCO coordinated the task of developing strategies for exploitation of both KERs listed in the Grant Agreement and VIS-related KERs. SUA was responsible for the final delivery. The second iteration was submitted by 31.12.2024.</p>
<p><i>“The proposal to set up a methodology to analyse all developed solutions in terms of their exploitability, identify additional Key Exploitable Results (KERs) along those already indicated in the GA and propose initial exploitation strategies in D 8.14 is fine. We recommend to prepare this strategy ahead of M52 (eg. in M49) to allow proper time to</i></p>	<p>SUA prepared a methodology for the collaborative analysis of all developed solutions in terms of their exploitability to reassess all potential KERs of IN-HABIT and it was implemented jointly with B4B during the General Assembly in Riga in September 2024 with all partner representatives. The information from that workshops were</p>



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<p><i>test the initial strategy before drafting the final one, therefore the deliverable 8.14 should be ready by that month.”</i></p>	<p>processed and included in the D8.14 submitted in December 2024, and also in this, 3rd iteration of the same deliverable. Several of the strategies for actions aimed at exploitation of results devised by the pilots were indeed tested, more specifically, as part of their replication efforts.</p>
<p><i>“We agree that the final exploitation strategy and business analysis will be included in D8.16 concerning the commercial uses of KERs, while other KERs (eg. most promising VIS) will be included in D8.17 with policy guidelines.”</i></p>	<p>Final market analysis for specific KERs with potential commercial uses is indeed included in D8.16 which was delivered by B4B in August 2025. UCO and SUA provided guidance to B4B during the process of its elaboration. Regarding the link to D8.17, we made some slight repositioning. Deliverable was submitted by due date, and it did include description of most promising VIS-related KERs. However, to keep D8.17 (a deliverable intended for policymakers and other external stakeholders) not too long, the project partners felt we needed to include more detailed catalogues of most promising VIS related KERs in the D1.5, 2.5, 3.5, and 4.5, that is the Upscaling plans of the pilots. Each pilot also developed several methodological guidelines and toolkits, that would further aid in exploitation of the most innovative and successful results of the project.</p>

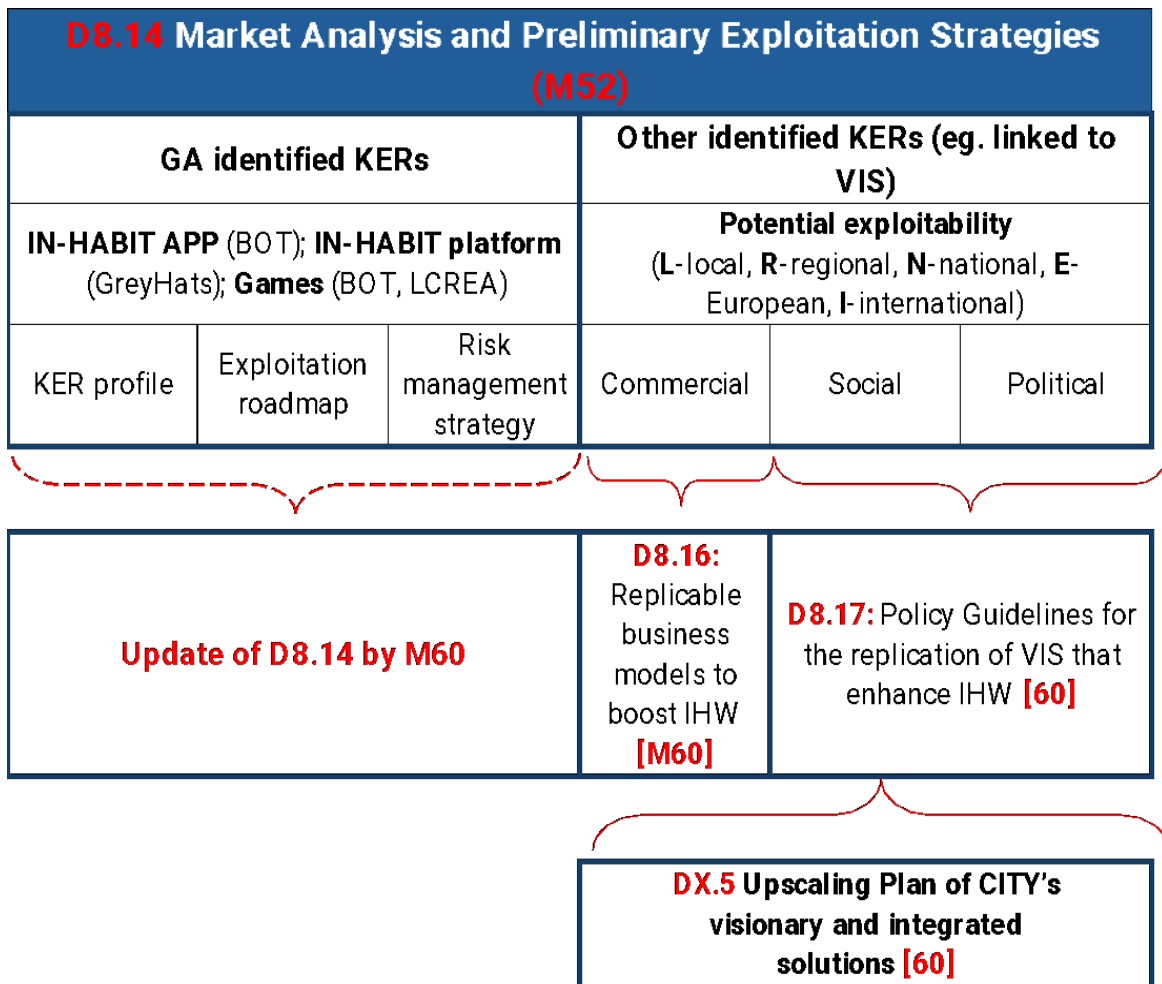


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1.1 Relation to other work packages and deliverables

Another purpose of this deliverable is to define the relation of exploitation strategy and specific exploitation efforts towards other work packages in general and its connection to other deliverables, submitted or planned. In the context of Horizon 2020 and Horizon Europe programs, the concepts of replication, upscaling, exploitation, communication, and dissemination are interconnected and collectively contribute to maximizing the impact of research and innovation projects. be employed for this purpose.



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2. Methodology and IN-HABIT Exploitation

Strategy

The exploitation strategy for the IN-HABIT project aims to ensure that its results achieve significant societal, economic, and environmental impacts. This methodology integrates intellectual property management, stakeholder analysis and plans for ensuring their sustained engagement, market analysis, and innovative approaches. The goal is to maximize the sustainability, scalability, and societal benefits of the project's outcomes while aligning with the objectives outlined in the Grant Agreement. To address the issues raised during the second review, we developed a more integrated and collaborative approach on the consortium level. This strategy aims to ensure the identification of the Key Exploitable Results (KERs) with the greatest potential to extend the legacy of the IN-HABIT project beyond its official end. Additionally, the exploitation strategy should establish a clear blueprint and timeline of actions required to achieve these objectives.

2.1 Management of Intellectual Property and Key Exploitable Results (KERs) Identification

The effective management of Intellectual Property Rights (IPR) is fundamental to safeguarding and leveraging the project's results. IPR management in IN-HABIT involves two main categories: Background IP and Foreground IP, alongside the structured identification and application of Key Exploitable Results (KERs).

Background IP includes any pre-existing knowledge, technologies, data, or intellectual property that a project partners bring to IN-HABIT. This may involve existing IP: Patents, trademarks, software, or methodologies owned by a partner prior to the project's initiation; prior knowledge: Know-how or expertise developed outside of the project that is necessary for or contributes to the project outcomes. Examples include:

- Urban planning frameworks or community engagement methodologies developed prior to the project.



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- Software or analytical tools owned by a partner that are essential for implementing project activities.

Ownership of background IP remains with the original contributors, and its use within the project is governed by the consortium agreement. This ensures clarity regarding access rights and protects the partners' proprietary assets.

Foreground IP refers to all innovations, knowledge, and intellectual property created during the project. This may include:

- New methodologies for designing inclusive public spaces.
- Health and wellbeing promotion interventions tailored to urban settings.
- Policy frameworks aimed at enhancing governance and equity in relevant thematic areas

Foreground IP is owned by the partner(s) responsible for its creation, as outlined in the Consortium Agreement. These results are safeguarded through mechanisms such as patents, trademarks, copyrights, or utility models, ensuring their future use and exploitation.

Key Exploitable Results (KERs) are the tangible and impactful outputs of the project. They should be identified, refined, and categorized based on their potential for societal and economic impact but also their innovativeness. Key Exploitable Results (KERs) potentially generated by the IN-HABIT project that hold potential for significant societal and economic impact were already identified in the Grant Agreement. These results encompass innovative solutions, such as digital applications, co-designed urban interventions, health and well-being monitoring frameworks, and other toolkits or handbooks that enhance community engagement in urban planning.

The exploitation of KERs will be guided by a detailed **Use Model** for each identified KER:

- **Direct applications:** These involve manufacturing products, offering services, or conducting contract research directly linked to the project results. For example, a toolkit developed during the project may be commercialized and offered to municipalities as a service.



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- **Indirect applications:** Indirect pathways include licensing agreements, influencing policy through the adoption of recommendations, and creating spin-offs to further develop and market the results. For instance, a new policy framework may be licensed to other cities or integrated into national urban development strategies.

By combining robust IPR management with a focus on KERs, the IN-HABIT project ensures that its innovations are protected and primed for impactful application. There are several types of IPR that partners responsible for the exploitation of their respective results can employ. According to the European Intellectual Property Organisation or regional patent office. They are examined in a process that results in the grant or refusal of a patent.

Patents normally last for a maximum of 20 years from the date of filing of the application. In some countries, a special, less powerful kind of patent called a utility model (or "petty patent") is also available.

- **Utility models** usually offer simpler protection for a shorter period of time. Most countries require inventions simply to be new in order for them to receive utility model protection. Others, for example, Germany, also require them to involve an inventive step. But most countries examine neither novelty nor inventive steps and will register any utility model that complies with the formalities.
- **Copyright** does not need to be registered. It "automatically" exists when the work is created. Copyright protects any original, creative, intellectual or artistic expression, including scientific literature, plays, software, photographs and paintings, music, television broadcasts, etc. The duration of a copyright is roughly the life of the author plus 70 years, depending on the case and country.
- **Trademarks** are distinctive signs identifying and distinguishing the commercial source of goods or services. They can consist of words, logos, names and colours, as well as any other means of identifying commercial origin, such as the shape of the product or its packaging, or even sounds or smells. Trade marks can be created simply by using them or by explicitly registering them.



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- Registered designs** (USA: "design patents") protect the ornamental design, form, appearance and style of objects, but not their functional aspects. The requirements are absolute novelty and individual character. The duration of protection for a Community registered design is a maximum of 25 years from the date of application to register. They are granted in five-year terms, which are renewable. **Unregistered designs** also enjoy protection under certain conditions. The duration of protection for a Community unregistered design is a maximum of three years following publication of the design (e.g. presenting to the public) in the European Union. In some countries, e.g. Slovakia, if an entity is to seek a registered design, it is expected to do so prior to publishing it to the public (in some case this is extended to up to 6-12 months post publication).
- Trade secrets** consist of any confidential business information which provides an enterprise a competitive edge. Contrary to other figures of IP, trade secrets are protected without any procedural formalities; consequently, they can be protected for an unlimited period of time. A trade secret information must be (a) secret, (b) must have commercial value due to its secret nature and (c) must have been subjected to reasonable steps by the rightful holder of the information to keep it secret.

Those most suitable for IN-HABIT project results were identified at this stage as **design rights and copyright**.



Figure 1 Types of Intellectual Property Rights. Source: based on euipo.europa.eu



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KER profile – TEMPLATE	
Problem	Describe the problem you are addressing (your customer/target group has) "Customer" is meant here as the people, companies, organisations, etc who will use/adopt the result Customer vs. target group
Alternative solution	Describe how your customer has solved the problem so far
Unique Value Proposition	Describe the competitive advantages what your does solution better (innovative aspects), what are the benefits, what does the user/customer want, what distinguishes it from the competition/current solutions?
Description	Describe in a few lines your result and/or solution i.e. product, service, process, standard, course, policy recommendation, publication, etc illustrate how your solution solve "customers" problem/s
Market	Target market
	Competitors
Go to Market	Use model
	IPR

Figure 2 KER Profile Template to be elaborated for each identified KER



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2.2 Identifying Potential VIS-related Key Exploitable Results

As stated in the Grant Agreement, in addition to the initially identified project-level KERs, the tested and prototyped visionary and integrated solutions in pilot cities will also be explored to identify additional potential KERs.

To do so, as a part of the exploitation strategy, SUA and B4B partners (appointed to lead the process of developing the IN-HABIT exploitation strategy after the exit of the WTG partner) organised participatory workshops during the General Assembly in Riga on **24th – 25th of September 2024**. The VIS-KERs workshop involved the assessment and categorisation of the results of IN-HABIT city pilots for their exploitation potential, with an objective to identify and evaluate exploitable results generated from the project's VIS and classify these results according to their potential for scalability, and market applicability. According to the VIS-KERs evaluation sheet in below figure, the process involved the initial definition of:

- **Roles and responsibilities:** Define and assign responsibilities for each participant or stakeholder involved in the exploitation strategy.
- **KER description:** Clearly describe the innovative product, service, or process (the result) and its specific features or benefits.
- **Potential exploitability:** Assess the result's viability at different levels (Local, Regional, National, European, or International), depending on the scope and demand.
- **Potential market:** Identify two key audiences:

USERS: End-users or beneficiaries of the solution, such as community members or specific groups (e.g., urban residents, cyclists).

CUSTOMERS: Entities willing to pay for the solution or integrate it into their operations, such as municipalities, NGOs, or private companies.



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Potential KER	Roles and responsibilities			KER description			Potential exploitability (L-local, R-regional N-national, E-European, I-international)			Potential Market	
	Partner/s responsible/owner	Other partners involved	Other stakeholders involved	Type (product, service, process, standard, course, policy recommendation, publication, data) and use case/IPR	Brief description	Innovation / Unique value proposition, esp. in regards to IHW impact	Commercial	Social	Policy related	Users	Customers
VIS...										Beneficiaries of the solution (eg. specific vulnerable groups, citizens in general, etc.)	Who is going to implement the solution and/or pay for the solution (eg. local public administration, schools etc.)

Figure 3 VIS-KERs Evaluation Sheet elaborated during workshops

This resulted in a clear and prioritized list of KERs with defined roles, potential markets, and exploitation strategies that align with the broader IN-HABIT project goals and the needs of target audiences so that the VIS-related potential KERs are not only conceptualized but also strategically positioned for practical application and market uptake. A specific point of focus was the initial analysis of VIS-KERs exploitability on different levels (**local, regional, national, European and international**) and opportunities for leveraging their **commercial, societal, and policy-related** potentials.

This approach focuses on not only pinpointing specific target markets but also understanding their geographical scope, so that subsequent market analysis in D8.16 is more targeted. In the framework of this exploitation strategy, for each VIS-KER during the workshops we analysed the following:



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Innovation Potential and Impact

The European Commission defines innovation in the context of Horizon Europe as the implementation of a new or significantly improved product, process, service, or method that creates measurable value for society, the economy, and the environment. Under this definition, project results are expected to go beyond scientific advancement to deliver tangible solutions that can be taken up by policy makers, industry, civil society, or other end users. In IN-HABIT, innovation is embodied in the integration of digital tools, inclusive business models, and nature-based, cultural, and social interventions into a coherent, replicable framework for enhancing Inclusive Health and Wellbeing. The exploitation of these results as innovations is intrinsically connected to impact: by turning novel approaches into operational solutions adopted in real contexts, the project directly contributes to improved urban liveability, social cohesion, and economic vitality. This alignment between innovation and impact ensures that the results are not only original in conception but also effective in delivering the long-term societal, technical, and economic changes envisaged in the Grant Agreement.

1. Commercial Innovation Potential

The commercial potential of the IN-HABIT project results lies in their potential ability to generate economic value through market applications. This involves identifying products, services, or technologies that can meet specific industry needs or create new opportunities. Commercial exploitation may include:

- **Product development:** Turning project outputs into tangible products such as tools, software, or devices for market entry.
- **Services:** Offering consulting, training, or technical support derived from project results.
- **Licensing and Intellectual Property:** Monetizing results through patents, trademarks, designs or utility models that can be licensed to third parties.
- **Spin-Offs and Start-ups:** Establishing new businesses to further develop and market project innovations.



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The innovation potential of the IN-HABIT results strengthens their capacity to deliver tangible economic benefits. By introducing novel approaches that integrate digital platforms, inclusive business models, and multifunctional public space solutions, the project creates differentiated offerings that can be positioned competitively in various markets. These innovations enable cities and organisations to access tools and services that were previously unavailable or fragmented, thereby creating new demand and unlocking investment opportunities. The ability to replicate and adapt these solutions in diverse urban contexts amplifies their market reach, while the integration of gender, diversity, equity, and inclusion principles increases their relevance to funding bodies and public authorities. As a result, the innovative nature of the IN-HABIT outputs is directly linked to economic impact: it drives revenue generation for service providers, fosters entrepreneurship, attracts private and public investment into regenerated areas, and supports the creation of sustainable jobs in sectors such as urban design, cultural services, health and wellbeing, and smart city technology.

2. Societal Innovation Potential

Societal exploitation ensures that Horizon project results contribute to the broader objectives of the European Green Deal, the UN Sustainable Development Goals (SDGs), and other frameworks aimed at fostering sustainable and inclusive growth. It focuses on creating solutions that directly benefit communities, including, but not limited to following:

- **Improving quality of life:** Developing tools or methodologies that enhance well-being, inclusivity, or health outcomes.
- **Empowering marginalized groups:** Promoting equitable access to resources, education, and services through innovative approaches.
- **Cultural and behavioural change:** Raising awareness and influencing behaviours around sustainability, equity, and other societal goals through campaigns, educational materials, etc.

These societal innovations developed within IN-HABIT are designed to translate directly into measurable societal impacts, creating long-term value for communities beyond the project's lifetime. By combining digital engagement tools, inclusive urban design, and participatory



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planning methodologies, the project delivers practical solutions that address the needs of diverse and often underserved populations. These innovations promote social cohesion by fostering shared spaces that are safe, accessible, and culturally meaningful, while embedding gender, diversity, equity, and inclusion principles into urban development processes. As a result, they contribute to improved quality of life through enhanced health and wellbeing, increased civic participation, and stronger community networks. They also empower marginalised groups by expanding access to resources, skills, and opportunities, thereby reducing inequalities and promoting social mobility. Furthermore, by influencing behaviours and mindsets towards sustainability and inclusivity, these innovations reinforce the achievement of societal objectives set out in the European Green Deal and the UN SDGs, ensuring that project impacts extend well beyond the initial pilot cities into broader urban policy and practice.

3. Policy-Related Innovation Potential

The policy dimension ensures that Horizon project results contribute to long-term structural transformation, aligning with EU policy priorities such as the European Green Deal, digital transformation, and regional development goals. The focus is usually on influencing and shaping governance systems, regulations, and standards through evidence-based insights and innovative frameworks. This potential includes:

- **Policy recommendations:** Providing actionable guidelines or frameworks to inform decision-making at local, regional, or national levels.
- **New standards and legislation:** Contributing to the establishment of technical standards or legal frameworks that promote sustainable and inclusive practices.
- **Integration into public systems:** Ensuring that results are embedded into urban planning, health systems, or environmental policies, enabling systemic change.

The policy-oriented innovations developed in IN-HABIT have the potential to drive systemic change by embedding inclusive, sustainable, and evidence-based practices into governance frameworks. By generating robust data, evaluation methodologies, and participatory planning models, the project provides a strong evidence base for shaping policy at local, regional, and EU levels. These innovations translate into concrete impacts through the formulation of targeted



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policy recommendations, the proposal of new urban accessibility and inclusivity standards, and the integration of health and wellbeing indicators into city planning and monitoring systems. The adoption of these frameworks by public authorities can lead to more equitable resource allocation, improved regulatory compliance, and strengthened policy coherence across sectors. In this way, IN-HABIT's policy outputs not only align with strategic priorities such as the European Green Deal, the EU Urban Agenda, and the digital transition, but also ensure that the project's benefits are institutionalised, scaled, and sustained through formal governance mechanisms long after the project's conclusion.



Figure 4 VIS-KERs Identification and Evaluation workshops in Riga (Sept 2024) with all partners present



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3. Preliminary market analysis – mapping IN-HABIT stakeholders

The IN-HABIT project addresses multiple markets across its Key Exploitable Results (KERs). In the scope of the IN-HABIT project, it is important to make the distinction between customers and beneficiaries. This distinction lies in their roles and how they engage with the key exploitable results (KERs) and ensure that both operational (customer-focused) and social (beneficiary-focused) objectives of the exploitation strategy are met. In this sense, **customers** are entities or organizations that procure, adopt, or invest in the tools, platforms, and services provided by the KERs. These include municipalities, universities, NGOs, businesses, and urban development organizations. Customers typically have decision-making authority, financial resources, and operational control to implement these solutions within their spheres of influence. **Beneficiaries/target groups**, on the other hand, are the end-users or target groups who directly or indirectly benefit from the application of the KERs. These include citizens, marginalized communities, employees, students, and other disadvantaged groups who experience improvements in inclusivity, well-being, or accessibility due to the actions of the customers. With this approach, we aim to achieve:

- Targeted design and implementation: Understanding the needs and capabilities of customers ensures that the solutions are effectively designed and delivered. Similarly, a clear understanding of beneficiaries helps tailor outcomes to meet their specific needs.
- Resource allocation: Customers allocate resources (financial, human, or material) to implement the solutions. Knowing who the beneficiaries are ensures that these resources are directed appropriately to maximize impact.
- Impact assessment: Evaluating success requires distinguishing between the effectiveness of implementation (customer-focused metrics) and the tangible benefits realized by the target groups (beneficiary-focused metrics).
- Strategic communication: Marketing efforts must appeal to customers who make purchasing or adoption decisions, while outreach and engagement strategies must resonate with beneficiaries to ensure acceptance and meaningful impact.



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- Sustainability: Customers play a pivotal role in maintaining and scaling solutions, while beneficiaries provide feedback and demonstrate real-world value, driving iterative improvements and broader adoption.

IN-HABIT KERs TARGETED BENEFICIARIES:

- **Citizens:** Gaining access to inclusive urban spaces, participatory tools, and better living environments, with emphasis on improving conditions for those in socio-economically disadvantaged areas.
- **Urban Planners and Policymakers:** Using actionable data and frameworks to inform sustainable urban development strategies, ensuring no community is left behind.
- **Researchers and Academics:** Accessing data platforms and methodologies for cross-disciplinary studies and innovation focused on equity and inclusion.
- **Students and Educators:** Engaging with gamified and practical tools to learn and teach inclusivity and sustainability concepts, particularly in underfunded schools and communities.
- **Marginalized Communities:** Including but not limited to women, ethnic minorities, low-income groups, individuals with disabilities, the elderly, LGBTQ+ individuals, and refugees, benefiting from policies and urban initiatives that address systemic inequities.
- **Employees and Underrepresented Groups:** Experiencing greater inclusivity and equity in workplaces, including those with limited access to education or career opportunities.
- **Children and Youth in Vulnerable Situations:** Participating in inclusive games and educational initiatives that enhance learning and social integration.
- **Elderly and Persons with Disabilities:** Accessing improved infrastructure, inclusive public spaces, and programs designed to reduce barriers and promote wellbeing.



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IN-HABIT KERs POTENTIAL CUSTOMERS:

Municipalities: Seeking tools and frameworks for enhancing citizen engagement, urban planning, and sustainability efforts.



Other government institutions: Adopting platforms and training programs for integrated urban management and decision-making, with a focus on equitable access for all.

Urban Development Initiatives and Projects: Utilizing data and digital platforms to design and implement health and wellbeing interventions that prioritize underserved populations.



NGOs and Advocacy Groups: Interested in resources for promoting inclusivity, community participation, and policy advocacy, especially for disadvantaged groups

Universities and Educational Institutions: Leveraging tools, games, and training materials for research, education, and skill-building initiatives.



Businesses: Implementing training programs to enhance inclusivity, diversity, and opportunities for disadvantaged groups.

Community Organizations: Using games and handbooks to foster education, engagement, and community development for underrepresented populations.



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4. Key exploitable results

KERs identified in the project Grant Agreement:

The IN-HABIT APP **The IN-HABIT Data Platform** **The Pets Game**

KERs identified during project implementation

GDEI Handbook **Inclusive B4B Training Program**

Potential VIS-related exploitable results – VIS-KERs

Cordoba Pilot	Riga Pilot	Lucca Pilot	Nitra Pilot
Tailor-made courses for neurodiverse people	Accessibility ramp & Lift	Animal Assisted Intervention	Community bikesharing service
B4B adapted model for vulnerability areas	Community Kitchen	PET-CARE services	Community Garden Workshops
Guidelines for replicability of IH & WB in different contexts	Community Garden and Events	Animal lines of relational area	Co-Design Atelier
		Educational activities	Plastic Terrazzo Urban Furniture
		Tourist Development Activities	Adaptive Urban Furniture Add-on
		Support to Integrated Hum-animal Planning and Policies	Flood-Proof Countersunk Public Grills for Public Spaces



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4.1 The IN-HABIT APP

The INHABIT-APP is a user-friendly, web-based platform designed to promote inclusive health and well-being (IHW) in urban environments. It empowers citizens, policymakers, and other stakeholders through geolocated missions, gamified activities. In the original Grant Agreement, the IN-HABIT APP also included two-way communication tools in connection with research-related data surveys and integrated platform to include sensor data, while during the project implementation not all the objectives have been possible to reach, and different performances were registered in pilot cities, while mitigation actions were put in place. By integrating real-time data collection, behavioural nudging, and gamification, the app fosters active citizen engagement and informed decision-making, supporting inhabitants in engaging in virtuous behaviours and seeking healthier, better daily habits. IN-HABIT-APP addresses the challenges of disconnected tools and limited citizen participation by providing a comprehensive experimental digital tool, developed and tested during the project that supports collaboration between citizens and local authorities creating healthier and more inclusive cities.



Figure 6 IN-HABIT APP intro page



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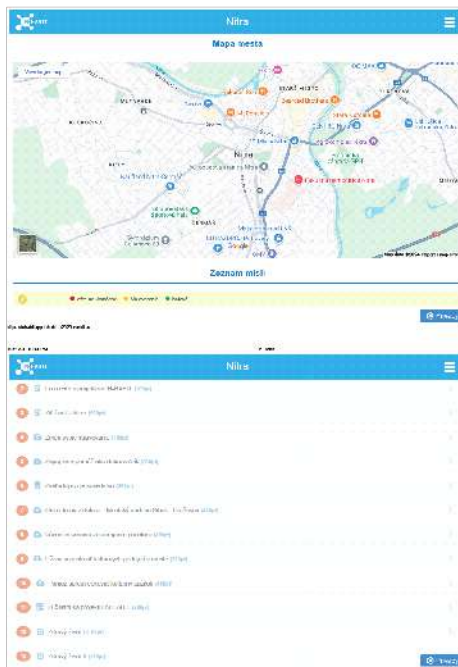
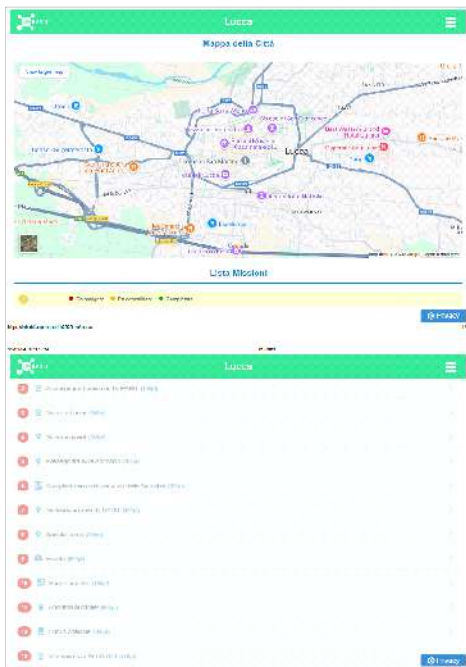
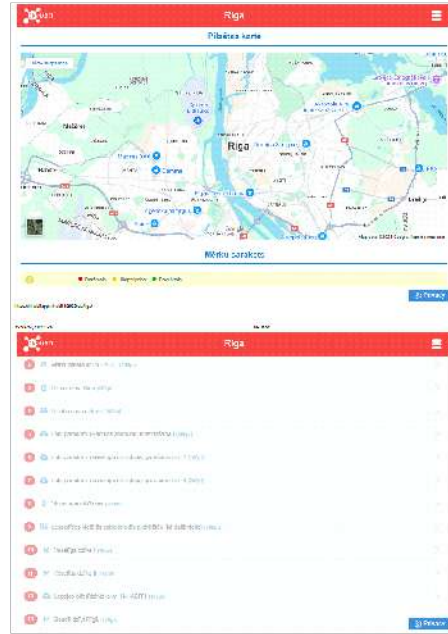
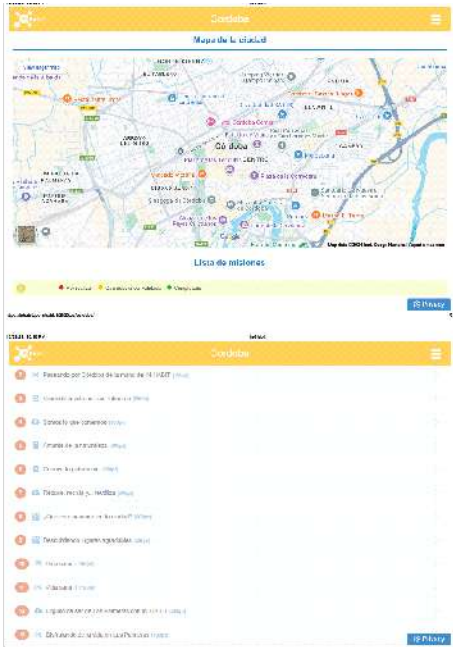


Figure 7 IN-HABIT APP city pages with various types of missions



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KER Profile

IN-HABIT APP

Problem statement

Urban environments, especially in small and medium-sized cities, face significant challenges in promoting inclusive health and well-being (IHW). Citizens, local authorities, and other stakeholders often lack interactive and accessible tools to:

- Understand and address the complexities of urban well-being.
- Engage in meaningful, inclusive and participating communication for co-creating healthier and more inclusive urban spaces.
- Leverage behavioural insights to foster community participation and sustainable behaviour changes.

Existing solutions are often fragmented, lack adaptability to local contexts, or are inaccessible to disadvantaged or digitally excluded populations. These gaps hinder the potential for effective data collection, citizen engagement, and policy impact evaluation. The project evidence confirms that technological delivery alone is insufficient to secure sustained participation; human infrastructures (facilitation, incentives, communication) remain decisive for adoption.

Primary users:

- Local citizens across diverse demographics, including those at risk of exclusion (elderly, low digital literacy). Local inhabitants participating in particular to the project implemented activities and using the hard and soft VIS implemented.
- Local authorities and policymakers seeking actionable data and tools for better urban governance through the integration of the IN-HABIT platform providing meaningful and updated data according to the context. This objective is set to be reached out through the connection of the app to a platform, easily integrated by APIs.

Secondary users:

- Tourists and visitors exploring cities, in particular, the neighbourhoods included in the project interventions and ameliorations through interactive content and locally focused features. Cities with a major tourist vocation would take advantage of the app in a wider way.



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- Educational institutions and students engaging in gamified activities for urban awareness together with their families

"Customer" vs. "Target Group": Customer refers to the direct adopters and users of the IN-HABIT-APP, such as citizens actively participating in the app's missions, games, and surveys. Target Group encompasses a broader spectrum, including local authorities, policymakers, researchers, and external stakeholders who benefit from the app's data, insights, and impact on urban environments.

Alternative solutions

The above-mentioned challenges related to promoting inclusive health and well-being (IHW) in small and medium-sized cities have traditionally been addressed through fragmented and less interactive solutions. These approaches often fall short of achieving comprehensive and inclusive outcomes. Below are the main alternative solutions:

For citizens:

- Static information channels: citizens often rely on traditional media (newspapers, posters, leaflets) and social media platforms to learn about local events, health initiatives, or public services. These methods are one-directional, lack interactivity, and fail to provide real-time, location-based, or personalized insights.
- Generic mobile applications: general city apps or services (e.g., Google Maps, tourism apps) may provide limited geolocated information but usually lack behavioural engagement mechanisms like gamification or nudging.
- Community groups: local community meetings or informal social media groups are used for collective decision-making or participation in local activities. However, these are time-consuming and exclude those unable to participate physically or digitally.

For city administrators and policymakers:

- Manual data collection: surveys, focus groups, and public meetings are the most often methods used to gather citizen feedback. These methods are resource-intensive, slow, and often fail to capture real-time or actionable insights.
- Independent platforms and tools: administrations may use standalone tools for specific tasks, such as GIS for mapping or online surveys for feedback. However, these tools are not integrated into a unified platform, limiting their utility in holistic urban planning.



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- Top-down communication: authorities often rely on one-way communication (e.g., announcements, newsletters) to disseminate information, leading to a lack of citizen involvement and bottom-up feedback.

Limitations of current solutions:

- Lack of interaction and engagement: Traditional solutions fail to actively engage citizens, particularly through modern methods like gamification or behavioural nudging.
- Fragmented and non-adaptive: The use of multiple, unconnected tools makes data collection and analysis inefficient and difficult to act upon in a timely manner.
- Digital divide: Existing apps or digital solutions often fail to be usable by diverse groups, especially those with low digital literacy or users with older devices.

Unique Value Proposition

The APP fosters civic engagement, socialization, geographical monitoring, spot interconnections, stimulating user-generated content, feedback, physical activity exploratory reflections on alternative engagement mechanisms.

Competitive advantages of the IN-HABIT APP as compared to alternative solutions:

1. Inclusive and accessible design:

- Designed as a web-based app, accessible across all devices without requiring app store downloads to meet the broadest population possible, including low digitally literacy inhabitants. This approach ensures inclusivity, especially for populations with older devices or limited digital literacy.
- Available in multiple languages (local languages plus English for showcase versions), making it adaptable to diverse user groups.

2. Geolocated and personalized engagement:

- Combines real-time geolocation with behavioural science principles to deliver highly relevant, context-sensitive content (e.g., nearby events, local initiatives, and tailored nudges, in particular, connected with the participation of project-related activities, and regular surveys to measure the impact on those on health and wellbeing).
- Provides gamification features such as missions that encourage participation and foster long-term engagement.

3. Citizen-science approach:

- Enable users to contribute feedback and data that can support research and local decision-making processes.



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- Enables two-way nudging: vertical (citizens and policymakers, through the platform integration) and horizontal (citizen-to-citizen), fostering a collaborative urban culture.

4. Behavioural and gamification innovations:

- Integrates behavioural nudging tools, games and challenges to influence positive behaviours (e.g., using sustainable transportation, exploring cultural routes, or engaging in healthy activities).
- Unique storytelling features through quests that enhance the user experience.

5. Flexible and adaptable open-source architecture:

- Built with an open-source, upgradeable design, allowing potential adaptation for other cities and contexts.
- Provides integration capabilities with other city systems, apps, and IoT infrastructure (e.g., sensors for real-time data collection).

Benefits for users and customers:

1. For citizens:

- Interactive and fun: Engaging missions and gamification elements make participation enjoyable.
- Informed and empowered: Users gain access to real-time, personalized information about their city and/or opportunities to shape local policies.
- Inclusive access: Accessible via any browser or mobile device, ensuring participation even for digitally disadvantaged groups.

2. For city administrators and policymakers:

- Data-driven decision-making: Rapid collection of actionable insights on citizen behaviour, preferences, and satisfaction.
- Policy validation: Tools to measure the impact of interventions and nudges, enabling iterative improvements.
- Citizen engagement: Strengthens trust and collaboration between citizens and local governments.

What Distinguishes INHABIT-APP from Competitors?

- **Two-way nudging:** Unlike competitors, INHABIT-APP fosters both bottom-up feedback from citizens to policymakers through the integration of the data collection platform and the information available collected through regular surveys in time and top-down engagement, making it a true collaboration platform. The IN-HABIT app is



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extremely simple and, therefore, innovative in its ease of use, like a friendly fellow citizen. The app is intended to geolocate users, entrust them with a role (at the moment, only inhabitants are playing), and communicate to them (PUSH) content by spatial proximity (the user is close to something that interests them and maybe unaware of it), or conveyed by QR codes dotted around the city (photograph and receive); content by temporal proximity (an event next week; a discount for something useful); communications about activities or interesting initiatives. On the other hand, it will allow the user to communicate requests directly to the city administrations, wherever this connection is available, or collect data to share with local administrations for general ameliorations in local contexts (PULL). In particular, its role in collecting data about research within the IN-HABIT project is of great importance. Users will be able to respond to surveys and/or behavioural games, and the results and data (movement, activities, reading, consultation) on inhabitants' use of the city will be delivered - in an anonymous form - to the administrators and project research partners for scientific purposes.

- **Gamification for social impact:** Goes beyond traditional information delivery by using gamified missions to drive behaviour change and encourage local participation.
- **Geolocated and dynamic content:** Real-time nudges based on user location and behaviour, making every interaction relevant and timely.
- **Scalability and adaptability:** Unlike competitors tied to specific cities or frameworks, INHABIT-APP is replicable in principle by third parties through the released open-source code, using customizable maps and missions.
- **Focus on IHW:** Explicitly targets inclusive health and well-being (IHW) as its core mission, with tailored features for diverse groups. Other particular features on accessibility design: Web app accessibility refers to the practice of ensuring that web applications are usable by as many people as possible, including individuals with disabilities or at risk of disadvantage/exclusion or non-digital-friendly populations. Accessibility is a crucial aspect of web app design and development, ensuring that everyone can interact with, understand, and navigate the application. Key components of web app accessibility include:
 - *Perceivable Content/ Adaptable Content: Ensuring content can be presented in different ways (e.g., simpler layout) without losing information or structure.*



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- *Distinguishable Content: Making it easier for users to see and hear content, including separating foreground from the background (e.g., sufficient colour contrast).*
- *Understandable Information/Readable Text: Making text content readable and understandable, including the use of plain language and avoiding jargon. This has proven especially challenging, given the necessity to translate the app in four languages.*
- *Predictable Content: Creating web pages that appear and operate in predictable ways, reducing the likelihood of confusion.*
- *Robust Content/ Compatibility: Ensuring content is robust enough to be interpreted by a wide variety of user agents, including assistive technologies. This includes using clean HTML/CSS and adhering to web standards.*

Target market

Primary market (targeted):

1. Municipalities and local authorities:

- seeking interactive tools to improve citizen engagement and urban governance.
- interested in leveraging data-driven approaches to support inclusive health and well-being initiatives.
- users include policymakers requiring actionable insights for urban planning.

2. Tourism offices and museums:

- utilizing the app to promote cultural heritage and local attractions through geolocated and interactive missions.
- offering tourists engaging ways to explore neighbourhoods improved under the IN-HABIT project.

3. Community organizations and NGOs:

- employing the app to enhance community engagement, participatory governance, and localized health initiatives.
- supporting marginalized groups by integrating accessibility-focused features.

Secondary market (potential):

1. Educational institutions:



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- schools and universities integrating gamified tools to foster urban awareness and sustainability education.
- enhancing curricula with participatory and gamified activities promoting inclusivity.

2. Private sector:

- companies interested in community engagement and sustainability solutions for corporate social responsibility initiatives.

Target beneficiaries

1. Citizens of all demographics:

- engaging with tools promoting healthier habits, active participation in urban development, and inclusivity.
- especially valuable for populations with low digital literacy, disabilities, or limited access to traditional platforms.

2. Tourists and visitors:

- exploring cities through interactive features that highlight inclusivity-focused improvements.
- engaging with local events and initiatives during their visits.

Early adopters

Pilot cities (Cordoba, Riga, Lucca, and Nitra):

- these cities are already utilizing the app as part of the IN-HABIT project to deliver various tasks across different work packages.
- they serve as the first adopters and validators of the app's features and impact.

Competitors

In the context of developing a comprehensive exploitation strategy (especially given all the barriers encountered in the deployment of the IN-HABIT APP within the scope of the project), analysis of the competitive landscape of platforms and applications available within the European Union is not only mandatory but extremely beneficial for analysing the landscape of comparable tools to contextualise the APP as a research prototype developed within the project . These tools, often funded by EU initiatives, provide valuable insights into how technology and participatory approaches are being utilized to address urban challenges, foster inclusivity, and enhance citizen engagement. By understanding the unique features, strengths, and deployment contexts of these platforms, we can identify opportunities for differentiation and potential synergies with the IN-HABIT app. This section



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provides an overview of some of the recently developed platforms and applications, along with a couple developed within the Horizon 2020 initiative:

WeGovNow was developed under the EU-funded Horizon 2020 project "Towards We-Government: Collective and participative approaches for addressing local policy challenges" (Grant Agreement No. 693514). The platform integrates multiple tools to enable citizens to report issues, propose solutions, participate in discussions, and engage in decision-making processes. Its key components include problem tracking, democratic proposition development, community networking, and crowdsourcing of ideas. Piloted in Turin and San Donà di Piave (Italy) and the London Borough of Southwark (UK), WeGovNow supported initiatives such as co-designing public spaces and promoting active citizenship in educational settings.

URBANAGE is an ongoing Horizon 2020 project (Grant Agreement No. 101004590) focused on creating an age-friendly decision support platform for urban planning. The platform integrates urban data, advanced analytics, and visualization tools to assess the impact of planning decisions on older adults, aiming to enhance accessibility and inclusivity in urban environments. It is being tested in Helsinki (Finland), Santander (Spain), and the Flanders region (Belgium), targeting improvements in mobility, public services, and infrastructure for ageing populations.

Others:

Maptionnaire (developed by Mapita Oy, a Finnish company and a university spin-off) is a participatory mapping tool used to gather community insights for urban planning. It excels in collecting spatial data and citizen feedback through surveys and interactive maps. However, it lacks gamification, real-time engagement, and behavioural nudging features, focusing primarily on data collection rather than fostering continuous interaction or collaboration.

Initially created by Barcelona City Hall, **Decidim** is a free, open-source participatory democracy platform that allows organizations to create and configure websites for democratic participation. It offers tools for participatory governance, such as voting and commenting, making it suitable for formal engagements. It is also currently available in several European languages. Despite its robust features, it is limited in scope for informal, gamified, or geolocated activities, reducing its appeal for broader citizen engagement.

ArcGIS StoryMaps is an app builder that creates interactive narratives by combining maps, multimedia content, and text to communicate stories in a visually engaging way. It excels in



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advanced mapping and narrative capabilities, making it effective for spatial insights. However, it requires technical expertise and does not include features for gamified engagement or fostering inclusivity.

Nextdoor is a social networking app focused on connecting neighbours and fostering local community engagement. It is highly effective in creating hyperlocal connections and discussions. However, it does not include gamification, geolocated missions, or a focus on health and inclusivity outcomes, which are key differentiators for the IN-HABIT app. It is also only available in a limited number of European countries.

Actionbound is an app that creates interactive scavenger hunts and guided tours, utilizing gamified elements for user engagement. It shares some gamified elements with the IN-HABIT app, but its primary focus is on entertainment rather than fostering inclusivity, collaboration, or behavioural nudging within urban contexts.

Founded in Belgium, **CitizenLab** is a citizen engagement platform that facilitates collaboration between residents and local governments. Its structured approach supports community discussions and participatory projects. Nonetheless, it falls short in providing real-time geolocation capabilities, gamification elements, or tools for sustained behavioural engagement, focusing more on formal feedback mechanisms.

Go to Market

Use model

After the closing of the IN-HABIT project, the IN-HABIT APP will continue to function for the involved cities as technical updates and data storage remain provided. Following the final EU review and the consortium decision, the IN-HABIT APP will not be positioned as a market-ready solution. The application is maintained in its current operational state for pilot cities, while its value is primarily framed as research and learning outcome. No commercial expansion or service provision is currently planned by the consortium, replication by third parties remains possible through the open-source release of the code and documentation.

It was considered essential by the BOT team to consult with the programmers and legal advisors. This step was taken to enable a thorough evaluation of various technical issues related to the source code, the app's CMS, and its integration with the project databases.



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The purpose was to accurately determine the security requirements for making the app publicly accessible beyond the consortium, and to assess potential risks of exploitation.

With regard to the proposal to **upload the source code to Zenodo and register it with a DOI**, confirmation had already been received from the programming team. No issues were identified in this respect. As Zenodo had been designated as the official platform for registering EU-funded intellectual property, this course of action was considered appropriate and fully aligned with project requirements.

However, concerning the potential publication of the source code on public code hosting platforms such as **GitHub**, the source code was to be thoroughly reviewed and "cleaned" to make it as generic as possible—while still replicable—by removing any references or links to the project database, platform, or user data. This was considered necessary, particularly because the code had undergone multiple manual rewrites following modification requests from various partners.

Following the cleaning and preparation process, the IN-HABIT APP source code will be released under the **Apache License 2.0**, an OSI-approved open-source license widely used in Horizon Europe projects. This license was selected as it allows broad re-use, including commercial deployment, while ensuring attribution to the IN-HABIT Consortium and providing explicit patent protection clauses. The license terms will apply to the **software code** only; all associated documentation, user manuals, and training materials will be made available under a **Creative Commons Attribution 4.0 International (CC BY 4.0)** license, while visual assets, interface designs, and other creative elements will remain © IN-HABIT Consortium and be licensed separately under **CC BY-NC 4.0** to prevent unauthorised commercial exploitation. The cleaned source code will be deposited in Zenodo, assigned a DOI, and accompanied by a README file clearly indicating the licensing terms, scope, and installation instructions. This approach ensures compliance with Horizon Europe open access obligations, enables replicability by other cities and organisations, and maintains necessary safeguards for data protection and brand integrity.



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This plan was set to be implemented, and any unexpected issues were to be communicated accordingly. The work was expected to continue throughout August and was recognized as requiring significant time and effort. Nonetheless, confidence was expressed that these measures to make the app available beyond the project – while ensuring all necessary precautions – effectively demonstrate a strong commitment of the involved partners to sharing the project's innovations and their relevance beyond IN-HABIT, even after the project's conclusion.

IP	
Background	Foreground
<p>Background IP for the IN-HABIT APP includes any knowledge, software, or methodologies brought into the project by the primary developer, Book on a Tree Ltd (BOT), prior to the start of the project, also any know-how brought into the development of localised missions by other project partners. BOT (along with other partners) retain ownership of their pre-existing IP as per Section 8.1 of the Consortium Agreement. As stipulated in Section 9.3, other consortium partners may request access to Background IP if it is necessary for implementing the project or exploiting project results, subject to fair and reasonable conditions</p>	<p>Foreground IP includes all innovations, software functionalities, and methods developed during the project for the IN-HABIT APP by BOT. BOT is the sole owner of the Foreground IP, along with the project consortium, as it is the main party generating the results (Section 8.1). Access to this Foreground IP for exploitation by other partners will require a formal agreement on fair and reasonable terms (Section 9.5). Anonymised data generated by the platform are accessible to all project partners. While the Consortium Agreement does not require software to be open source, it allows for such a possibility if approved by the Steering Committee and aligned with the overall exploitation strategy. This flexibility ensures that the use of open-source licensing is carefully considered within the broader goals of exploitation and sustainability.</p> <p>See use model paragraph for more details.</p>



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Foreground IPR protection
<p>The IPR protection strategy for the IN-HABIT APP adopts a layered approach, applying different rights to distinct components of the solution.</p> <p>The software source code will be protected under copyright as an original literary work in accordance with EU law, with authorship vested in BOT as the main developer. This copyright protection arises automatically and provides control over reproduction, modification, and distribution.</p> <p>In parallel, the graphical user interface (GUI) layouts, icons, and visual elements may be eligible for unregistered or registered Community design rights, safeguarding their appearance and distinctive visual identity, preventing unauthorised “look-alike” versions from diluting visual identity.</p> <p>The name “IN-HABIT” is a candidate for EU trademark registration, ensuring brand recognition and preventing misleading use by third parties.</p> <p>Any proprietary databases incorporated by the App, may be covered by sui generis database rights, granting control over extraction and reuse.</p> <p>This multi-IPR strategy ensures that the App’s functionality, visual identity, and brand are each protected through the most appropriate legal mechanisms, allowing flexible exploitation while maintaining clear ownership and enforcement options.</p>
Time to market
<p>The app is designed to be adaptable and can be quickly deployed in new urban settings or academic environments. Earlier in the project, a potential time-to-market scenario was explored; following the final EU review and the decision described in D8.8, no go-to-market activities are planned.</p>



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4.2 The IN-HABIT Data Platform

The IN-HABIT Data Platform is a scalable, interoperable, and user-friendly digital infrastructure that collects, processes, and visualises both real-time and historical data from multiple sources, including IoT sensors, APIs, and open datasets. Its primary objective is to support more inclusive, evidence-based urban planning by enhancing the monitoring and understanding of health, well-being, and environmental dynamics in small- and medium-sized cities. Developed in compliance with FIWARE standards, the platform ensures compatibility with widely used smart city solutions and facilitates future integrations and upscaling.

A key feature of the platform is its modular design, which allows for the continuous expansion of data types and sensor networks, ranging from air quality and biodiversity indicators to noise pollution, temperature, and patterns of public space use. This flexibility ensures that the platform can be tailored to the specific needs of different cities or projects. Personalized dashboards provide targeted access for various user groups: citizens can monitor environmental conditions and comfort levels in their neighbourhoods; policymakers can rely on aggregated data and indicators to guide decision-making and evaluate interventions; and researchers can draw on harmonised datasets for scientific analysis and cross-city comparisons.

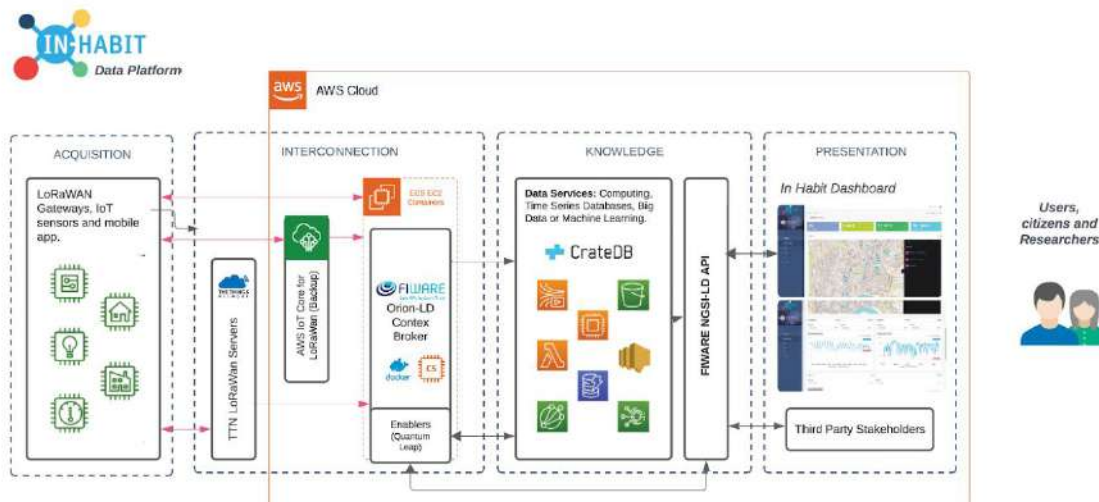


Figure 8 IN-HABIT Data Platform Architecture



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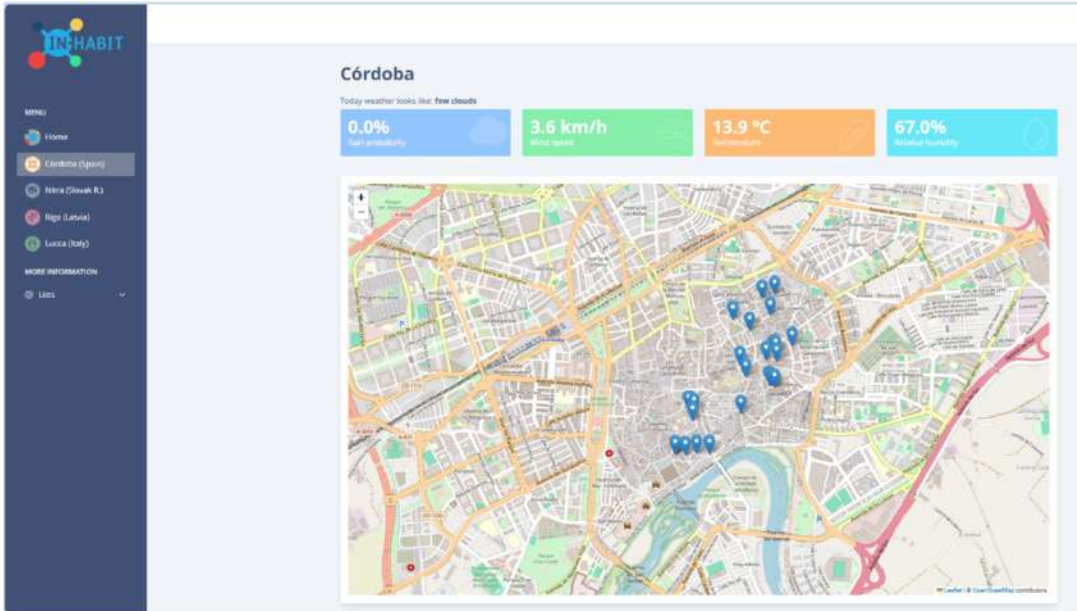


Figure 9 Córdoba in IN-HABIT Data Platform



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IN-HABIT DATA PLATFORM

Problem statement

The IN-HABIT Data Platform addresses the need for cities to make data-driven decisions that improve health, well-being, and inclusivity in urban spaces. The target group includes citizens, local communities, and public space users, while the customers are cities, policymakers, urban planners, and researchers who utilize the platform to achieve these goals.

Problems faced by the target groups:

1. Citizens and communities:

- Limited access to inclusive, functional, and healthy urban spaces.
- Lack of awareness of environmental factors like air quality, noise, and temperature that impact well-being.
- Minimal participation in co-designing urban solutions tailored to their needs.

2. Public space users:

- Inefficient or underutilized public spaces due to poor design and lack of adaptability to changing community needs.
- Inequitable access to facilities, especially for vulnerable groups (e.g., elderly, children, differently-abled individuals).

Problems faced by the customers:

1. Municipalities and policymakers:

- Limited access to real-time and historical data needed to inform urban planning and environmental interventions.
- Fragmented and non-standardized data sources make cross-city comparisons and scalability challenging.
- Inefficient tools to measure the impact of urban innovations on health and well-being, leading to delays in decision-making.

2. Urban planners and researchers:

- Need for a unified platform that integrates diverse metrics such as air quality, foot traffic, environmental parameters and others.



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- Lack of actionable insights to optimize public spaces and evidence-based solutions.

Alternative solutions

Customers such as municipalities, urban planners, and policymakers have historically relied on the following approaches to address the challenges of enhancing health, well-being, and inclusivity in urban spaces:

1. Manual data collection and surveys:

- Use of manual surveys, questionnaires, and interviews to gather data on public space usage, community needs, and environmental factors.
- Strengths: Provides direct input from citizens and localized insights.
- Weaknesses: Time-intensive, prone to errors, and limited in scalability. Data collection is often fragmented and inconsistent, making it difficult to track trends or make evidence-based decisions.

2. Standalone monitoring systems

- Deployment of individual sensors or systems (e.g., air quality monitors and weather stations) to measure specific parameters in urban spaces.
- Strengths: Offers accurate and reliable data on specific metrics like pollution or weather conditions.
- Weaknesses: Systems are often disconnected, lacking integration and interoperability. Data is siloed, limiting its usability for comprehensive analysis or cross-sector planning.

3. Ad-hoc community engagement initiatives

- Community workshops, town halls, and participatory urban design projects to gather input on public space improvements.
- Strengths: Encourages citizen involvement and inclusivity in decision-making.
- Weaknesses: Often lacks data-backed insights, making it challenging to translate feedback into actionable, scalable solutions.

4. GIS and traditional urban planning tools

- Use of Geographic Information Systems (GIS) and urban planning software to map and analyse spatial data.
- Strengths: Effective for visualizing and modelling urban environments.



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- Weaknesses: Limited real-time data integration and user accessibility. These tools are often used in isolation, without incorporating other metrics like social behaviour or environmental health.

5. Research studies and academic partnerships

- Collaboration with universities and research organizations to study urban health and well-being through specific pilot projects.
- Strengths: Provides detailed insights and theoretical frameworks.
- Weaknesses: Findings are often localized and not easily scalable. Implementation into policy or practice can be slow due to resource and communication gaps.

Gaps in current solutions:

- **Lack of integration:** Existing methods do not combine diverse data sources into a unified platform, making cross-sector and cross-city analysis challenging.
- **Limited scalability:** Many current solutions are resource-intensive and difficult to replicate in different contexts.
- **Accessibility issues:** Data and insights are not always presented in an intuitive or actionable format for diverse stakeholders, including policymakers, researchers, and citizens.

By addressing these gaps, the IN-HABIT Data Platform provides a scalable, interoperable, and user-friendly tool for data collection, analysis, and visualization, enabling its customers to enhance the well-being and inclusivity of urban environments effectively.

Unique Value Proposition

The IN-HABIT Data Platform offers a transformative approach to urban health, well-being, and inclusivity through its scalable, interoperable, and user-friendly architecture, tailored to meet the diverse needs of municipalities, planners, researchers, and citizens. A key feature of the platform is its individual dashboards, which serve as an innovative tool for engagement and empowerment.

Competitive Advantages:

- **Full interoperability using FIWARE standards:** Fully aligned with FIWARE and NGSI-LD standards, the platform ensures seamless integration with diverse data sources and existing urban systems, fostering interconnectivity across sectors and cities.



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- **Personalized and interactive dashboards:** Tailored dashboards provide actionable insights to individual users. Citizens can monitor air quality, crowd density, noise levels, and other key metrics affecting their daily lives.
- Dashboards empower citizens to make informed lifestyle choices, such as altering outdoor activity times or supporting local green initiatives based on air quality data.
- Policymakers and planners can utilize aggregated insights for data-driven interventions, while researchers can access detailed metrics for cross-disciplinary studies.
- **Promoting awareness and citizen engagement:** Dashboards visualize real-time data on issues like air quality, water use, and foot traffic, linking these metrics to broader challenges such as climate change, resource conservation, and urban heat islands.
- By highlighting the impact of small, collective actions—like reducing water use or planting trees—citizens are encouraged to actively participate in sustainability efforts.
- Tools integrated with the platforms (e.g. the IN-HABIT APP) can offer tips, gamified challenges, or community leaderboards, inspiring citizens to take action for climate resilience and inclusivity.
- **City modelling for collaborative planning:** The platform generates dynamic models of urban systems, showing how interventions (e.g., adding green spaces or implementing traffic restrictions) impact health, well-being, and sustainability.
- Predictive analytics enable simulations of future scenarios, fostering collaborative planning and helping citizens visualize the outcomes of their contributions.
- **Inclusive and accessible design:** Built for inclusivity, the dashboards cater to diverse demographics with clear visuals, possible additional multilingual support, and tools for users with varying levels of digital literacy.
- Special focus is given to vulnerable populations, offering alerts for environmental risks (e.g., high pollution) and personalized recommendations for safer practices.

Benefits:

- **For citizens:** Real-time access to environmental data fosters awareness of urban issues like air quality, traffic density, and public space usage.
- Encourages behaviour changes, such as using greener transportation or supporting eco-friendly policies, by linking individual actions to measurable impacts.
- Drives engagement through transparency, allowing citizens to see the tangible benefits of interventions like improved air quality or reduced noise pollution.



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- **For municipalities and urban planners:** Enhances public trust by providing open, accessible data, showcasing the effectiveness of policy measures, and involving citizens in urban planning processes. Reduces the communication gap between governments and communities, making co-designed interventions more effective.
- **For combating climate change:**
- Creates a feedback loop where citizens can track how small lifestyle changes, like reducing car use or supporting urban greening projects, contribute to city-wide improvements in air quality and thermal regulation.
- Inspires collective action through community-based challenges and initiatives tied to dashboard insights, fostering a culture of shared responsibility.

Target market

The IN-HABIT Data Platform operates within the smart cities and urban sustainability market, catering to the growing need for data-driven solutions to enhance health, well-being, and inclusivity in urban environments. It addresses challenges related to environmental monitoring, urban planning, and citizen engagement, positioning itself as a key tool for cities striving to meet sustainability and inclusivity goals.

Target market:

Primary market (targeted):

- **Municipalities and local governments:** Focused on improving public space design, urban sustainability, and citizen well-being through data-driven decision-making.
- **Urban planners and city developers:** Seeking tools to optimize urban layouts, measure the impact of interventions, and enhance public space usability.
- **Research institutions and universities:** Engaged in urban studies, health and well-being research, or sustainability assessments.

Secondary market (potential):

- **NGOs and advocacy groups:** Those focused on promoting environmental sustainability, spatial health and social equity in this aspect.
- **Private sector organizations:** Particularly smart city solution providers and companies involved in urban infrastructure and IoT technologies.
- **Educational institutions:** Using the platform for teaching and research in fields like urban planning, environmental science, and public health.

Customer segments:



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- **Policymakers and municipal authorities:** Especially those interested in tools for evidence-based policymaking, evaluating urban interventions, and engaging communities.
- **Urban planners and architects:** Especially those who feel the need for insights for designing inclusive, sustainable public spaces and optimizing urban infrastructure.
- **Researchers and academics:** Require access to robust, interoperable data for studies on urban health, climate change, and community behaviour.
- **Citizens and community organizations:** Interested in using the platform to gain awareness of environmental issues and participate in urban co-design initiatives.

Early adopters:

Municipalities and other stakeholders involved in pilot cities (Cordoba, Riga, Lucca, and Nitra): These cities are already using the platform to measure and improve urban health and well-being as part of the IN-HABIT project, making them the first to adopt and validate the tool.

Research institutions and universities: These organizations are early adopters due to their need for innovative tools to support data-driven studies on urban sustainability and inclusivity. Additionally, they are often the stakeholder who can more easily obtain additional funds needed to acquire access to the platform (e.g. from different research and innovation schemes, including Horizon Europe).

Progressive municipalities and smart city leaders across Europe: Cities with established smart city agendas are likely to adopt the platform early to enhance existing systems and align with EU data space strategies.

The platform's versatility and interoperability position it to meet the needs of a broad audience while initially targeting municipalities and researchers as primary adopters.

Competitors

FIWARE-based smart city platforms

Platforms like Synchronicity provide urban data integration, focusing on IoT interoperability and smart city services. They are fully compliant with FIWARE standards, ensuring robust data integration and established credibility within the smart city ecosystem. However, these platforms are often generic, lacking specific tools for inclusivity, citizen engagement, or individual dashboards tailored to urban health and well-being. The IN-HABIT Data Platform



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distinguishes itself by providing targeted features for these specific needs while maintaining FIWARE interoperability.

ESRI ArcGIS Urban

ArcGIS Urban is a leading tool for urban planning and spatial analysis, known for its advanced data visualization and trusted global presence among municipalities and planners. While highly effective for spatial analytics, it is expensive and requires significant technical expertise to implement and maintain. Its primary focus on spatial data excludes integrated health and well-being metrics or citizen-centric tools, areas where the IN-HABIT Data Platform excels with its accessible, inclusive design.

Air quality and environmental monitoring platforms

Platforms like **BreezoMeter** and **Plume Labs** specialize in real-time air quality and environmental data, offering high accuracy and detailed metrics. They are effective for raising awareness about air quality among users but are narrowly focused on environmental parameters, lacking integration of broader urban metrics like public space usage or citizen well-being. The IN-HABIT Data Platform addresses this gap by providing a more holistic approach, integrating multiple urban metrics with tools to foster citizen engagement and co-design.

Urban data platforms by big tech companies

Solutions such as Google Environmental Insights Explorer leverage big data to deliver metrics on emissions, energy use, and mobility trends. These platforms benefit from extensive datasets and advanced analytics infrastructure but focus primarily on climate and mobility metrics, offering little in terms of inclusivity or individualized dashboards. Moreover, their proprietary nature limits adaptability and open-source integration. In contrast, the IN-HABIT Data Platform offers a more flexible, FIWARE-compatible solution with a unique focus on health and citizen engagement.

City-specific dashboards and custom solutions

Many cities develop their own bespoke dashboards tailored to their local needs, offering deep integration with local policies and systems. While effective for addressing specific issues, these solutions are costly to develop and maintain, making scalability across cities a challenge. They also often operate in data silos, reducing opportunities for regional collaboration, and typically lack features for citizen engagement or well-being. The IN-



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HABIT Data Platform provides a cost-effective, scalable alternative with cross-city interoperability and a strong focus on inclusivity and community participation.

Go to Market

Use model

The primary use model for the IN-HABIT data platform involves offering the platform to other cities or universities interested in similar urban health and sustainability projects. This indirect approach helps in disseminating the technology and methodologies developed, through **licencing or other types of contracts with platform users**, facilitating:

- Knowledge transfer: Cities and universities can adapt the IN-HABIT platform for their specific needs, benefiting from the robust data collection and analysis capabilities developed.
- Educational collaboration: By partnering with educational institutions, the platform serves as a practical tool for research and teaching in urban planning, public health, and environmental science.

The main objective is to provide stakeholders with a **controlled access model** designed to ensure security, maintain data integrity, and protect the platform’s intellectual property while maximising the reach and long-term sustainability of the IN-HABIT Data Platform.

The IN-HABIT Data Platform will operate under a structured access model that distinguishes **between personal contributions, aggregated datasets, and city-level deployments**. Individual users will have free access to the personal data they collect via the platform’s interfaces or connected sensors, but they will not have access to the full aggregated datasets. Aggregated data from all participating pilot cities will be made available free of charge and under an open licence (CC BY-NC 4.0) for research and educational purposes, ensuring that the wider scientific and policy community can benefit from the project’s results. New cities will have the opportunity to join the platform under a paid subscription or service agreement. The fee will depend on the type and scope of datasets they wish to access and whether they agree to contribute their locally collected data to the aggregated database. Cities willing to share their data openly will benefit from reduced fees, while those wishing to keep their datasets private will pay a higher rate. This approach balances openness with sustainability, encouraging contributions to the collective



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resource while generating revenue to support the platform’s maintenance, hosting, and further development.	
IP	
Background	Foreground
<p>The background IP, including the foundational software and integration methodologies of the data platform, is owned by GrayHats, the subcontractor tasked with its development by partner UCO. This includes any pre-existing software tools, frameworks, or code libraries used in developing the platform. As a subcontractor, GrayHats retains ownership of its Background IP, which is protected and excluded from the consortium's collective IP pool. The consortium does not automatically have rights to GrayHats' Background IP unless explicitly granted in subcontract agreements, in line with Section 9 of the Consortium Agreement (in this case, it was not granted).</p>	<p>Foreground IP includes the new data integration methods, visualization tools, and features developed during the project’s lifecycle by GrayHats. Since GrayHats is a subcontractor (under the Consortium Agreement, considered a Third Party and a non-signatory of the CA), ownership of Foreground IP is typically outlined in the subcontract agreement (Section 8.3 of the CA). As the subcontracting party, the Foreground IP is assigned to UCO. The Data Platform will be made available to project stakeholders (e.g., municipalities, researchers) under terms agreed with the subcontractor. Licensing or access conditions must align with the agreed exploitation strategy. Access and usage: Although the ownership is held by UCO, the data generated by the platform are accessible to all project partners. This arrangement facilitates collaborative research and policy development across the participating cities and universities.</p>
Foreground IPR protection	
<p>The IPR protection strategy for the IN-HABIT Data Platform adopts a layered approach, applying different rights to its technical components, visual identity, and data assets. The platform’s software source code will be protected under copyright as an original literary</p>	



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work in accordance with EU law. This copyright protection arises automatically upon creation and provides control over reproduction, modification, and distribution.

The **graphical user interface (GUI)**, dashboards, icons, and other visual elements benefit from **unregistered Community design rights** from the date of first disclosure within the EU. These design rights safeguard the platform’s distinctive visual presentation and prevent unauthorised “look-alike” versions that could dilute its identity.

The name “IN-HABIT” is a candidate for EU trademark registration, ensuring brand recognition and preventing misleading use by third parties.

The **data architecture and any proprietary datasets** integrated into the platform may be covered by **sui generis database rights**, protecting the substantial investment in obtaining, verifying, and presenting the data, and granting control over extraction or reuse of substantial parts of the database.

In particular the SuiGeneris Database right would be applicable on the datasets generated based on the collection of the following parameters in specific cities and curated beyond the project lifecycle:

- Temperature
- Humidity
- Noise levels
- CO₂ measurements (in some cities)

This multi-IPR strategy ensures that the Data Platform’s technical foundation, visual identity, brand, and data assets are each protected through the most appropriate legal mechanisms, enabling both open-access elements and controlled commercial exploitation while maintaining clear ownership and enforceability across the EU.

Time to market

The platform is designed to be adaptable and can be quickly deployed in new urban settings or academic environments. The specific time to market for external entities (outside of IN-HABIT project partners) would depend on the contractual agreements and the scope of implementation required.



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4.3 The Games

The game is an educational and interactive tool designed to promote awareness of animal behaviour and responsible pet care while fostering social inclusion and community engagement. Players match the needs of pets with available resources, considering the dynamics of diverse family structures and neighbourhoods.

The game is introduced in schools through organized tournament activities, where children engage in play designed to spark curiosity and prompt questions. This interactive experience serves as a gateway to more traditional educational activities, facilitating deeper understanding and retention. The tournaments generate a broader communication impact, reaching families and the general population through children’s participation. By engaging children, the game indirectly educates families with pets, promoting responsible pet ownership and strengthening community connections. While it is primarily deployed in schools, the game is also adaptable to other settings, such as community events, libraries, or family-focused activities. Its scalable design makes it suitable for diverse contexts, ensuring a wide-reaching educational and social impact.



Figure 10 The City Pets game



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KER Profile

CITY PETS GAME

Problem statement

The identified problem lies in the general lack of awareness of how to live with pets in families, coupled with the absence of interactive, fun, and inclusive approaches to learning about animal behaviour while also fostering community bonds. The board game serves as a bridge, blending education, entertainment, and inclusivity to meet these needs. The board game addresses the need for **educational tools** that promote awareness and understanding of animal behaviour while fostering **social inclusion** and **community engagement**.

Specifically, the target groups (users and customers) face the following challenges:

1. **Target groups (General audience: families, children, schools):**

- **Lack of awareness** about animal behaviours and needs, leading to poor management of pets.
- **Limited educational materials** that are engaging and accessible for children and families.
- **Insufficient social interaction opportunities**, especially for minority or underrepresented families.

2. **Customers (schools, community organisations, local governments):**

- **Need for innovative educational tools** that align with their curriculum or community-building activities.
- **Challenges in promoting inclusivity**, especially through activities that resonate with diverse groups.
- **Desire for scalable and replicable activities** that enhance social cohesion and environmental awareness.

Alternative solutions

The customers and target groups have historically relied on the following methods to address the problem of promoting awareness of animal behaviour and fostering social inclusion:

1. **traditional educational materials (schools and educators):**



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- use of textbooks, lectures, and audio-visual materials to teach children about animals and their behaviours.
- organizing field trips to zoos or animal shelters to provide hands-on exposure to animals.
- while informative, these methods lack the interactive and engaging element that games provide.

2. **community events and workshops (local governments and organizations):**

- hosting events like pet adoption fairs, animal care workshops, and community talks.
- although effective for direct engagement, such activities often fail to involve children or minority families in a meaningful way.

3. **digital tools and online resources (families and individuals):**

- educational apps or videos that teach children about animals, their needs, and their behaviour.
- these solutions are often solitary activities that lack the social interaction and inclusivity benefits of physical group activities.

Gaps in alternative solutions

- **lack of interactivity and engagement:** traditional methods often fail to sustain attention, particularly among children.
- **missed opportunities for inclusion:** existing activities rarely consider diverse family structures or address minority participation.
- **limited scalability:** many solutions require significant resources (e.g., zoo visits, specialized workshops), making them difficult to replicate across contexts.

The City Pets game fills these gaps by combining education, interactivity, and inclusivity in a scalable format that appeals to families, schools, and community organizations.

Unique Value Proposition

The City Pets game offers a unique combination of educational innovation, inclusivity, and interactivity that sets it apart from existing solutions. It addresses the specific needs of customers and target groups in a way that is both engaging and impactful.

Competitive advantages:

1. **co-design approach:**



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- developed collaboratively by experts in gaming and animal behaviour, ensuring accuracy and playability.
- incorporates feedback from multiple rounds of beta testing with diverse user groups, including children, families, and students.

2. **educational focus:**

- directly addresses the need for better awareness of animal behaviour and responsible pet care.
- seamlessly integrates learning into gameplay, making education enjoyable and accessible for children and families.

3. **social inclusion and diversity:**

- designed to be inclusive, with game mechanics that reflect diverse family structures and promote integration of minority groups.
- fosters collaboration and interaction among players, breaking down social barriers.

4. **scalability and adaptability:**

- suitable for a variety of contexts, from schools to community events and family gatherings.
- adaptable for use in different regions or languages, allowing for broader dissemination. Actually, the board game as it is can be used in any language setting and requires only the translation of the Instructions Sheet, making the production costs associated with adoption to other languages almost non-existent.

Benefits for users/customers:

1. **engagement:**

- interactive gameplay sustains attention and encourages participation from all age groups.
- fosters a deeper emotional connection to learning through fun and collaboration.

2. **social bonding:**

- promotes teamwork and understanding among players, strengthening family and community ties.
- provides a shared activity that bridges generational and cultural gaps.

3. **practicality:**



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- easy to implement in educational settings or community events without requiring extensive resources.
- a cost-effective tool that delivers both entertainment and education.

Target market

The board game operates within the **educational and recreational market**, addressing the growing demand for tools that combine learning, social interaction, and entertainment. It fits into the segments of educational products, family games, and community engagement activities.

Target market:

Primary market:

- **Educational institutions:** Primary and secondary schools seeking innovative tools to enhance their teaching methods, particularly in science, environmental studies, or social education.
- **Community organizations:** NGOs and local groups promoting responsible pet ownership, animal welfare, and social inclusion.
- **Families and households:** Parents looking for engaging, educational games to foster learning and social bonding within the family.

Secondary market:

- **Pet-related organizations:** Animal shelters, pet care companies, pet shops, veterinary clinics and advocacy groups aiming to promote responsible pet ownership and animal welfare.
- **Libraries and cultural centres:** Institutions providing interactive programs for families and children.
- **Event organizers:** Groups hosting community events, such as fairs or festivals, looking for engaging, inclusive activities.

Early adopters:

We identify the following early adopters:

Schools and Educational Institutions:

- **Evidence:** During the final event of "City Pets" on May 23, 2024, 14 classes from 6 primary schools participated, involving approximately 280 children and their families.



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- **Evidence:** Dražovce segregated elementary school with a majority of Roma students (Nitra IN-HUB member) is interested in including the game in curricula developed by the IN-HABIT project in Nitra.

Community and Event Participants:

The game was showcased and tested at public events in Lucca, including:

- **Verde Mura Event:** Early testing and engagement with community members.
- **Lucca Comics and Games:** Testing during two consecutive editions, gathering feedback from a broad audience of gamers and enthusiasts.
- **Hidepark** (a cultural and community centre operated by the HIDE partner in the Nitra pilot area) will offer the game during community events for families and children.

Competitors

Competitor categories and their strengths and weaknesses when compared to the City Pets game:

1. Traditional educational tools:

- **Strengths:**
 - Established credibility and alignment with formal education systems.
 - Often created by subject-matter experts, ensuring accuracy and reliability.
- **Weaknesses:**
 - Lack of interactivity and engagement, especially for younger audiences.
 - Limited appeal outside classroom settings.
 - Do not actively promote teamwork or social interaction.

2. Digital educational resources (apps, videos, e-learning platforms):

- **Strengths:**
 - High accessibility and scalability; available to a wide audience.
 - Interactive and visually engaging formats appeal to tech-savvy users.
- **Weaknesses:**
 - Often solitary experiences that fail to encourage social bonding.
 - Limited focus on inclusivity or community-level impact.
 - Dependence on technology and internet access.

3. Other board games:

- **Strengths:**



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- Established market appeal; recognized as fun, family-friendly activities.
- Encourage group interaction and bonding.
- **Weaknesses:**
 - Few games focus on educational content, particularly around animal behaviour and social inclusion.

4. Community workshops and events:

- **Strengths:**
 - Direct engagement with the community; hands-on learning experiences.
 - Often tailored to local needs, fostering immediate impact.
- **Weaknesses:**
 - Resource-intensive and hard to replicate at scale.
 - Limited reach; impact often confined to a specific group or area.

Competitive advantages of the City Pets board game:

Strengths:

- Combines education, interactivity, and inclusivity in a scalable format.
- Designed specifically to promote awareness of animal behaviour and responsible pet care, filling a niche gap.
- Encourages social bonding and teamwork, fostering integration among diverse groups.
- Adaptable for various contexts, including schools, community events, and family use.
- Almost entirely language-independent.

Competitor weaknesses it addresses:

- Provides the engagement and interactivity missing in traditional educational tools.
- Overcomes the solitary nature of digital resources by emphasizing group play.
- Fills the thematic gap left by general-purpose board games with a unique educational focus.
- Scalable and less resource-intensive compared to workshops and events.



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The board game competes with existing solutions in the educational and recreational markets that aim to promote awareness of animal behaviour and foster social inclusion. These competitors include traditional educational tools, digital resources, and other board games or activities with similar themes. We identified and analysed several, most comparable to the City Pets game:

Farplace: The Game is a board game that raises awareness about animal welfare and environmental issues, engaging players in decision-making scenarios with ethical and empathetic undertones. Its strength lies in its thematic depth and ability to promote meaningful discussions about environmental challenges. However, it is limited to individual or small group play and lacks versatility for educational or large-scale community use. In contrast, the board game stands out by addressing responsible pet care alongside social inclusion, offering adaptability for schools, community events, and family activities, and facilitating curiosity-driven learning.

Forever Home, by Birdwood Games, is a card-based game where players collaborate to rescue animals and find them suitable homes. Its engaging mechanics foster strategic thinking and teamwork, making it a popular choice for casual family play. However, it focuses narrowly on animal rescue without addressing broader educational or community-building goals. The board game differentiates itself by promoting responsible pet care, social inclusion, and teamwork through an educational framework suitable for schools, community tournaments, and family gatherings. It also includes follow-up activities to deepen learning and engagement.

Wildlife Wonders provides educational kits, including books, videos, and games, focused on wildlife conservation. These kits are highly engaging and comprehensive but are designed for individual learning rather than group interaction. They also primarily target wildlife education rather than responsible pet care. The board game fills these gaps by offering a group-based, interactive learning experience that emphasizes teamwork, inclusivity, and responsible pet care. Its cost-effectiveness and adaptability make it more appealing for educational institutions, community organizations, and families.

Digital Educational Apps (e.g., Petopia)

Digital apps like **Petopia** offer interactive games and quizzes to teach children about pet care. These apps are accessible, visually engaging, and ideal for individual use. However,



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they often lack social interaction and inclusivity, focusing on solitary learning rather than group dynamics. The board game surpasses these apps by fostering teamwork and social inclusion through group play. Additionally, it encourages curiosity-driven discussions that can transition into traditional educational activities, making it more versatile and impactful for schools and community settings.

To build a truly successful business model for this KER, this initial market research will be further deepened, especially to include price analysis and analysis of marketing strategies of some of these competitors successful in the European market to be further included both in the D8.16 and the final version of this deliverable to be updated by the end of the project.

Go to Market

Use model

The consortium agreement between Lucca Crea, Pisa University, and other IN-HABIT project partners defines the general roles, contributions, and ownership of intellectual property. The holder of IP rights to the game is Lucca Crea partner jointly with Pisa University.

Key exploitation channels and contracts for future exploitation by the IP holder partners can include:

- Commercialisation through **direct sale**
- **Licensing agreements** for potential commercialization and adaptation to different regions or languages.
- **Distribution agreements** with schools, municipalities, and retail channels to scale adoption.
- Potentially **merchandising**

The City Pets board game will be distributed under an implicit end-user licence, which is accepted upon purchase, receipt, or first use of the product. This licence grants the holder the right to use the game for personal, community, or educational purposes, while all intellectual property rights in the game's rules, artwork, components, and brand remain with the rights holder. The licence prohibits reproduction, redistribution, or commercial adaptation of the game without prior written permission. Each copy will include clear copyright and trademark notices on the packaging and rulebook, ensuring that recipients are informed of these rights. Copies provided as part of educational campaigns, municipal initiatives, or project events will include a "not for resale" clause to prevent unauthorised commercial distribution. For broader exploitation, the game may also be licensed to third-



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party publishers, NGOs, or municipalities for localised editions, under formal publishing or adaptation agreements specifying territory, language, print runs, and royalty arrangements. This approach enables the game to reach diverse audiences while maintaining brand integrity, protecting intellectual property, and enabling controlled revenue generation.

IP	
Background	Foreground
<p>Background IP includes the knowledge and intellectual contributions brought into the project by partners Pisa University and Lucca Crea prior to the project's start. This includes:</p> <ul style="list-style-type: none"> • Pisa University: Research insights on animal behaviour, ensuring scientific accuracy and thematic relevance. • Lucca Crea: Expertise in game design mechanics and educational frameworks. <p>Ownership: As per Section 8.1.1 of the Consortium Agreement, each partner retains ownership of their Background IP. Pisa University owns its research-based insights, and Lucca Crea owns the design frameworks and pre-existing gaming methodologies.</p> <p>Access rights: Other project partners may request access to the Background IP if it is necessary for implementing the board game or exploiting the final product. Such access must adhere to fair and reasonable conditions, as specified in Section 9.3.</p>	<p>Foreground IP refers to the final educational board game, tournament framework, and associated materials created collaboratively during the project. Key contributions include:</p> <p>Pisa University: Research insights on animal behaviour, ensuring scientific accuracy and thematic relevance in relation to the game development</p> <p>Lucca Crea: Responsible for the final production and integration of design and gameplay elements.</p> <p>Ownership: Unless otherwise agreed. Per Section 8.1.3 of the Consortium Agreement, joint ownership applies when contributions from multiple partners cannot be separated, in this case, Lucca Crea and Pisa University. This initial agreement can be subject to subsequent change, requiring formal agreement between both parties.</p> <p>Access and Licensing: Partners may request access to Foreground IP under Section 9.5, provided it is necessary for further research or exploitation, with terms outlined in Section 9.6. If third-party access (e.g., schools or educational organizations) is needed, specific licensing terms must align</p>



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	with the exploitation strategy and protect the owners' rights.
Foreground IPR Protection	
<p>The IPR protection strategy for the City Pets board game adopts a layered approach, applying different rights to its creative content, visual identity, and brand. The game's rulebook text, educational narratives, character descriptions, and original illustrations are protected under copyright as literary and artistic works in accordance with EU law. This copyright protection arises automatically upon creation and provides control over reproduction, adaptation, translation, and distribution.</p> <p>The visual appearance of the board, playing cards, icons, and other distinctive graphic elements benefits from unregistered Community design rights from the date of first disclosure within the EU. These rights safeguard the game's distinctive look and prevent unauthorised "look-alike" products. To extend protection beyond the initial three-year term and strengthen enforcement, the design can also be filed as a registered Community design, providing renewable protection for up to 25 years.</p> <p>The name "IN-HABIT" is candidate for EU trademark registration, ensuring brand recognition and preventing misleading use by third parties.</p> <p>Each physical copy of the game will carry a visible licence notice on the packaging and in the rulebook, stating that the game is licensed for personal, educational, or community use only, and prohibiting unauthorised reproduction, modification, or manufacture of new copies without written permission from the rights holder. This notice will also clarify that resale of an original, lawfully purchased copy is permitted, but any adaptation, reprinting, or commercial exploitation requires a separate licensing agreement.</p> <p>This multi-IPR strategy ensures that the City Pets game's content, visual identity, and brand are each protected through the most appropriate legal mechanisms, enabling flexible exploitation pathways — from direct sales and educational distribution to localised adaptations — while maintaining clear ownership and enforceability across the EU.</p>	
Time to market	
The board game is ready for immediate deployment in pilot programs, with broader market readiness achievable until the end of the project.	



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Figure 11 Activities and events with City Pets game organised by Lucca partners



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4.4 GDEI Handbook

The **GDEI (Gender, Diversity, Equity, and Inclusion) Handbook** is a deliverable of the IN-HABIT project (D6.4), as outlined in the Grant Agreement. Its primary purpose is to serve as a guide for integrating gender, diversity, equity, and inclusion principles into urban planning, public health, and policy frameworks within the context of small and medium-sized European cities.

Key features of the GDEI Handbook include:

1. Framework development, including monitoring and policy design

Provides practical tested methodologies for incorporating GDEI principles into urban interventions and policy-making. Focuses on fostering inclusive urban spaces that cater to diverse populations, including marginalized and underrepresented groups.

2. Lessons learnt across all work packages from pilot cities to contribute to theoretical analysis and facilitate replication

Includes examples and case studies derived from IN-HABIT interventions, showcasing successful GDEI integration in urban projects.

3. Collaboration tool

Acts as a resource for city planners, policymakers, researchers, and other stakeholders, promoting knowledge sharing and collaboration in achieving diversity and inclusion goals.

The GDEI handbook is positioned as a key resource to summarize and disseminate the experience of IN-HABIT in making cities more inclusive. It provides conceptual frameworks and tested methodologies for stakeholder engagement and urban planning that align with GDEI principles. It also ensures that the interventions foster long-term social cohesion and equitable access to resources.



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KER Profile

GDEI Handbook

Problem statement

Small and medium-sized European cities face significant challenges in ensuring equitable access to urban spaces, resources, and opportunities for all residents. Structural inequalities, cultural biases, and lack of inclusive policies often marginalize specific groups, including women, minorities, and individuals with disabilities. These challenges are exacerbated in peripheral urban areas, where limited resources and insufficient local governance frameworks hinder efforts to address diversity and equity comprehensively.

Urban planning and strategies aimed at promoting the health and well-being of local residents frequently lack a robust focus on gender, diversity, equity, and inclusion (GDEI). This oversight contributes to persistent disparities in access to services, infrastructure, resources and opportunities for civic engagement, particularly among underrepresented and vulnerable populations. Furthermore, cities often lack actionable monitoring frameworks, practical tools, and replicable best practices to incorporate GDEI principles effectively into policy and practice.

There is a critical need for systematic approaches that integrate GDEI considerations into urban development, ensuring that interventions promote long-term social cohesion, equitable access to resources, and sustainable development. Addressing this gap requires tested methodologies, actionable case studies, and tools that empower local stakeholders, including policymakers, urban planners, and community organizations, to create inclusive and equitable urban environments.

Alternative solutions

Unique Value Proposition

The unique value proposition of our approach to solving the problem stated, brought by the GDEI Handbook lies in its integrated structure: provides lessons learned from the CO-CO-CO approach to VIS implementation, showcases how the monitoring framework can be used to assess their impacts on IHW, while also delivering replicable tools for related policy design in various contexts. Insights from behavioural games and innovative concepts and tools such as the Gender Landscapes are a particular competitive strength.

Target market



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<ul style="list-style-type: none"> • International institutions • National and local policymakers, including their networks and consortia • Academia and researchers
Early Adopters
We find that the most effective channel to reach the maximum number of intended targets is to start with existing networks, most notably URBACT and NEB initiatives.
Competitors
Not Applicable – although similar frameworks are being developed on various levels, we do not consider them competitors, but will rather seek to build on them, find complementarity and synergies.
Go to Market
Right after the submission of the related deliverable.
Use model
The GDEI Handbook will be delivered as a publication.
IPR
<p>IPR related to authorship of publications involve:</p> <ul style="list-style-type: none"> • Authorship Attribution: All contributors to the publication will be accurately recognized according to their level of contribution, following ethical guidelines. • Copyright Ownership: copyright belongs to the authors unless otherwise assigned to a publisher or institution through agreements. • Use and Licensing: Authors may grant licenses to publishers or other parties for the distribution or reproduction of their work while retaining moral rights. • Open Access and Public Dissemination: according to Horizon 2020 rules, there is an obligation to publish results in open-access platforms to ensure broad dissemination and compliance with EU requirements. <p>The GDEI Handbook will be made openly accessible in line with Horizon 2020 requirements and published open source as a publicly available deliverable. This will allow any user to copy, redistribute, adapt, and build upon the material, including for commercial purposes, provided that proper attribution is given to the IN-HABIT Consortium and the original authors. This licensing choice maximises the handbook’s reach and facilitates its integration into policy-making, academic curricula, and training programmes worldwide, while ensuring recognition of the project’s intellectual contribution.</p>



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4.5 Inclusive B4B Training Program

This additional Key Exploitable Result developed during the project duration is a **tailored eight-week hybrid entrepreneurship training program** designed specifically for women in vulnerable communities like Las Palmeras (Córdoba, Spain) or Roma community women in Slovakia, where the Program was tested. This program features a **series of workshops and training sessions that have been designed and optimized to reflect the local context and the varying levels of preparation among participants**. A special focus is placed on developing an entrepreneurial mindset and addressing key strategic elements when setting up a business with limited resources.

The content blocks include:

- **Understanding the Entrepreneurial Mindset:** Workshops aimed at building confidence, resilience, and creativity to foster innovative thinking.
- **Business Strategy Essentials:** Training on defining business goals, identifying target markets, and developing value propositions tailored to local needs
- **Resource Management:** Sessions on maximizing limited resources, including budgeting, cost control, and leveraging community assets.
- **Marketing Basics:** Practical training on low-cost marketing strategies, including social media outreach and community engagement.
- **Sales Techniques:** Focused workshops on effective sales strategies and customer relationship management.

The program culminates in a **demo day** where participants can prototype their products and practice pitching to potential buyers and local stakeholders. By combining personalized support, interactive learning, and practical assignments, the program equips participants with essential skills and confidence to navigate the entrepreneurial landscape. It addresses key barriers such as limited digital literacy and access to technology, ensuring that participants can actively engage in the learning process and successfully launch their own ventures. This comprehensive approach not only empowers individuals but also fosters a supportive community, enabling sustainable economic growth and self-sufficiency.



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Figure 12 Inclusive B4B Training Program with women from Las Palmeras neighbourhood in Córdoba (Spain) and women from Roma communities in Slovakia



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KER Profile

Inclusive B4B Training Program

Problem statement

Small and medium-sized cities, as well as peripheral urban areas across Europe, often face significant challenges in fostering economic development and social inclusion among vulnerable populations. Women in marginalized communities, as witnessed by the partner Bridge for Billion with the Roma women in Slovakia or residents of underprivileged neighbourhoods like Las Palmeras in Córdoba, Spain, encounter unique barriers to entrepreneurship and economic self-sufficiency. These barriers include limited access to education, digital tools, and entrepreneurial networks, as well as systemic socioeconomic constraints that hinder their ability to participate fully in the local economy.

Furthermore, these cities often lack tailored training programs that reflect the specific needs of their diverse populations. Generic entrepreneurship initiatives fail to address the complexities of limited resources, varying levels of preparation, and cultural nuances, leaving many potential entrepreneurs without the tools they need to succeed. This gap is particularly acute for women in vulnerable communities, who face additional challenges such as balancing caregiving responsibilities, overcoming social stigma, and navigating digital exclusion.

The key challenges that B4B (partner developing this KER), along with local partners, identified **during the first two business incubation cycles in pilot cities** are:

- **Limited digital literacy:** Many residents have insufficient skills to navigate digital platforms, which limits their ability to engage with online training and resources effectively.
- **Lack of access to technology:** The absence of essential devices, such as laptops or tablets, further restricts residents' ability to participate in recurrent remote learning activities.
- **Unfamiliarity with online learning environments:** A lack of prior experience with virtual education systems makes it difficult for residents to adapt to a comprehensive business development curriculum delivered online within a short timeframe. There are also (locally specific) legal barriers to formalizing business activities, along with significant



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financial constraints that limit the ability of individuals to engage in formal or extended training opportunities.

The "**customer**" refers to the organizations and entities that will utilise or adopt the methodology to deliver it to ultimate beneficiaries (potential entrepreneurs). This includes:

- **Municipalities:** Local government bodies interested in enhancing economic development and social inclusion in disadvantaged neighbourhoods.
- **Universities:** Academic institutions that may partner in delivering educational programs and entrepreneurship training, leveraging their expertise in innovation and research, or coupled with their life-long learning programs.
- **Private & public sector organizations:** This encompasses non-governmental organizations (NGOs), educational companies, and startup incubators that provide resources, training, and support to aspiring entrepreneurs from vulnerable communities.

The "**target group**" consists of individuals from vulnerable communities, particularly those with vulnerable socioeconomic backgrounds or residing in disadvantaged areas like Las Palmeras, Roma communities, etc. This group typically faces barriers such as limited digital literacy, lack of access to technology, and economic constraints, which hinder their ability to participate in traditional entrepreneurship programs and develop their business ideas.

Alternative solutions

To date, customers in vulnerable communities have primarily sought to address their entrepreneurial training needs through a combination of formal and informal training programs. While some structured training options are available, many are predominantly vocational training initiatives offered by public sector entities and municipalities. Sometimes the attendance of these is even a prerequisite for obtaining or keeping financial support in unemployment. This involuntary aspect does not support a suitable atmosphere for developing new entrepreneurs in vulnerable communities and can even lead to distrust towards similar initiatives. These programs often focus on skill development relevant to specific trades or industries, providing foundational knowledge for participants.

In addition to vocational training, the private sector offers technical training and resources aimed at more advanced stages of business development. These resources are typically designed for individuals who have already established their businesses and are seeking to enhance their operations or expand their market presence.



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However, there is a notable gap in training solutions that focus specifically on cultivating an entrepreneurial mindset. The existing offerings often overlook the critical early stages of entrepreneurship, which require building confidence, self-esteem, and a fundamental understanding of business strategy.

Unique Value Proposition

Our tailored eight-week hybrid entrepreneurship program uniquely combines personalized support with an interactive learning model, empowering women from vulnerable communities to overcome digital literacy barriers while fostering creativity and practical skills through hands-on experiences. This innovative approach emphasizes the development of an entrepreneurial mindset, allowing participants to build confidence and strategic thinking around business solutions. By addressing their specific challenges and nurturing this mindset, the program fosters a strong community of support, enabling participants to confidently launch their ventures and engage with potential customers. This sets it apart from traditional, one-size-fits-all entrepreneurship training solutions.

Target market

The target market for our tailored entrepreneurship program comprises underserved communities, particularly women from vulnerable backgrounds, who are seeking to improve their livelihood and economic conditions through entrepreneurship. This market includes individuals who may face significant barriers to participation in traditional training programs, such as limited digital literacy, access to technology, and financial constraints.

Customer Segments:

- **Local residents of disadvantaged neighbourhoods:** Women and men living in low-income areas like Las Palmeras who are interested in starting their own businesses but lack the resources and support to do so.
- **Non-governmental organizations (NGOs):** Organizations focused on social empowerment, economic development, and community support that can benefit from offering entrepreneurship training as part of their programs.
- **Educational institutions:** Schools and universities looking to incorporate practical entrepreneurship training into their curriculum or community outreach programs, aiming to support local economic development.
- **Municipal governments:** Local government bodies seeking to implement initiatives that promote economic growth, job creation, and social inclusion within their communities.



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- **Start-up support organizations:** Incubators, accelerators, and other entities focused on nurturing new businesses, especially those targeting underrepresented entrepreneurs.

Early Adopters:

Local NGOs and community organizations: These groups often work directly with vulnerable populations and are already invested in improving economic opportunities for their constituents. They may be eager to partner in delivering or promoting the program to enhance their existing initiatives.

Women’s empowerment groups: Organizations dedicated to women's rights and empowerment may be particularly keen to adopt the program, as it aligns with their mission to enhance economic independence and entrepreneurship among women.

Social enterprises: Companies that prioritize social impact and community development may also be interested in adopting the program, either to support their social missions or to engage their employees in community outreach.

Competitors

Traditional entrepreneurship training programs: These programs are often offered by local community colleges, universities, and NGOs, focusing on general business education without tailored approaches for vulnerable populations. Our program specifically addresses the unique barriers faced by women in vulnerable communities, such as limited digital literacy and access to resources, ensuring that training is relevant and actionable for participants.

Online learning platforms: Websites like **Coursera** and **Udemy** provide entrepreneurship courses at low or no cost. However, these courses may not be designed specifically for individuals from disadvantaged backgrounds, often lacking the necessary support and practical application required for success.

Incubators and accelerators: Some organizations offer start-up incubation and acceleration programs focused on business development, but they often have rigid entry criteria and may not cater to underserved communities. In contrast, our program is designed to be accessible to all women, regardless of their prior experience, and emphasizes developing an entrepreneurial mindset alongside practical skills.

Local business development agencies: These agencies provide resources and support for small businesses but may lack personalized guidance and focus on vulnerable populations. Our program not only offers essential resources but also prioritizes personalized support



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and hands-on training tailored to the specific needs of participants, enabling them to effectively navigate the entrepreneurial landscape.

Why is B4B a better fit? By focusing on the development of an entrepreneurial mindset and addressing the key strategic elements of launching a business with limited resources, our program fills the gaps left by traditional training approaches. It creates a safe, inclusive space for women to build confidence, develop practical skills, and access the support they need to succeed. Additionally, the culminating demo day provides a unique opportunity for participants to showcase their products and practice pitching to potential buyers and local stakeholders, further enhancing their readiness for the market.

Go to Market

Use model

Bridge for Billions, as the "owner" of this KER, will exploit and further expand the developed training program through these **direct channels**:

- **Direct provision of services - Training Program:** The core offering is the tailored eight-week hybrid entrepreneurship program. This service includes needs assessments, personalized support, interactive learning sessions, and practical assignments to help participants build their entrepreneurial skills.
- **Partnerships and collaborations:** Collaborating with local organizations, NGOs, and educational institutions (like UCO in Spain and various local and national authorities in Slovakia) allows for resource sharing and enhanced program delivery. These partnerships expand reach and create a robust support network for participants.

Potential **indirect use**:

- **Policy recommendations:** Insights gained from the program can inform local (or even regional and national - this is already happening in Slovakia) government policies aimed at supporting entrepreneurship in disadvantaged areas, leading to systemic change.
- **Potential spin-off initiatives:** Successful participants may establish their businesses, potentially leading to the creation of new ventures that can further support community development and entrepreneurship by passing the knowledge and skills gained to their wider communities.



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IP	
Background	Foreground
<p>The Background IP for the entrepreneurship training program includes all pre-existing tools, methodologies, and expertise brought into the project by Bridge for Billions, the sole partner responsible for the program's development. This may include:</p> <ul style="list-style-type: none"> • Proprietary training frameworks and modules developed prior to the project. • Digital tools or platforms used for program delivery. • Knowledge and methodologies related to entrepreneurship education <p>Ownership: As the major contributing partner, Bridge for Billions retains full ownership of all Background IPs; as per provisions in the Consortium Agreement, background IP remains under the control of the partner that introduced it to the project.</p>	<p>The Foreground IP includes all new materials, tools, and methodologies created during the project:</p> <ul style="list-style-type: none"> • Customized training modules tailored to the needs of vulnerable women • Hybrid learning frameworks that • Workshop designs, demo day templates, and supporting materials developed during the co-creation process. <p>Ownership: Bridge for Billions is the owner of the Foreground IP, the training program and all associated materials created during the project. Access rights: According to Section 9.3 of CA, access rights to Foreground IP must be granted to other partners or stakeholders if necessary for: ensuring the successful completion of related project activities and enabling the broader use or commercialisation of the program. Limitations on access: scope of access, per CA, is limited to what is explicitly necessary for exploitation purposes. For instance, municipalities or other entities adopting the training program must negotiate terms directly with Bridge for Billions.</p>
Time to market	
<p>After the completion of the pilots in Riga and Nitra (Q2/2025), the program will be ready for commercialisation.</p>	



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KER	Unique Value Proposition (UVP)	Responsible partner (and/or IP holder)	Target Markets (Beneficiaries / Customers)	Core use cases
IN-HABIT APP	A participatory, gamified app that enables cities to engage diverse and hard-to-reach populations while generating actionable participation data for planning and evaluation	Book on a Tree Ltd (BOT)	B: citizens, local communities, disadvantaged groups, students C: municipalities, NGOs, universities, EU projects	Citizen engagement; gamified participation; behaviour change; data collection on participation and preferences
IN-HABIT Data Platform	An integrated, interoperable platform that transforms fragmented urban data into policy-relevant evidence for inclusive health and wellbeing	University of Córdoba (UCO) / GrayHats	B: citizens and communities (indirect), vulnerable groups C: municipalities, policymakers, researchers, EU projects	Monitoring wellbeing and environmental indicators; policy evaluation; urban planning; cross-city comparison
City Pets Game	A playful, inclusive engagement tool that makes complex sustainability and inclusion concepts accessible to diverse audiences	Lucca Crea & University of Pisa	B: children, youth, families, community groups C: municipalities, schools, NGOs, EU projects	Education; awareness-raising; playful community engagement; learning-by-doing
GDEI Handbook	A practical, tested framework enabling authorities to systematically embed GDEI principles into urban planning and governance	IN-HABIT Consortium	B: marginalised groups (indirect) C: municipalities, planners, universities, EU networks	Inclusive planning; policy design; capacity-building; replication
Inclusive B4B Training Program	An inclusive training model that empowers underrepresented groups while supporting locally embedded, socially oriented business development	Bridge for Billions	B: women, underrepresented groups, social innovators C: municipalities, NGOs, training providers, EU projects	Skills development; inclusive entrepreneurship; social economy strengthening

KER	Go-to-Market	Potential use models
IN-HABIT APP	After project closure, IN-HABIT cities may use the app to the same extent as during the project; The App is maintained as a research prototype and open replication resource.	Anonymized source code made available for reuse under controlled conditions. The dissemination route is open access through open-source release.
IN-HABIT Data Platform	Offered to other cities or universities conducting similar research in urban health and sustainability; maintenance initially covered by UCO; exploration of future business model for expansion	Indirect exploitation through licensing or contractual agreements; long-term use for monitoring, research, and evaluation; expansion of sensor networks through follow-up projects
City Pets Game	Commercialisation through direct sale; licensing agreements for commercialisation and adaptation to different regions or languages; distribution agreements with schools, municipalities, and retail channels; potential merchandising	Distributed under an implicit end-user licence allowing personal, community, and educational use; prohibition of reproduction, redistribution, or commercial adaptation without permission; possible licensing to third-party publishers, NGOs, or municipalities for localised editions
GDEI Handbook	Dissemination through EU networks, cities, and project partners to ensure uptake beyond project duration	Non-commercial use as a guidance and reference document for integrating gender, diversity, equity, and inclusion into urban planning, policy design, and training activities
Inclusive B4B Training Programme	Direct provision of services by the IP holder; exploitation through delivery of a tailored eight-week hybrid entrepreneurship training programme	Direct delivery of the training programme to municipalities, NGOs, start-up support organisations, social enterprises, and organisations working with vulnerable groups, particularly women

5. VIS-related exploitable results

This part of the exploitation strategy contains preliminary identification of exploitable results generated through co-designing and testing of VIS in four city pilots. These are the results of analysis and elaboration of VIS-related exploitable results – VIS-KERs during the exploitation workshops in Sept 2024.

5.1 Identified VIS-KERs developed in Cordoba pilot

Table 1 Cordoba VIS-KERs identification and description

VIS-KER	Roles and responsibilities			KER description			Relevant IPR
	Partner responsible	Other partners involved	Other stakeholders involved	Type	Brief description	UVP	
Tailored-made courses for neurodiverse people	UCO	EONESIA	Down Cordoba association	Interactive immersive platform for training	inversive experience using tablets taking the needs and strengths of neurodiverse people into consideration to training team for employment	Including TI as main element of training, Including neurodiverse perspectives for employment	Copyright (materials, software),
B4B adapted model for vulnerability areas	UCO, B4B	Local neighbourhood entities, local neighbourhood	entrepreneurship agencies	adapted solutions for entrepreneurship trainings in vulnerable contexts and areas	adapted courses of entrepreneurship for vulnerable people usually not included and using third parties to get to people and democratise access to	with who and how - vulnerable people usually dont have access to be included	None
Guidelines for replicability of IH & WB in different contexts	UCO, Luis Amigo	Local NGO	Medelin city hall, Puente Genil	Guidelines (service, doc)	guidelines to apply and replicate in-habit method to promote IH&WB in different contexts and areas (made by other entities/city halls/NGOs)	adaptable replicability method of a social health and WB model based on CO-CO-CO-CO	None



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Table 2 Cordoba VIS-KERs exploitability analysis and market identification

VIS-KER	Potential exploitability			Potential Market	
	Commercial	Social	Policy related	Users	Customers
Tailored-made courses for neurodiverse people	web-app adapted to different needs NL/EL	Social inclusion and employability NL/EL	include diversity and vulnerability in employability level LL/RL	Neurodiverse associations, employment agencies	Association and local administrations and educational inst.
B4B adapted model for vulnerability areas	guidelines and methodology LL/RL	social impact --- NGO, Ass., Local entities LL/RL	include diversity and vulnerability in employability level LL/RL	vulnerable neighbourhoods and areas and public and private entities	Public and private entities such as NGOs and city halls
Guidelines for replicability of IH & WB in different contexts		IH&WB IL	Policy actions and impact IL	NGOs, cities halls, associations.... PPPP	PPPP



Figure 13 UCO participating in the Sustainability Day with Down Córdoba Association to showcase an immersive learning experience focused on the necessary support tasks for working at a conference for people with Down Syndrome



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5.2 Identified VIS-KERs developed in Riga pilot

Table 3 Riga VIS-KERs identification and description

VIS-KER	Roles and responsibilities			KER description			Applicable IPR
	Partner responsible	Other partners involved	Other stakeholders involved	Type	Brief description	UVP	
Accessibility ramp & Lift	KQ	BSC, RPR	NGO, Architects	built feature	Accessibility ramp to the market	improved accessibility of market building, integration of the ramp in the outdoor market place design, adaptability of historical buildings	None
Community Kitchen	KQ	BSC	Chefs, Caterers, NGOs, Local Community, Riga city council, Universities, Schools	Space offering services	Services provided include: space for production of TV shows, degustation/catering, platform for commercial presentation and community cooking, education on food topics community cooking, platform for commercial presentation,	co-created cooking events, local community becomes agent in event organization, new food topics introduced (e.g. heritage food, healthy food)	None
Community Garden and Events	KQ	BSC	Businesses, NGOs, Local artists, Architects, community groups, sponsors, city council	Space offering services	Space for sociality, space for events, space for cultural and community activities	NBS at the market, opened space for public use, platform/place for community self-induced activity, facilitates the emergence of new business activities and social and cultural activities, provides example for place creation and multifunctionality	None



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Table 4 Riga VIS-KERs exploitability analysis and market identification

VIS-KER	Potential exploitability			Potential Market	
	Commercial	Social	Policy related	Users	Customers
Accessibility ramp & Lift	L	L	L,R	people with disabilities, young parents, seniors	market customers, other municipalities
Community Kitchen	L, R, E, N	L, R, E	L, R	community groups, vulnerable groups, mothers, young & children, refugees, people with disability	Businesses who organise cooking events, NGOs, tourist organisations
Community Garden and Events	L, R, N, E	L, R, N, E	L, R, N, E	community, very diverse groups	other neighbourhoods



Figure 14 Community kitchen in Āgenskalns Market, Riga



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5.3 Identified VIS-KERs developed in Lucca pilot

Table 5 Lucca VIS-KERs identification and description

VIS-KER	Roles and responsibilities			KER description			Applicable IPR
	Partner responsible	Other partners involved	Other stakeholders involved	Type	Brief description	UVP	
Animal Assisted Intervention	Lucca Municipality	Pisa University	NGOs, Local Health Authorities, RSA, elder associat,	Service	Activities with Animals (certified according with national rules) to enhance capability of fragile people	A-NBS supportive for fragile people, directly stimulating without stigma in a natural way	Copyright (Training Manuals)
PET-CARE services	Lucca Municipality	Pisa University	NGOs, Animal Protection Association	Service	The service supports people with also temporary fragilities and in need, to reduce anxiety by managing pets and themselves (reducing risks of delayed access to care)	the service might support at the same time people and pets in everyday life	Database Right (Service/User database)
Animal lines of relational area	Lucca Municipality	Pisa University	Private builders, NGOs, Association of targeted group	Infrastructure	Organisation of innovative spaces for families to exploit human-animal bounds	Spaces devoted to better human - animal interaction and to stimulate gaming, active-playable-interactive life at the city level	Unregistered Designs
Educational activities	Lucca Municipality	Pisa University	Schools, Families	Service	educational activities and gaming on human-animal bonds management	The activity key innovative aspect is the link between gaming and co-designing with research rooted knowledge	Copyright



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Tourist Development Activities	Pisa University	Lucca Municipality	Local firms, Entrepreneurs	Service	To welcome family, tourist carrying pets	There is a growing demand for devoted services for pets/families, tourists and citizens	Copyright (Maps, Materials)
Support to Integrated Hum-animal Planning and Policies	Pisa University			Service	To establish - supportive service for cities willing to implement hum-animal integrated policy and urban plan	Cities are experiencing a growing presence of animals/pets but a lack of methodologies for integrated plans	Copyright

Table 6 Lucca VIS-KERs exploitability analysis and market identification

VIS-KER	Potential exploitability			Potential Market	
	Commercial	Social	Policy related	Users	Customers
Animal Assisted Intervention	L	L, R, N	R, N, E	Diverse people with fragilities (older people, with autism, homeless, prisoners,)	local public administrations, innovative financial mechanisms, NGOs (in implementation)
PET-CARE services	L	L	R, N, E	People in need (also temporarily) and with fragilities single/ elders/with disabilities	local public administration co-funding with NGOs and innovative funding mechanisms
Animal lines of relational area	L, N, E	L, R, N, E	N, R, E	citizens in general	Public administration (local, regional), also in partnership with local actors
Educational activities	L	L, R	N, E	children/youngsters, families	NGOs, private enterprises, schools, local/regional authorities
Tourist Development Activities	R, L, N,			families and tourists with pets	Firms customers
Integrated Hum-animal Planning and Policies	R, L, N, E		R, L, N, E	cities and public administration entities	a devoted firm established as a University spin-off



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Figure 15 Testing animal-assisted interventions in elderly homes in Lucca



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5.4 Identified VIS-KERs developed in Nitra pilot

Table 7 Nitra VIS-KERs identification and description

VIS-KER	Roles and responsibilities			KER description			Applicable IPR
	Partner responsible	Other partners involved	Other stakeholders involved	Type	Brief description	UVP	
Community bike-sharing	HIDE	Nitra City, SUA	LETS CYCLE NITRA Association	service, business model	bicycles made from spare parts based on seasonal leases, includes a bike repair workshop to engage users in maintaining the service	affordable, sustainable transport solutions in cities aiming to involve communities in promoting active lifestyles. BM relies on using community resources	None
Community Garden Workshops	SUA, HIDE	Nitra City, SUA	NGO PESTREC, NGO CUKETA	course, workshops	practical training on gardening techniques, including permaculture, vermicomposting, etc	Offers hands-on training in sustainable gardening practices while enhancing community engagement	Copyright (Training Content)
Co-Design Atelier	SUA (FZKI, FESRR)	Nitra City	TUZVO Association of Nitra Architects, Creative Centre SUA, CC Nitra	methodology, course possible service	Practical university course aimed at for co-creation of innovative urban interventions, offered to university students, but being expanded	interdisciplinarity, introduced in study program for landscape architects and professional program Local Development Management in accreditation	None
Flood-Proof Countersunk Public Grills for Public Spaces	SUA		subcontractors involved in deployment of the prototype intervention	design	innovative feature to enhance public spaces in areas with instances of flooding. Encourages communal use while addressing environmental challenges	in flood-prone urban areas requiring durable, weather-resilient communal infrastructure, relies on terrain modulation so does not encroach further on green spaces in cities	Registered/unregistered Design



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Plastic Terrazzo Urban Furniture	SUA		Terrattico company, (SUA retains design rights)	design, product	seating elements , using otherwise non-recyclable plastics to create multifunctional public seating that is also vandalism resistant	multifunctionality, reversibility, eco-friendly materials, suitable for vandalism prone areas, available in multiple colourways and designs	Registered/unregistered Design
Adaptive Urban Furniture Add-on	SUA		Creative Centre Trenčín - for production	design, potentially product	multifunctional element designed for seating mobiliary, customizing it for different users with specific mobility or ergonomic requirements,	modern urban furniture frequently lack ergonomic elements like backrest, this provides solution to without the need to replace the original seating	Registered/unregistered Design

Table 8 Nitra VIS-KERs exploitability analysis and market identification

VIS-KER	Potential exploitability			Potential Market	
	Commercial	Social	Policy related	Users	Customers
Bikes-haring service	L	L, R, N	N	vulnerable groups, citizens, students	cities, neighbourhood associations, schools
Community Garden Workshops		L, R	L	vulnerable groups, citizens, students, immigrants	cities, NSK, schools, NGOs, companies
Co-Design Atelier	L, R, N	L, R, N	L, R, N, E	citizens in general, students, community associations and NGOs	participants - when included in life-long learning program, municipalities - when using as a service
Flood-Proof Countersunk Public Grills for Public Spaces	L, R, N	L, R, N		citizens, vulnerable groups, neighbourhood associations	local public administration, neighbourhoods associations, architects, landscape architecture companies
Plastic Terrazzo Urban Furniture	L, R, N, E			citizens in general	local public administration, individuals, architects, landscape architecture companies
Adaptive Urban Furniture Add-on	L, R, N, E		L	citizens in general, vulnerable groups and groups with mobility challenges	local public administration, architects, landscape architecture companies



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Figure 16 Plastic Terrazzo urban furniture elements at architectural showcase in Bratislava



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5.5 Summary of potential VIS-related exploitable results

Table 9 Potential commercial exploitability matrix of IN-HABIT VIS

Local	Regional	National	European
Tailored-made courses for neurodiverse people	B4B adapted model for vulnerability areas	Tailored-made courses for neurodiverse people	Tailored-made courses for neurodiverse people
B4B adapted model for vulnerability areas	Community Kitchen	Community Kitchen	Community Kitchen
Accessibility ramp & Lift	Community Garden and Events	Community Garden and Events	Community Garden and Events
Community Kitchen	Tourist Development Activities	Animal lines of relational area	Animal lines of relational area
Community Garden and Events	Support to Integrated Hum-animal Planning and Policies	Tourist Development Activities	Support to Integrated Hum-animal Planning and Policies
Animal Assisted Intervention	Co-Design Atelier	Support to Integrated Hum-animal Planning and Policies	Plastic Terrazzo Urban Furniture
PET-CARE services	Flood-Proof Countersunk Public Grills for Public Spaces	Co-Design Atelier	Adaptive Urban Furniture Add-on
Animal lines of relational area	Plastic Terrazzo Urban Furniture	Flood-Proof Countersunk Public Grills for Pub.Sp.	
Educational activities	Adaptive Urban Furniture Add-on	Plastic Terrazzo Urban Furniture	
Tourist Development Activities		Adaptive Urban Furniture Add-on	
Support to Integrated Hum-animal Planning and Policies			
Bikesharing service			
Co-Design Atelier			
Flood-Proof Countersunk Public Grills for Publ.Sp.			
Plastic Terrazzo Urban Furniture			
Adaptive Urban Furniture Add-on			



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Table 10 Potential societal exploitability matrix of IN-HABIT VIS

Local	Regional	National	European	International
Tailored-made courses for neurodiverse people	B4B adapted model for vulnerability areas	Tailored-made courses for neurodiverse people	Tailored-made courses for neurodiverse people	Guidelines for replicability of IH & WB in different contexts
B4B adapted model for vulnerability areas	Community Kitchen	Community Garden and Events	Guidelines for replicability of IH & WB in different contexts	
Guidelines for replicability of IH & WB in different contexts	Community Garden and Events	Animal Assisted Intervention	Community Kitchen	
Accessibility ramp & Lift	Animal Assisted Intervention	Animal lines of relational area	Community Garden and Events	
Community Kitchen	Animal lines of relational area	Bikesharing service	Animal lines of relational area	
Community Garden and Events	Educational activities	Co-Design Atelier		
Animal Assisted Intervention	Bikesharing service	Flood-Proof Countersunk Public Grills for Pub.Sp.		
PET-CARE services	Community Garden Workshops			
Animal lines of relational area	Co-Design Atelier			
Educational activities	Flood-Proof Countersunk Public Grills for Pub.Sp.			
Bikesharing service				
Community Garden Workshops				
Co-Design Atelier				
Flood-Proof Countersunk Public Grills for Pub.Sp.				



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Table 11 Potential policy related exploitability matrix of IN-HABIT VIS

Local	Regional	National	European	International
Tailored-made courses for neurodiverse people	Tailored-made courses for neurodiverse people	Community Garden and Events	Guidelines for replicability of IH & WB in different contexts	Guidelines for replicability of IH & WB in different contexts
B4B adapted model for vulnerability areas	B4B adapted model for vulnerability areas	Animal Assisted Intervention	Community Garden and Events	
Guidelines for replicability of IH & WB in different contexts	Accessibility ramp & Lift	PET-CARE services	Animal Assisted Intervention	
Accessibility ramp & Lift	Community Kitchen	Animal lines of relational area	PET-CARE services	
Community Kitchen	Community Garden and Events	Educational activities	Animal lines of relational area	
Community Garden and Events	Animal Assisted Intervention	Support to Integrated Hum-animal Planning and Policies	Educational activities	
Support to Integrated Hum-animal Planning and Policies	PET-CARE services	Bikesharing service	Support to Integrated Hum-animal Planning and Policies	
Community Garden Workshops	Animal lines of relational area	Co-Design Atelier	Co-Design Atelier	
Co-Design Atelier	Support to Integrated Hum-animal Planning and Policies			
Adaptive Urban Furniture Add-on	Co-Design Atelier			



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6. KER and VIS-KER exploitation roadmaps

An **exploitation roadmap** is a strategic document outlining the steps, resources, and stakeholders required to transform project results into impactful and sustainable outcomes. It serves as a guide for effectively deploying Key Exploitable Results (KERs), ensuring they achieve societal, economic, and policy-related goals beyond the project's lifecycle. **Purpose of an Exploitation Roadmap is to provide:**

1. **Guiding Implementation:** Provides a clear plan for translating project results into practical applications or marketable solutions.
2. **Ensuring Sustainability:** Identifies pathways to maintain and scale the impact of results after the project concludes.
3. **Engaging Stakeholders:** Clarifies roles and responsibilities for partners, end-users, and policymakers in the exploitation process.
4. **Supporting Decision-Making:** Offers a structured approach to navigate challenges, manage risks, and allocate resources effectively.
5. **Maximizing Impact:** Aligns project outputs with societal, commercial, and policy needs, ensuring alignment with broader frameworks like the European Green Deal or SDGs

After the definition of the exploitation roadmaps, 2 of the 5 KERs for which this step was deemed useful, were subsequently summarized as business models using the **Social Business Model Canvas**.

6.1 KERs Exploitation Roadmaps

Exploitation roadmap – IN-HABIT APP



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Action	Description	<p>Until the end of the project, the following actions are planned: - create engaging missions in partnership with local partners, knowledge transfer and open-source release to support potential third-party replication. - It was considered in conclusion that dissemination and engagement are not just one-time marketing efforts but ongoing and vital components of an app's journey to success. Although the performance and activation of population was not the same in each pilot city, due to a series of local differences and priorities leading to a different adoption rate and approach, every mitigation action effort was put in place by the BOT team to understand the most effective solutions to boost adoption. By actively engaging with users, listening to their feedback, and continuously refining the app's offerings, an actual response was given to the local app implementation barriers, leading to modelisation and replication of solutions in other pilot projects/cities. Engaging the public with local public apps involves multiple strategies to increase usage, feedback, and overall satisfaction, in particular when UX feedback and participation hence to activate innovation - are required such as in this case. Strategies throughout implementation and focused approaches involved User-Centered Design: Focus on UX/UI: Ensure the app is intuitive, accessible, and user-friendly. Particular attention was paid in this regard to mitigation actions as well as active involvement through better accessibility: the project website underwent important optimization of the IN-HABIT APP page, with direct links in the four languages and shortcuts on the homepage. Every pilot city was involved in 1 to 1 specific discussions on how to make the app available to general public - thus broadening the scope of action - as well as the target population. New implementations not foreseen but considered essential were carried out: Feedback Mechanisms: Users were multiple times asked to give feedback and their suggestions were implemented wherever technically feasible. Effective Communication: Awareness Campaigns: Use social media, local news, and community events to promote the app. The BOT communication team dedicated effort to ensure all public needs were addressed with reference to target population but also on a wider scale. Community Involvement: community members were involved in the development process through beta testing - done M28-M36 with LCAs and KLCs and tests in communities; Although it was not possible due to feasibility reasons and different priorities from the pilot cities to have community ambassadors promoting the IN-HABIT APP, several mitigation measures were undertaken after speaking with the pilot cities and given the characteristics of the places of intervention for the project. Regular Updates and Improvements, Data privacy and security: Transparency: Users were kept informed about updates and changes through emails.</p>
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Furthermore, a new round of updates, not foreseen in the original plan, was added, to “mirror” as much as possible the actual implementation state of the VIS in the pilot cities, most of which were not completely ready when the IN-HABIT APP was completed. This additional round consisted of a very comprehensive check of locations, state and mission triggers and so forth for each city and VIS.

Transparency: Clearly communicate how user data is collected, used, and protected. Considering the research facet of the project, this aspect is particularly taken care of, explaining to users the main purpose of the app and data usage, also by sharing a very simple FAQ document in the 4 languages, available on the project website and for all PPs.
Security Measures: Implement strong security measures to protect user data.

Accessibility: Tutorials: tutorials and detailed written instructions along with specific and unique credentials were provided to the pilot cities to educate users on how to use the app effectively and validate the (few) missions needing manual validation.

An important mitigation action was put in place by BOT for all the pilot cities given the fact that neither young people - as thought during the project - nor LCAs or KLCs - due to on the ground prioritization issues - were available for the main actions on the field, BOT undertook this task entirely on its own team.

The main actions included: the “translations” of the pilot cities requests to update the missions and their inclusion in the CMS, constant contact with the developer for every feedback given, the validation of missions for the four cities through an internal dashboard - shared with PPs too - until July 2025, the creative and operational activities linked to generate gamified missions from cities’ requests for events

Language Options: The app is programmed in the four languages of the project, and English for showcasing purposes on presentations (presented in Bruxelles in two major congresses during the project).

Implementation: Social media and web at the general communication level, the campaign is divided by platform, for each platform, a different tone of voice is chosen, with the aim of diversifying the strategy. BOT supported local KLCs and LCAs with guidelines on how to deliver this news using social media at a local level, on the most used channels, at its best. An initially planned common social media campaign was resized to local ones according to the different timelines for implementation of the pilot cities and above all their public events calendar where the app was going to be used.

A new mitigation action was the implementation of several add-ons not foreseen



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in the app implementation path, aimed at opening the app to citizens and visitors during specific events, or to involve students and schools in other educational activities. In particular, for Cordoba, Nitra and Lucca, 4 add-ons sections were designed and developed from scratch to respond to the cities' specific needs in that context: submitting surveys, or expressing opinions on a particular implementation, or get to know the local VIS and the possible linked activities and rewards during public festivals, for example. This implementation required an extra effort in planning outside the project timeline, in developing technically the requested add-ons, in providing instructions and credentials ad hoc, website and online related tasks, CMS change and validation, functioning tests, running extra tests to ensure the stability of the app with these add-ons incorporation, and dedicated communication on the project channels.

Exploitation path after project end:

1) Share the innovation implementation by going open source:

Planned activities until M60 include sharing the IN-HABIT app as open source for possible replication in other pilot cities as well. In particular: it was considered essential by the BOT team to consult with the programmers and legal advisors first. This step was taken to enable a thorough evaluation of various technical issues related to the source code, the app's CMS, and its integration with the project databases. The purpose was to accurately determine the security requirements for making the app publicly accessible beyond the consortium, and to assess potential risks of exploitation.

The source code would be uploaded to Zenodo and registered with a DOI, no issues were identified in this respect. As Zenodo had been designated as the official platform for registering EU-funded intellectual property, this course of action was considered appropriate and fully aligned with project requirements. As a result, the plan involved BOT collaborating with the programmers on two main tasks:

- 1) The source code was to be thoroughly reviewed and "cleaned" to make it as generic as possible—while still replicable—by removing any references or links to the project database, platform, or user data. This was considered necessary, particularly because the code had undergone multiple manual rewrites following modification requests from various partners.
- 2) A more secure and controlled environment, offering stronger guarantees than general public repositories, was to be identified for hosting the cleaned source code.



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This plan was set to be implemented throughout August and was recognized as requiring significant time and effort. Nonetheless, confidence was expressed that these measures to make the app available beyond the project—while ensuring all necessary precautions—would effectively enable sharing the project's innovations and their relevance beyond IN-HABIT, even after the project's conclusion.

The IPR protection strategy for the IN-HABIT APP will follow a layered approach to safeguard its source code, visual identity, brand, and potential database assets while enabling open-access exploitation in line with project objectives. The software source code is automatically protected under EU copyright law as an original literary work, granting control over reproduction, modification, and distribution. Graphical interface elements, icons, and layouts are eligible for unregistered Community design rights from the date of first disclosure, with the option to register for extended and stronger protection. All branding for the app falls under the potentially registered **IN-HABIT** EU trademark, which covers Classes 9, 16, 28, 35, 41, and 42. Any proprietary databases integrated into the app are covered by sui generis database rights, controlling extraction and reuse of substantial parts.

Once cleaned and anonymised, the source code will be uploaded to Zenodo under an **open-source licence** compatible with the European Commission's Open Access policy, such as **Apache 2.0**. This licence allows adoption and modification by third parties while requiring attribution and preserving certain usage conditions, thus fostering replication by municipalities, universities, and NGOs. The choice of a permissive licence balances the project's commitment to openness with the need to maintain brand integrity and avoid unauthorised commercial exploitation without acknowledgement. This combined protection and licensing approach ensures that the IN-HABIT APP can be shared, adapted, and scaled after the project ends, while safeguarding its identity and securing recognition for the consortium's innovation.

Other future plans were made regarding the IN-HABIT APP exploitation path, encompassing the project message of sharing innovation as much as possible. [21](#)
[New adopters](#)

An open-structured application such as IN-HABIT has the **potential to be adopted by municipalities across Europe** and internationally. Local administrations are increasingly interested in accessible and effective tools that facilitate communication with their residents. In this context, IN-HABIT offers a relevant and adaptable solution.



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The primary users of this “gamified research project app” are students. They are often newcomers to the city, especially university students, and are actively seeking engaging ways to explore, learn about, and connect with their new urban environment. The app can play a crucial role in their integration process by offering interactive experiences tailored to their curiosity and needs.

IN-HABIT’s two-way communication model is ideal for raising awareness among students and citizens about local news, events, and places that municipal authorities wish to promote. At the same time, it provides a channel for users to share feedback, report issues, and contribute ideas—fostering active civic participation.

This app acts as a gateway to a new way of engaging with the urban experience, whether within a city, a small town, or a campus. It is engaging, rewarding, and impactful—not only because it encourages meaningful interaction, but because it generates valuable data. This data can be analysed by universities and researchers, potentially influencing local policy and supporting informed decision-making. Highlighting these unique characteristics helps prospective partners—especially municipalities—understand why IN-HABIT stands out from other digital tools.

The Minimum Viable Product (MVP) of the app lies in its simplicity: the ability to distribute content and track user engagement. These elements are flexible and customizable, allowing each city to tailor the app to its unique context.

When a municipality decides to adopt the app, a co-design process is essential to determine the first missions and activities to launch, as well as the target user groups.

While the app’s core structure remains consistent across all cities, its content is localized—much like a dynamic city guide showcasing what’s happening nearby each week. The app should be promoted through targeted social media campaigns, telling stories that illustrate how it transforms not only the way people spend time in the city, but also how urban research is conducted.

A robust pre-launch strategy is equally important. Connecting with universities, civic organizations, and local influencers helps amplify outreach. Pre-launch initiatives—such as gamified registration challenges or exclusive previews—build anticipation and generate early user interest.

The launch phase becomes a moment of celebration and high visibility. A coordinated marketing campaign, including digital ads, social media storytelling, and press engagement, ensures broad awareness. Optimizing app store listings with appealing visuals and authentic user reviews makes the app easy to find and



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	<p>trust. Early adopters are incentivized with exclusive launch missions, driving buzz and encouraging downloads.</p> <p>Following the launch, the focus shifts to growth and user retention. Regular content updates keep the platform fresh, while tailored notifications remind users of new missions. A strong feedback loop—listening to users and implementing their suggestions—enhances loyalty and improves functionality.</p> <p>As the app matures, strategic partnerships become essential drivers of growth. Collaborations with academic institutions, civic groups, and brands enhance credibility and expand reach. New gamified features and thematic missions ensure the app remains relevant to a broad and evolving user base. At the same time, analytics help identify successful strategies and areas for improvement.</p> <p>By following this thoughtful, participatory approach, IN-HABIT becomes more than just a digital tool. It evolves into a community-driven platform—one that makes urban exploration fun and interactive, while contributing to meaningful research and policy development.</p> <p>3) <u>Further explorations</u>: An option worth considering for potential replicability is the partial—or complete—sharing of data. Just as individuals, as private citizens, may choose to donate their organs after death, municipalities could similarly be granted the ability to opt in or out of a data-sharing policy. This would involve the sharing of anonymized data collected through the application with other municipalities.</p> <p>The objective would be to provide a transparent means of identifying which initiatives and interventions are effective, which are not, and to prevent the repetition of unsuccessful approaches. At the same time, this mechanism would enable the dissemination of best practices, fostering a culture of mutual support and shared learning among municipalities.</p> <p>Such an approach would align closely with the collaborative and community-oriented ethos of the project, promoting a spirit of solidarity and continuous improvement across local administrations.</p>
<p>Roles</p>	<p>App Developers (2–3), UI/UX Designer , product manager, QA specialist, other figures involved in communication and go to market, researchers, local authorities and local entities representatives, etc.</p>



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Monitoring

BOT and the Consortium have planned our activities based on trending technologies in 2018 and made assumptions on the adoption future adoption rates (cfr. Gartner's Hype Cycle report of 2018, for example). The focus on Augmented Reality for user engagement has changed radically in the last years, leading us to shift our strategies on the APP, focusing much more on accessibility and adherence to privacy policies, which, inevitably, limited the type of technologies used. Furthermore, after experiencing the challenges of local adoption the proposal is to carefully revise the number of users of the APP KPIs, with a different estimate for each city, produced in accordance with the local partner, depending on activities and priorities of each city. Monitoring activities would be planned at least monthly, involving both sides: research and local entities for check of KPIs and mitigation actions to implement.

Also, since the project proposal time, Artificial Intelligence has significantly transformed how technology is used and perceived. As a result, it is important to consider a more extensive integration of AI tools within the app—particularly in contexts where usage is likely to be replicated. For example, the development of a "citizen" automated companion capable of answering user questions and guiding them to the most relevant challenges and missions within the app could be explored. While such features have not been implemented in the current version, the app's existing infrastructure is designed to support the integration of both AI and Augmented Reality tools.



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Financials

Costs

A gamified research app can be developed at low, sustainable cost for a medium-sized city by leveraging existing code resources from the IN-HABIT APP and adapting to new local cities' needs. For example, the use of internal resources, open-source tools, and local partnerships would serve the purpose to make it a sustainable initiative even for small-medium sized cities. A small multidisciplinary team (2–3 developers/designers) can build a minimum viable product (MVP) over 6–9 months, focusing on core features that promote civic engagement and user-friendly design. Development and content creation can be supported by university students through internships, thesis projects, or volunteer opportunities, offering them recognition through certificates, academic credits, or public acknowledgment. Marketing and promotion can rely on the city's existing communication channels—such as official websites, social media, community centers, and schools—eliminating the need for paid advertising. A simple informational website can be created in-house or by student contributors to serve as the project's digital hub. To encourage participation across all age groups and backgrounds, the app can offer a variety of non-monetary incentives: digital badges, leaderboard rankings, personalized feedback, certificates, access to exclusive city events (e.g. museum passes, guided tours), public recognition (e.g. "Citizen of the Month"), and opportunities to co-create local initiatives. These rewards appeal to students, families, seniors, and professionals alike.

Collaborations with local schools, libraries, NGOs, universities, and businesses can further boost visibility and provide meaningful missions linked to community needs. Hosting and maintenance can use city-owned infrastructure or low-cost public cloud services. With this resource-efficient model, total implementation costs can remain within 30.000 to 50.000 €, making the project accessible, inclusive, and sustainable, and making it both affordable and scalable for broader civic engagement. With careful execution, the gamified research project app has the potential to become a transformative platform, engaging users while advancing meaningful research objectives. With careful execution, the gamified research project app has the potential to become a transformative platform, engaging users while advancing meaningful research objectives.



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Revenues

A possible approach to market entry includes the preparation of a presentation folder outlining the potential applications of the app. Relevant cities can then be contacted to explore their interest. Best-practice sessions may be conducted with each city to better understand local needs, neighbourhood characteristics, preferred mission types, and suitable rewards that could be delivered through the app. This initial phase can be priced accordingly and should include training for staff who will be responsible for managing and updating missions and events within the platform. A communication campaign is recommended to begin approximately three months before the app's public launch and availability for download.

Revenue generation may come from two primary sources: a potential purchase price for end users and in-app advertising, including sponsored missions from businesses or local organizations.



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Other resources of coverage

Below is a budget breakdown, framed for a small to medium-sized city planning to adopt the IN-HABIT app. The total estimated budget remains within a €30,000–€50,000 range, considering a well-optimized process and external partnerships.

1) Go-to-Market Costs – Estimated €12,000–€18,000

This includes all foundational work required to make the IN-HABIT platform publicly available and adoptable by multiple cities:

Development of the self-service mission portal (CMS portal):

A lightweight web interface allowing municipal staff or partners to create, modify, and schedule local missions and events autonomously. €6,000–€8,000

Creation of documentation and onboarding materials:

Includes multilingual user guides, admin manuals, training videos, and templates for new municipalities. €2,000–€3,000

Infrastructure setup and hosting (1st year):

Scalable hosting, basic cloud costs (AWS or similar), and licensing for backend infrastructure (can be shared across municipalities). €3,000–€4,000

Basic branding & landing page for general promotion:

Unified digital presence, app store optimization assets, and a general website explaining the project for interested partners. €1,000–€3,000

This cost can be partially recovered or offset through regional/national innovation grants or digital transition programs.

2) Cost per Municipality to Adopt the App – Estimated €6,000–€8,000

Each new municipality incurs specific adoption costs:

Configuration & content localization:

Customization of missions, user categories, visuals, and messaging for the local context. €2,000–€3,000

Training & support for local staff:

One remote workshop + documentation, plus 1 month of onboarding support. €1,000–€2,000

User and data management setup:

Local user dashboard, analytics configuration, GDPR compliance setup. €2,000–€3,000

First-year platform license (shared backend):

Covering maintenance, updates, and shared infrastructure. €1,000 (flat rate)

3) Local Launch & Advertising (Municipality-Specific) – Estimated €3,000–€5,000

Each city should plan a modest but targeted marketing campaign to support local user onboarding:

Digital advertising (Meta, Google, TikTok):

Geo-targeted campaigns to reach students and young citizens. €1,500–€2,000



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	<p>Content creation (videos, stories, testimonials): Localized storytelling material to promote the app with real faces, events, and missions. €500–€1,000</p> <p>Local PR, outreach to schools/universities, micro-influencers: Email campaigns, partnerships with student groups, and local engagement. €1,000–€2,000</p> <p>4) Sponsorships and Partnerships (Supporting Points 2 & 3) – Target €5,000–€10,000 in coverage Partnerships and sponsors can significantly reduce direct municipal costs: Local businesses: Cafés, bookshops, cinemas may offer small rewards in exchange for visibility in the app. Universities: Co-develop missions and co-finance student engagement (e.g., via student services or orientation programs). Potential to reduce local municipal spend by 30–50% on points 2 and 3.</p> <p>5) Investment (already covered in 1) – Included in Go-to-Market Budget The initial investment into the platform, particularly the development of the self-service mission portal and overall go-to-market readiness (documentation, infrastructure), is covered under point 1.</p> <p>Future maintenance and updates may be funded via:</p> <ul style="list-style-type: none"> ● Subscription models from new municipalities ● Annual maintenance fees ● Public innovation grants or digital transition funds <p>6) Revenue Model & Sustainability To ensure financial sustainability and scalability:</p> <ul style="list-style-type: none"> - Municipal license fee (annual): After year 1, municipalities can pay a yearly fee of €2,000–€3,000 for continued access, updates, and support. - Add-on features: Additional modules (e.g., advanced analytics, university integrations) offered at optional costs. - Sponsored missions: Municipalities or private partners can sponsor specific missions or campaigns (e.g., green mobility weeks, cultural events), generating both impact and funding. - Regional or EU funding opportunities:
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IN-HABIT could be positioned for co-financing through Smart City, Horizon Europe, or NextGenEU programs. programs.

Sources can be partners' own budget, other project grants, national/ regional incentives, risk capital, loans, etc.).

Cost reductions can be achieved through scalability by utilizing cloud hosting solutions with pay-as-you-grow models, ensuring efficient use of resources as user demand increases. Partnerships with universities and institutions may also help offset initial marketing and development expenses through co-funding or in-kind contributions. Automating customer support and gamification processes can further reduce operational overhead as the app scales.

Additional funding sources may include project grants—particularly those supporting innovation actions—as well as contributions from local technology sponsors or enterprises. Regional funding opportunities and incentives could also be explored, especially in the context of scaling the implementation across multiple cities within a broader territory.

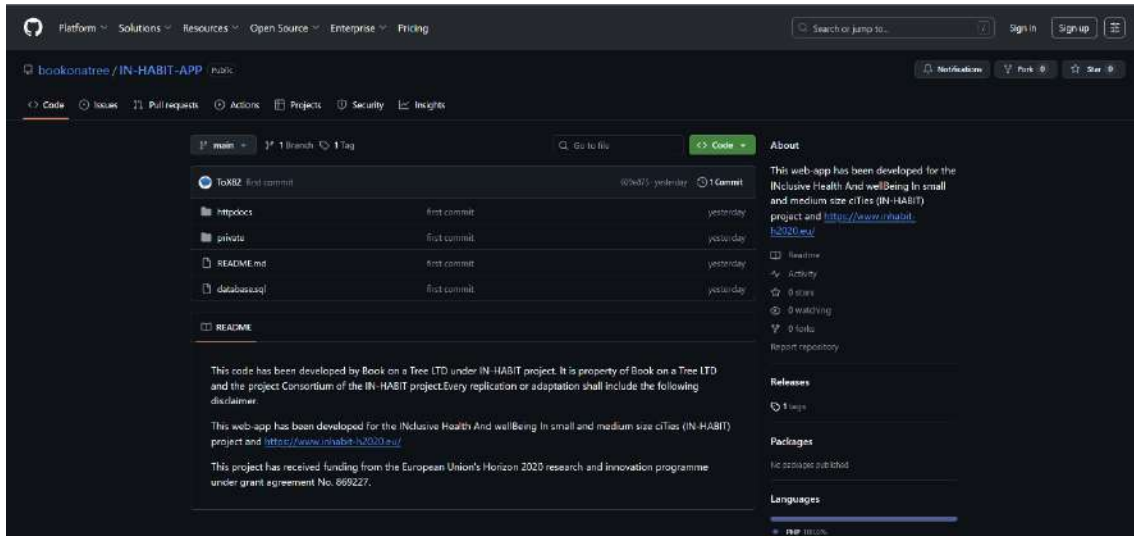


Figure 17 Source code of IN-HABIT APP uploaded to GitHub

Uploading the source code of the IN-HABIT APP to GitHub is an important step in its exploitation because it ensures visibility, accessibility, and sustainability beyond the lifetime of the project. By releasing the cleaned code under an open-source licence (Apache 2.0), the



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consortium makes it easier for municipalities, developers, NGOs, and research institutions to adopt, adapt, and improve the application for their own contexts. GitHub is a globally recognised platform that not only functions as a repository, but also provides version control, documentation, and collaborative development tools, ensuring that the APP can continue evolving as new needs emerge.

From an exploitation perspective, this approach increases the likelihood of replication and uptake by **lowering entry barriers for potential users**, while also positioning IN-HABIT as a reference point in the domain of **inclusive digital urban tools**. Open availability fosters community-driven innovation, where external contributors can propose updates, report bugs, or add functionalities, thus reducing maintenance costs for the consortium and increasing the APP's long-term value. **At the same time, by linking the GitHub repository to the IN-HABIT trademark and guidelines, UCO and project partners can ensure that the brand identity and quality standards are protected, even while encouraging broad use.**

By uploading the IN-HABIT APP source code to GitHub under an open licence, it becomes part of the **digital commons**. This means that the code is no longer tied only to the consortium but is available as a shared, openly accessible resource that anyone can use, adapt, and build upon. As a digital commons, the APP benefits from collective ownership and stewardship, where improvements, bug fixes, or extensions can be contributed by external developers, universities, or municipalities without relying solely on the original project partners.

This status strengthens exploitation in two main ways. First, it increases **credibility and trust**: municipalities or NGOs that might hesitate to adopt a proprietary or closed tool can see transparently what the code does, how it works, and adapt it to their needs. Second, it lowers barriers to **replication and adaptation**: if the APP in its original pilot settings did not attract immediate use (e.g., due to local digital literacy, competing tools, or lack of immediate relevance), the open-source release allows others to modify it so that it fits better with their own context. For example, a city could adapt the APP to focus on mobility data rather than wellbeing surveys, or an NGO could rebrand it for community engagement campaigns. In short, turning the APP into a digital commons shifts the exploitation pathway away from being dependent on



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immediate pilot uptake and toward a broader **ecosystem of potential users and contributors**. This expands its life beyond the original project, creates possibilities for new use cases, and aligns IN-HABIT with European policy priorities on open science and digital innovation.

Releasing the IN-HABIT APP source code on GitHub under an open licence does not jeopardize potential future business exploitation; rather, it creates complementary opportunities. By positioning the APP as part of the digital commons, the basic code becomes a freely available foundation, but value-added exploitation can still be developed by the partners or external actors. For instance, municipalities, NGOs, or SMEs may wish to contract partners for **customisation, integration, technical support, training, or maintenance services** — activities that remain commercial even when the source code itself is open.

Moreover, the open release builds **trust and transparency**, reducing adoption barriers and increasing visibility. This larger user base actually strengthens the potential market for professional services linked to the APP. In practice, many successful digital businesses (e.g. QGIS service providers) are built on open-source cores but generate revenues through consulting, adaptation, and hosting solutions. In the same way, IN-HABIT partners can continue to exploit the APP by offering tailored solutions to cities or institutions that do not have the in-house capacity to adapt the code themselves.

Thus, the decision to release the APP as a digital commons supports both the project's mission of inclusivity and openness and the long-term business potential for partners, by aligning with models of **service-based rather than code-based exploitation**.



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Exploitation roadmap – The Games		
Action	Description	<p>The City Pets board game was developed in Lucca as an educational tool. It is part of the <i>soft VIS</i> designed to support educational activities with children and families and to raise awareness of pet-friendly services. As such its already in use in various events, schools and the plan is to replicate it externally beyond Lucca, also withing the broader framework of promoting the human-animal city concept (more specifically described in the Upscaling Plan of Lucca VIS)</p> <p>The IPR protection strategy for the City Pets board game secures its creative content, visual identity, and brand while enabling targeted educational and commercial exploitation. The rulebook text, educational narratives, character designs, and original illustrations are protected under EU copyright law as literary and artistic works, granting control over reproduction, adaptation, and distribution. The visual appearance of the board, cards, and playing pieces benefits from unregistered design rights from the date of first disclosure, with the option to register for stronger protection. The umbrella trademark ensures brand consistency with other KERs and simplifies enforcement</p> <p>Copies will carry a visible licence notice granting personal and educational use rights, while prohibiting unauthorised reproduction or manufacture. The game will be exploited through direct sales, educational distribution, and licensed local adaptations, with potential for event-based promotional use and integration into broader urban inclusion campaigns.</p>
	Roles	<p>University of Pisa (Dept. of Veterinary Science) – responsible for design and scientific validation of human–animal content.</p> <p>Municipality of Lucca – possible policy integration and dissemination within city initiatives.</p> <p>Lucca Crea – event organisation and creative dissemination.</p> <p>Schools, children, and families – primary users and beneficiaries.</p>
	Monitoring	<p>List the milestones and monitoring parameters (KPIs) within a specific timeframe.</p> <p>The board game is expected to be monitored by its use in schools and events and through feedback from children and families engaged.</p>
	Financials	Costs
Revenues		Modest revenues possible from sales to schools, NGOs, or municipalities; potential for growth if published commercially.



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	Other sources of coverage	Possibility in the future: partner contributions (municipality, university, NGOs), small cultural/educational grants, or collaboration with publishers for wider production and distribution.
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Exploitation roadmap – GDEI Handbook		
Action	Description	<p>Upon acceptance of the deliverable by the European Commission, the GDEI Handbook will be disseminated to relevant networks of policymakers, city planners, researchers, and funding organizations. This includes, but is not limited to, cluster sister projects (GoGreenRoute, VarCities, euPolis), URBACT, NEB initiatives, EIGE, UN-HABITAT...</p> <p>The IPR protection strategy for the GDEI Handbook secures its textual, visual, and structural elements while ensuring full compliance with Horizon 2020 open-access requirements. The handbook’s content — including text, images, diagrams, and layout — is protected automatically under EU copyright law as a literary and artistic work, granting control over reproduction, adaptation, and distribution, while moral rights ensure proper authorship attribution and the integrity of the work.</p>
	Roles	<p>The WP6 researchers will send the GDEI Handbook to relevant networks with support from the University of Turin and University of Reading support teams and BOT. The GDEI Handbook will be made available on the researchers’ personal website in addition to the IN-HABIT and European Commission’s websites.</p>
	Monitoring	<p>N/A</p>
Financials	Costs	<p>none</p>
	Revenues	<p>N/A</p>



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Exploitation roadmap – Inclusive B4B Training Program		
Action	Description	<p>Until the end of the project, the focus will be on preparing a sustainability plan that secures new funding, explores revenue options, and strengthens partnerships to ensure continuity of the Inclusive Incubation Programme in Las Palmeras and Nitra. In the months following project completion, efforts will concentrate on adapting and replicating the model in other disadvantaged communities, supported by lessons learned and clear transfer guidelines. Policy dialogue with local authorities will continue to embed the programme’s insights into inclusion and entrepreneurship strategies. To support participants in the long term, an alumni network will be launched to provide mentoring and peer exchange, while a light monitoring system will track outcomes and supply evidence for scaling and further investment.</p>
	Roles	<p>The Inclusive B4B Training Programme is co-developed and delivered by Bridge for Billions within the IN-HABIT framework, in close collaboration with local partners in Córdoba (for Las Palmeras women) and Nitra (for Roma women). Local universities, municipalities, NGOs, and community organisations play a key role in outreach, contextual adaptation, and participant support, while Bridge for Billions ensures methodological quality, platform access, and mentor coordination.</p> <p>Intellectual property is safeguarded through EU copyright and trademark protection, covering training materials, branding, and digital tools. Exploitation will be pursued through a service-based licensing model, including delivery to municipalities, NGOs, and universities, as well as a train-the-trainer approach to enable local replication. This shared model ensures that both programme owners and local stakeholders contribute to sustainability while maintaining quality standards across territories.</p>



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		<p>The IPR protection strategy for the Inclusive B4B Training Programme applies multiple rights to secure its training content, brand, and any associated data assets. All course materials, curricula, templates, and multimedia resources are protected under EU copyright law as literary and artistic works, ensuring control over reproduction, adaptation, and distribution. If the programme includes distinctive visual templates or learning kits, these may be protected by unregistered design rights, with optional registration for extended protection. The programme name and delivery branding are covered by the IN-HABIT EU trademark registration, ensuring coherence with the other KERs. Structured participant databases or case study repositories may benefit from sui generis database rights. Exploitation could follow a service-based licensing model, including direct delivery to municipalities, NGOs, and universities; licensing to partners for regional delivery; online subscription access; and a train-the-trainer model with certification fees, ensuring scalability and quality control across territories.</p>
	<p>Monitoring</p>	<p>Key performance indicators will track the number of participants supported post-project, the replication of the programme in new communities, and the extent of policy uptake at municipal and regional level. Additional KPIs will include business survival rates, participant satisfaction, and continued engagement in the alumni network. Progress will be reviewed annually to generate evidence for scaling and future funding.</p> <p>Monitoring will focus on both short-term milestones and long-term impact, using the framework established for IN-HABIT exploitation.</p> <p>Milestones:</p> <p>Sustainability plan finalised by Q4 2025.</p> <p>Alumni support network launched by Q1 2026.</p> <p>Adaptation guidelines for replication published by Q2 2026.</p> <p>KPIs:</p>



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		<p><i>Year 1 post-project:</i> At least 20 participants supported through alumni network; 2 municipalities/NGOs engaged in replication discussions; participant satisfaction rate above 80%.</p> <p><i>Year 3 post-project:</i> Programme replicated in at least two additional communities; $\geq 60\%$ survival rate of incubated businesses after two years; evidence of policy uptake in municipal or regional entrepreneurship strategies.</p> <p><i>Ongoing:</i> Number of new inclusive business ideas generated annually; active engagement rate within alumni network; tracking of women's empowerment indicators (skills, employment status, income growth).</p> <p>Data sources: Monitoring will combine platform analytics (participant activity, alumni interactions), partner reports, case studies, and surveys with participants and local partners. Annual reviews will feed into risk management updates, ensuring alignment between exploitation objectives and actual uptake.</p>
Financials	Costs	<p>Costs and investments needed to bridge the end of the project to the next steps (you may need to cover costs to employ a consultant or to perform more R&D; pay for web hosting, etc.). Sustaining the Inclusive Incubation Programme after the end of IN-HABIT will require an estimated annual investment of around €25,000–30,000. This covers the maintenance of the digital platform and web hosting (approximately €5,000), coordination and facilitation of alumni network activities and monitoring (€10,000–12,000), adaptation of training materials and mentor training for replication in new contexts (€8,000–10,000), and external consultancy for fundraising and outreach (around €5,000). These costs remain scalable, and are expected to be progressively balanced by revenues from licensing, service contracts, and training fees.</p>
	Revenues	<p>Revenues you will expect to collect by exploiting the novel solution. They generate the cash flow that will make the use of the result sustainable over time. (provide an estimation concerning the first year and what it is expected after 3 years, if possible).</p>



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		<p>Revenues are expected to derive from a mix of service-based licensing, direct delivery contracts, and training fees. In the first year after project completion, modest income could be generated through agreements with municipalities, NGOs, or universities interested in adopting the Inclusive B4B model, with expected revenues in the range of €20,000–30,000. Over a three-year horizon, revenues are projected to increase to €60,000–80,000 annually, as the programme is replicated in additional communities, the train-the-trainer model expands, and online subscription options are scaled. This diversified revenue base will ensure sustainability while maintaining accessibility for vulnerable groups through co-funding and subsidies.</p>
	<p>Other sources of coverage</p>	<p>Financial resources (and their sources) needed to cover costs incurred before collecting the first revenues (during the “time to market”, to further increase the TLR). Sources can be partners' own budget, other project grants, national/ regional incentives, risk capital, loans, etc.). To bridge the gap between project completion and the generation of first revenues, initial costs are expected to be covered through a combination of partner resources, local public support, and targeted external funding. Bridge for Billions and local partners can allocate part of their operational budgets to sustain core activities in the short term, while municipalities and regional authorities may provide in-kind contributions such as facilities, outreach support, or small grants. Additional opportunities include applying for national and regional entrepreneurship incentives, EU follow-up programmes, or CSR partnerships with private foundations. If needed, short-term consultancy or mentoring costs could also be supported through complementary grants or small-scale seed funding, ensuring that the programme remains operational until service-based revenues are secured.</p>



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Exploitation roadmap – IN-HABIT Data Platform		
Action	Description	<p>Some of the activities aimed at exploitation of the platform, and also its upscaling had already started to be implemented. For example, in Cordoba, UCO already launched a new type of sensor (called LoRaCetas, more information here: https://www.inhabit-h2020.eu/loracetas/) and launched the first acoustic climate map by installing sound sensors packed in flowerpots in their windows or terraces. Sensors transmit data through collaborative, cost-free LoRaWAN networks that operate at no cost to individuals, thereby democratising access to scientific participation and facilitating broader citizen contributions to scientific knowledge. The data collected will support decision-making processes.</p> <p>SUA in Slovakia plans to extend the type of sensors to also include noise pollution measurement but has been discussing with developers also include other environmental data in one set of sensors. SUA already acquired funding for this purpose. And the types of data has already been discussed with several municipal officers.</p>
	Roles	<p>University of Córdoba (UCO): lead owner of the platform, responsible for overall coordination and exploitation. At the UCO, university services like the FIWARE Digital Transformation Hub are also deeply interested in being involved in the platform’s exploitation</p> <p>GrayHats: subcontractor for technical development (background IP).</p> <p>City partners (Córdoba, Nitra, Lucca, Riga): continued deployment and use in decision-making.</p> <p>SUA: expansion of number and type of sensors, integration into community observatory</p> <p>Universities: replication, exploitation of data for scientific purposes.</p>



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	<p>Monitoring</p>	<p>The following aspects will be monitored:</p> <p>Continued operational availability of the platform after project end.</p> <p>Uptake or replication by cities, municipalities, universities, and NGOs as regular users.</p> <p>Number of datasets and sensor modules integrated over time.</p> <p>Use of the platform in participatory processes (citizen science, workshops, educational activities).</p> <p>Evidence of the platform informing decision-making and policy at the local or regional level.</p> <p>Use of data on the platform in scientific research, e.g. papers.</p>
<p>Financials</p>	<p>Costs</p>	<p>Ongoing hosting, sensor maintenance, and integration of new modules if expanded</p>
	<p>Revenues</p>	<p>At this time it is not planned as a direct commercial product; value lies in policy support, replication in other EU projects, also national, regional and local level initiatives, and academic applications.</p>
	<p>Other sources of coverage</p>	<p>UCO as a partner subcontracting this KER committed to pay for the maintenance costs for up to 2 years after the end of the project.</p> <p>SUA was awarded project funding (200,000 EUR from NextGenerationEU) for the KO-SPACEs project (Community Observatory and Co-design Atelier for Inclusive Spaces), which directly builds on and upscales the IN-HABIT Data Platform. This project acts as a "research and innovation observatory + atelier" that studies, measures, and co-designs inclusive community and green spaces</p>



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Social Business Model Canvas

"IN-HABIT Data Platform"

Key Delivery partners

- Universities and research organisations (development, analysis, validation, ethics)
 - Municipalities and local authorities (data provision, policy use, validation)
 - Technical partners responsible for platform development and maintenance
 - Open data providers and sensor operators (IoT, APIs, environmental datasets)
 - EU funded projects and initiatives (reuse, replication, integration)
- These partners jointly enable data collection, processing, analysis, and interpretation in line with the project's objectives.

Competitors & Coopetition

- Standalone urban monitoring systems (air quality, noise, weather sensors) accurate but siloed and not integrated with social or wellbeing data.
- GIS and urban planning tools (e.g. municipal GIS platforms): strong spatial analysis, limited real-time integration and accessibility for non-technical users.
- Projects-specific dashboards from EU projects: useful during project lifetime but rarely maintained or scalable across cities.
- Academic/research data platforms: robust analysis, limited usability for policymakers and operational planning.

IN-HABIT differentiation

- Integrates environmental, social, spatial, and participation data in one platform.
- Focus on inclusive health & wellbeing, not only technical monitoring.
- Modular, interoperable architecture (FIWARE-compliant).

Coopetition

- Designed to complement existing GIS, sensor systems, and engagement tools.
- Reusable and extendable in future EU-funded projects and city initiatives.

Macro-Environment/PESTEL

- Political:** Increasing EU emphasis on evidence-based policymaking and wellbeing indicators
- Economic:** Cities rely on project-funded or publicly supported data infrastructures
- Social:** Need to make inequalities and wellbeing impacts visible and measurable
- Technological:** Demand for interoperable, modular, and scalable platforms (FIWARE-compliant)
- Environmental:** Monitoring of air quality, biodiversity, climate, and public space use
- Legal:** GDPR, anonymisation, ethical research and data governance requirements

Costs-Programs, Products/Services, Fundraising, etc.

- Platform development and maintenance: ongoing technical updates, bug fixes, security, and interoperability management.
- Hosting and data infrastructure: servers, storage, backups, and performance monitoring for real-time and historical datasets.
- Human resources: staff time for data analysis, indicator development, platform administration, and user support.

Costs are primarily covered through project and public funding, not market-based pricing (UCO budget)

Key Activities

- Collecting and integrating heterogeneous datasets
- Processing and visualising real-time and historical data
- Developing dashboards and indicators
- Ensuring data anonymisation and quality control
- Supporting monitoring, evaluation, and research use
- Maintaining interoperability and platform stability

Key Resources

- Modular data platform architecture
- Hosting infrastructure and secure storage
- APIs and integration interfaces
- Researchers, data analysts, and technical staff (from the subcontractor and UCD)
- Indicator frameworks and methodological guidelines

Social Impact Measurement Strategy

Measurement indicators: Outputs (Short term)

- Number of datasets integrated (environmental, spatial, participatory, sensor-based)
- Number of indicators available related to health, wellbeing, inclusion, and environment
- Number of dashboards and visualisations actively used by partners
- Frequency of data updates (real-time vs periodic datasets)
- Number of cities / pilot areas with data integrated into the platform
- Number of analytical outputs (reports, maps, indicator sets) generated for project deliverables

Outcomes (Medium term)

- Evidence of use of platform outputs in:
- urban planning documents
 - monitoring reports
 - evaluation of urban interventions (VIS)
- Number of policy or planning decisions informed by platform indicators
- Improved cross-domain analysis demonstrated by combined use of:
- environmental data
 - public space use data
 - wellbeing and inclusion indicators
- Increased capacity of municipalities and partners to:
- interpret wellbeing-related data
 - compare conditions across areas or cities
- Use of the platform in research outputs (analyses, reports, publications, deliverables)

Impact (Long term)

- Integration of health, wellbeing, and inclusion indicators into regular municipal monitoring practices
- urban planning and evaluation frameworks
- Increased visibility of inequalities (spatial, social, environmental) in decision-making
- More evidence-informed and transparent governance processes
- Improved justification and targeting of urban interventions based on data
- Contribution to institutionalisation of wellbeing-oriented planning in participating cities and projects

Social Value Proposition

Beneficiaries

SVP

Beneficiaries gain value indirectly through better planning, fairer allocation of resources, and more inclusive urban interventions.

- Makes health, wellbeing, and environmental conditions in cities visible and comparable through integrated data.
- Supports identification of spatial and social inequalities, enabling more inclusive urban interventions.
- Improves quality of life indirectly through better-informed planning and policy decisions.

Name the Beneficiaries

- Citizens and local communities (indirect beneficiaries)
- Vulnerable and marginalised groups (e.g. elderly people, children, people with disabilities, low-income communities) whose living conditions are made visible through data
- Users of public spaces affected by environmental and design conditions

Customers

SVP

Customers gain operational value through access to integrated, policy-relevant data that supports decision-making, evaluation, and accountability.

- Integrated data platform for monitoring and evaluation of urban wellbeing and inclusion.
- Dashboards and indicators supporting evidence-based planning and policy evaluation.
- Analytical and methodological support for research and project use.

Name the Customers

- Municipalities and local authorities
- Policymakers and urban planners
- Universities and research organisations
- EU-funded projects and consortia

Innovation Impact

- Integrated wellbeing-oriented data infrastructure: Brings together environmental, spatial, and social data that are usually analysed separately, enabling cross-domain understanding of urban health, wellbeing, and inclusion.
- Shift from technical monitoring to policy-relevant evidence: Moves beyond single-parameter monitoring (e.g. air quality only) toward integrated indicators that support evaluation of urban interventions and decision-making.
- Support for inclusive urban governance: Makes inequalities and differentiated urban conditions visible, helping authorities design and assess more targeted and equitable interventions.
- Interoperable and reusable architecture: FIWARE-compliant, modular design enables reuse across cities and EU projects, reducing duplication of public investment.
- Very suitable for deployment of citizen science projects.

Relationships

Beneficiaries

- Indirect relationship through improved urban policies and interventions informed by platform outputs.
- Transparency via use of indicators and evidence in public reporting and planning processes.

Customers

- Long-term institutional relationships based on repeated use of the platform for monitoring, evaluation, and reporting.
- Ongoing support for interpretation of indicators, dashboards, and analytical outputs.
- Collaboration with researchers and planners through project-based and policy-oriented use.

Funding Stakeholders

- Continuous accountability and reporting aligned with EU policy objectives and programme requirements.
- Demonstration of reuse, interoperability, and impact across projects and cities.

Channels

Beneficiaries

- Indirectly through policy documents, evaluation reports, and public dashboards informed by platform outputs.
- Visibility via aggregated and anonymised indicators used in communication and planning.
- Directly if beneficiaries are also involved in collection of data, e.g. in citizen science applications

Customers

- Institutional access to the platform and dashboards (researchers, planners, public authorities)
- Use within project workflows for monitoring, evaluation, and reporting.
- Analytical reports, indicators, and visualisations supporting decision-making.
- Training sessions and documentation enabling effective use of the platform.

Key Stakeholders

Beneficiaries

- Urban residents and local communities (indirect beneficiaries)**
- Goals: Live in healthier, more inclusive urban environments; benefit from better-targeted public interventions.
 - Barriers: Limited influence on decision-making; impacts of policies not always aligned with lived conditions.
 - Needs: Urban policies informed by integrated, evidence-based insights on wellbeing and environment
- Vulnerable and marginalised groups** (e.g. low-income communities, elderly people, children, people exposed to environmental burdens)
- Goals: Have inequalities, risks, and wellbeing conditions recognised and addressed.
 - Barriers: Invisibility in aggregated statistics; lack of disaggregated, place-based evidence.
 - Needs: Data that makes disparities visible and supports inclusive, targeted interventions.

Customers

- Municipalities and local authorities**
- Goals: Monitor urban conditions, evaluate interventions; support evidence-based planning and reporting.
 - Barriers: Fragmented datasets; limited analytical capacity; difficulty linking data to wellbeing outcomes.
 - Needs: Integrated data platform with clear indicators and dashboards for decision-making.
- Policymakers and urban planners**
- Goals: Design and justify policies that improve health, wellbeing, and inclusion.
 - Barriers: Lack of cross-domain evidence; difficulty translating technical data into policy insights.
 - Needs: Policy-relevant indicators combining environmental, spatial, and social data.
- Universities and research organisations**
- Goals: Analyse urban wellbeing and inclusion; evaluate interventions; produce comparable results.
 - Barriers: Dispersed datasets; inconsistent methodologies; limited access to integrated platforms.
 - Needs: Harmonised datasets, indicator frameworks, and analytical infrastructure.
- EU-funded projects and consortia**
- Goals: Monitor impacts; support evaluation and reporting; enable replication across contexts.
 - Barriers: Project-specific tools with limited reusability; duplication of data infrastructures.
 - Needs: Reusable, interoperable data platform supporting monitoring, evaluation, and comparison.

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Surplus - Reinvestment/Donation, etc.

Distribution of any profits generated, once costs are covered

- No profit distribution is foreseen.
- Any financial or in-kind surplus (e.g. staff time, infrastructure) is reinvested into:
 - platform maintenance and upgrades
 - expansion of datasets and indicators
 - improved interoperability and documentation
 - support for reuse in future projects or cities

Revenue: Funding (grants/donations/awards) & Tradable Income, etc.

Primary funding:

- EU research and innovation programmes
- Public research and innovation funding at national or regional level

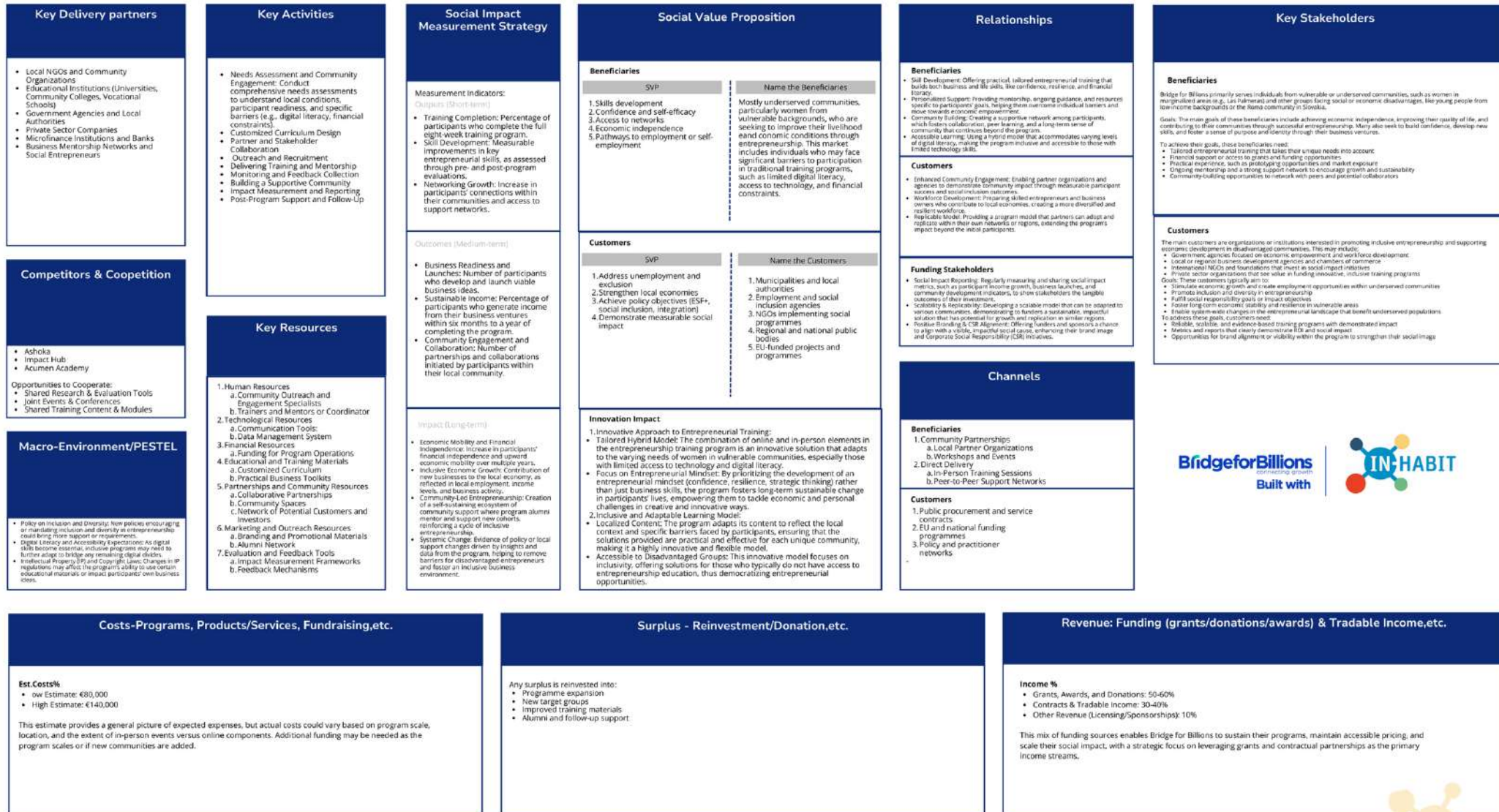
Secondary / exploratory income:

- Project-based service contributions (data integration, analysis support) within funded initiatives
- Reuse within new EU-funded projects

Commercial revenue: Not explicitly foreseen in the exploitation strategy at this stage but potential is kept in mind for the future use cases

Social Business Model Canvas

"Inclusive B4B Training Program"



7. Risk Management Plan

To ensure successful and barrier-free exploitation and uptake of results developed by IN-HABIT effective risk management is crucial. Proposed risk management strategy aims to provide tools to identify and assess potential risks associated with planned exploitation measures, prioritize them develop strategies for their elimination and/or mitigation. We identify five categories of potential risks: 1) partnership and consortium management risks, 2) technological risks, 3) market risks, 4) regulatory, legal and IPR risks, and 5) financial risks. Identified risks are evaluated according to two criteria: probability and impact, utilizing the well-established 5x5 probability-impact matrix (Figure 17). For potential risks evaluated as high, medium-high, and medium risk management plan with detailed mitigation measures needs to be developed on specific KERs level, while for potential risks evaluated as low and low-medium period risk monitoring is recommended (for risks evaluated as low-medium, it is recommended to provide information how this monitoring is to be carried out).

		Impact →				
		Negligible	Minor	Moderate	Significant	Severe
Likelihood ↑	Very Likely	Low Med	Medium	Med Hi	High	High
	Likely	Low	Low Med	Medium	Med Hi	High
	Possible	Low	Low Med	Medium	Med Hi	Med Hi
	Unlikely	Low	Low Med	Low Med	Medium	Med Hi
	Very Unlikely	Low	Low	Low Med	Medium	Medium

Figure 18 Probability-impact risk assessment matrix (Source: Acebes, et al., 2024)

Since the deployment of the APP in pilot cities was met with various difficulties even during the project timeline, a risk management strategy was developed to ensure that similar issues are avoided in the exploitation stage. The same reasoning was to applied to the focus of risk assessment strategy of the IN-HABIT platform, since its delivery was also delayed.



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Table 12 IN-HABIT APPP exploitation risk management strategy

IN-HABIT APP			
Potential risk	Probability	Impact	Action to take
Partnership and consortium management risks			
Insufficient commitment of partners in exploitation of solutions in post-project period (regardless of commitments in CA)	Likely	Severe	Monitoring and evaluation are essential to ensure an effective usage of the app, an acceptable and significant amount of data collection and meaningful engagement metrics. Regularly evaluate feedback and make necessary adjustments to the app and engagement strategies are crucial for the success of the task. Therefore, a list of potential risks has been identified, along with specific mitigation actions. Inhabitants engagement In particular, local engagement has proven to be a concrete risk, to which BOT has responded putting in place different mitigation actions: easier accessibility An adaptation of the welcome page dedicated to the IN-HABIT APP, facilitated access in local language. SEO optimization will be reinforced referring to the app in particular. The project visual identity with the usage of the well known project icons has been enriched, badges have been enhanced and added
Unclear procedures on results ownership transfer and sharing between partners	Unlikely	Moderate	N/A
Technological risks			
Lack of maintenance and updating of software	Possible	Severe	Institutional actors taking over and keeping engagement of BOT or other identified supplier. The app and storage is currently planned to function at least three years after the project end.
Solutions may become outdated/obsolete	Possible	Significant	updates starting inclusive dialogue with local users/pilot populations and additional app features. Several add-ons were included to meet local adaptations during RP3
Lack of technological know-how/skills on part of targeted customers to	Likely	Significant	the app is designed for easy adaptation and transferability of model on the technological side. Better mechanisms/dynamic content enhancement are being monitored to be implemented at the same time the



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independently deploy and use solutions			<p>app undergoes necessary technical updates, taking into account the technical “limits” due to the inclusivity of the web app itself, running even on simpler devices for difficult to reach targets.</p> <p>Further implementation includes the uploading of the open source app anonymized and of easy access on available platforms. Special attention is being paid to risk management of data breaches by not including any external link to IN-HABIT APP generated data within the project, and choosing a sharing platform granting safer access to potential users. choosing a sharing platform granting safer access to potential users.</p>
Infrastructure/servers are physically located at a partner institution (partner decides to not cooperate post-project)	Unlikely	Moderate	N/A
Market risks			
Inadequate post-project dissemination and promotion efforts	Unlikely	High	<p>Further investments in dissemination and involvement of local communication. Possible mitigation actions: a welcoming tutorial (over a number of overlay screens) to introduce the app purpose, highlighting content that is already present in our extensive FAQ section; the FAQs - already present in English - will be translated in local languages and included in the access pages; if needed, after confrontation with the local pilot users, proper tools such as leaflets, signs and such will be implemented.</p> <p>video tutorials (recorded in English and subtitled in local languages) to guide users through the app step by step could be also implemented on the pilot phase and after.</p> <p>more precise geolocation: this feature has been implemented already, and developers are waiting for the local teams to first geolocalize in a precise manner the areas for all intervention project places, as a prior requirement.</p> <p>General awareness: The disseminations actions will include the above mentioned measures and campaigns.</p> <p>In addition, short videos for the general public in English might be implemented to showcase the app in higher and more general institutional contexts.</p>



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			Additional dissemination might be included by social media coordinated campaigns in selected times of the year.
Low demand hindering commercial deployment	Possible	High	In order to boost interest around the product, users' participation to the app missions, conversations with local referents about specific missions will be tackled, giving a proper timeframe to implement them and launch the corresponding information campaign locally. In this regard, gamification actions, above all, specific tools, guidelines, simplified web experience for group at risk of disadvantage, and focused meetings with local populations groups are key.
Regulatory, legal and IPR risks			
Different regulations in member states impacting transferability of solutions	Possible	Low	N/A
Lack of practical experiences related to IPR on part of project partners	Possible	Medium	involvement of experts or the services of the European IP Helpdesk and the Horizon Results booster for the realisation of a IPR protection plan and this deliverable
Financial risks			
high maintenance costs, or possible income generation hindrance from partial open-source nature	Possible	Medium	Cost reductions can be achieved through scalability by leveraging cloud hosting solutions with pay-as-you-grow models, ensuring resources are used efficiently as user demand increases. Additionally, partnerships with universities and institutions can offset initial marketing and development costs through co-funding or in-kind contributions. Automating customer support and gamification processes can further reduce operational overhead as the app grows. Other project grants, in particular leading to innovation actions, contributions from local tech sponsors/enterprises, local funded grants, in particular regional incentives if we are looking at a scalable implementation on more cities from a wider territory

Table 13 The IN-HABIT DATA PLATFORM exploitation risk management strategy

Potential risk	Probability	Impact	Action to take
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Partnership and consortium management risks			
Insufficient commitment of partners in exploitation of solutions in post-project period (regardless of commitments in CA)	Possible	Severe	SUA has already secured funding and committed to extend the platform with new sensors, while UCO regularly promotes the platform through its FIWARE Digital Transformation Hub and other institutional avenues. These activities ensure visibility and create opportunities for additional stakeholders to become involved. If some partners disengage, UCO will continue leading maintenance and outreach to broaden the user base.
Unclear procedures on results ownership transfer and sharing between partners	Unlikely	Moderate	The unclear parts relating to the results ownership, due to the fact that the platform was subcontracted, not developed by a project partner under the Consortium Agreement had been solved withing the Horizon Booster services and with the help of IP expert Michele Dubbini
Technological risks			
Dependence on subcontractor (GrayHats) for platform maintenance and updates.; diversify technical partners.	Possible	Significant	Document technical architecture and plan for knowledge transfer (UCO has internal staff at the FIWARE Digital Transformation Hub)
Market risks			
Low uptake outside research/municipal networks due to lack of commercialisation pathway.	Possible	Moderate	Position platform as an open-access policy and research tool. Especially emphasise unique citizen-science contribution; link with EU-level initiatives (NEB, Digital Europe).
Competition from existing smart city platforms limiting visibility of IN-HABIT Data Platform.	Likely	Moderate	Highlight added value (integration of wellbeing indicators, inclusivity, citizen science); build alliances with municipalities and NGOs.



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Regulatory, legal and IPR risks			
Unclear ownership/licensing of background IP from subcontractors.	Possible	Moderate	IP agreements between UCO and subcontractors are under way, with the guidance of Horizon Booster expert Michele Dubbini
Financial risks			
Maintenance costs (hosting, sensors, updates) exceeding allocated resources after UCO's 2-year commitment.	Possible	Significant	UCO will discuss possibility of embedding maintenance costs into UCO institutional budget (they are not high). Promote the platform towards institutional adopters. The platform was already published on fiware.org https://www.fiware.org/2025/07/17/citizen-based-monitoring-of-inclusive-health-and-well-being/



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8. Exploitation strategies for VIS-KERs

As part of the IN-HABIT project, the **city partners developed a diverse set of outputs that go beyond the immediate pilots and serve as exploitable resources for replication, policy uptake, and market transfer.** Each city framed its Visionary and Integrated Solutions (VIS) not only through on-the-ground interventions but also by producing methodological guides, manuals, policy briefs, and practical toolkits that capture the lessons learned and translate them into transferable knowledge. These documents represent the tangible legacy of IN-HABIT, providing municipalities, universities, NGOs, and private actors with instruments to continue the work initiated during the project. The following publications (all can be found on [IN-HABIT Zenodo community](#)) illustrate this exploitation potential, showcasing guidelines for pet-friendly policies, human–animal innovation, participatory co-creation methodologies, and tested replicable solutions in inclusive green spaces:

“Co-creating social transformation: IN-HABIT methodology to transform vulnerable urban realities from within” (August 2025, UCO) is a methodological guide based on the experience of the Córdoba pilot in Las Palmeras. It sets out principles, steps, and tools for co-creation, addressing challenges of inequality and exclusion in vulnerable urban areas. In terms of exploitation, this guide functions as a transferable methodology that other cities can adopt to drive participatory social transformation and improve wellbeing inclusively.

“Córdoba’s Visionary and Integrated Solutions for Inclusive Health and Wellbeing” (2025, UCO) compiles the VIS implemented in the Córdoba pilot, such as weekly workshops, cultural celebrations and hard interventions. It details challenges, outcomes, impacts, enabling and blocking factors, and lessons learned. As an exploitation product, it offers a portfolio of tested, replicable interventions that can inspire and inform other cities and projects.

“Community-led inclusive green spaces: IN-HABIT methodology for participatory urban interventions” (August 2025, SUA) is a methodological guide derived from the Nitra pilot. It presents the principles of reversibility, multifunctionality, co-creation, and inclusive governance, and provides a roadmap for replicating participatory approaches to green space development.



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For exploitation, this guide offers municipalities, NGOs, and community groups a framework to adapt and scale inclusive nature-based solutions in diverse contexts.

“Nitra IN-HABIT pilot: Tested solutions for replication and upscaling” (August 2025, SUA) catalogues the interventions developed in Nitra, including participatory photography, site-specific art residencies, embodied mapping, eco-stabilising land art, adaptive furniture, and flood-proof grills. Each solution is documented with process descriptions, outcomes, suggested implementers, personnel needs, costs, and SDG contributions. This makes it a highly practical exploitation resource for transferring tested solutions into new contexts, supported by evidence of their social and wellbeing impacts.

“Linee guida operative per la qualità dell’accoglienza pet-friendly nelle strutture turistiche private di Lucca” (June 2025, AG Consulting srl, coordinated by UNIPI) provides operational guidance for hotels, B&Bs, agritourism, restaurants, and other private tourist facilities in Lucca. It defines standards, offers a self-assessment checklist, and develops open-source promotional materials to improve pet-friendly hospitality, with the aim of supporting a future certification scheme. For exploitation, it represents a concrete and replicable tool for market uptake by private businesses responding to the growing demand for pet-friendly tourism.

“Qualità dell’accoglienza persone-animali nelle strutture pubbliche” (June 2025, UNIPI) sets out guidelines for public administrations on how to improve pet-friendly hospitality in municipal spaces and public services. The document addresses accessibility, services, staff training, communication, and governance, and it frames a monitoring approach for continuous improvement. Within exploitation, this report serves as an institutional and policy-level product, guiding municipalities to adopt integrated pet-friendly strategies that can be replicated in other contexts.

“Disegnare città innovative: persone e animali in città che cambiano” (August 2025, UNIPI) is a manual translating research on people–animal relationships into operational guidance for urban planners. It covers a wide range of policies — environmental, urbanistic, social, educational, economic, tourism, participation, and transport — framing animals as nature-based solutions in inclusive and restorative cities. For exploitation, it provides a conceptual and practical foundation that positions the human–animal dimension as part of broader urban policy



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integration, offering municipalities and planners a pathway to embed these solutions long-term. These catalogues also replace the proposed VIS Factsheet included in the last iteration of the deliverable, as these solutions need more specific information. Additionally, we replaced the proposed survey-based market research to a more direct contact with relevant policy representatives. This was achieved by organising “**Breakfast with Policy Makers**” in all four cities, which serve both to disseminate IN-HABIT’s results and to open pathways for replication and institutional uptake.

In April 2025, a session on *Inclusive Public-Private-People Partnerships for Local Market Development* was organised in **Riga**, gathering policymakers, municipal representatives, and stakeholders from local markets, including Āgenskalns Market and Sigulda Market. The discussion focused on existing cooperation models between municipalities and markets, and on the common challenges and structural barriers faced by local markets in Latvia, setting the stage for new collaborations and potential replication of inclusive governance models.

In Lucca, in January 2025, a Breakfast with Policy Makers brought together researchers, policymakers, and regional authorities to reflect on the city’s transformation into Europe’s first Human-Animal Smart City. Contributions from Professor Francesco Di Iacovo (University of Pisa), Laura Contalbrigo (National Reference Center for Animal-Assisted Interventions, IZSve), and Francesco Sangermano (Regional Council of Tuscany) highlighted the importance of Lucca’s human–animal innovations, the need for standardized guidelines, and opportunities to extend the model through hospital-based pet programmes, pet-friendly tourism, and AI-driven urban innovation.

In **Córdoba**, a Breakfast with Policy Makers was **held in June 2025** to test interest in replicating IN-HABIT’s methodology. It was attended by the Senator and spokesperson of the Housing and Urban Agenda Commission of the Spanish Senate, the General Director for Vulnerable Neighbourhoods of the Andalusian Government, and the Director of the Homeless People Strategy in Córdoba. The Senator praised IN-HABIT as a benchmark for 21st-century social policy and committed to supporting replication in other territories. The General Director emphasised the relevance of IN-HABIT’s tools and results for regional strategies, with direct applications in Andalusian innovation forums and ERACIS. Since then, interest in replication has



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spread to Puente Genil, Medellín, Bogotá, and Andalusian towns such as Lucena and Baena, where local authorities and researchers are adapting IN-HABIT's methods, tools, and governance models to their own vulnerable neighbourhood contexts.

The last one was **Nitra, in August 2025**, that organized breakfast with policy makers during the final local conference in Nitra. Present included representatives of the city administration, the mayor, vice-mayor, head of the municipal office and several of the departmental heads as well. On the national level, present were representatives of the Ministry of regional development and investments, responsible for urban development agenda. The event also attracted representatives of other cities, the community sector and academia. The topics centered around how the IN-HABIT approach could help connect municipal interventions with national strategies, strengthen cooperation across governance levels, and provide inclusive tools for addressing urban inequalities. Particular attention was given to the role of co-design in bridging gaps between institutions and citizens, the value of tested solutions for replication in other Slovak cities, and the opportunities to link IN-HABIT outcomes with forthcoming EU and national funding programmes.

Through these policy dialogues, the project has demonstrated the potential of IN-HABIT solutions to influence institutional agendas, bridge public-private-people partnerships, and lay the foundations for wider replication and long-term sustainability.

The exploitation of some of the KERs is also closely linked to upscaling and replication efforts implemented or planned by the city pilot partners. For those, please consult the Upscaling plans delivered as **D1.5, 2.5, 3.5, and 4.5**.



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COMMUNITY-LED INCLUSIVE GREEN SPACES: IN-HABIT METHODOLOGY FOR PARTICIPATORY URBAN INTERVENTIONS

Participatory Urban Interventions of Córdoba
 Public Administration: City Council, Ayuntamiento de Córdoba
 Participatory Urban Interventions
 Project 2020-2021
 IN-HABIT methodology for participatory urban interventions in Córdoba, Spain. The methodology is based on the IN-HABIT methodology for participatory urban interventions in Córdoba, Spain. The methodology is based on the IN-HABIT methodology for participatory urban interventions in Córdoba, Spain.

Methodological Guide for Co-research, Co-employment, and Co-management of Inclusive Green Public Spaces

Methodological Guide for Co-research, Co-employment, and Co-management of Inclusive Green Public Spaces. This guide provides a framework for community-led initiatives, covering aspects such as co-research, co-employment, and co-management. It includes practical advice and case studies to support the implementation of inclusive green public spaces.

GREEN SPACES ARE NOT LUXURIES — THEY ARE INFRASTRUCTURES OF HEALTH, TRUST, AND BELONGING

Co-creating social transformation: IN-HABIT methodology to transform vulnerable urban realities from within

Co-creating social transformation: IN-HABIT methodology to transform vulnerable urban realities from within. This document highlights the role of green spaces as essential infrastructure for health, trust, and belonging. It details the IN-HABIT methodology for social transformation in vulnerable urban areas.

NITRA IN-HABIT PILOT: TESTED SOLUTIONS FOR REPLICATION AND UPSCALING

NITRA IN-HABIT PILOT: TESTED SOLUTIONS FOR REPLICATION AND UPSCALING. This report presents the findings and lessons learned from the Nitra pilot project, providing a blueprint for replication and upscaling of the IN-HABIT methodology in other urban contexts.

Performance Indicators for the Assessment of the Impact of the IN-HABIT Methodology

Performance Indicators for the Assessment of the Impact of the IN-HABIT Methodology. This document outlines the key performance indicators used to evaluate the impact of the IN-HABIT methodology on urban communities and their well-being.

CÓRDOBA'S VISIONARY AND INTEGRATED SOLUTIONS FOR INCLUSIVE HEALTH AND WELLBEING

CÓRDOBA'S VISIONARY AND INTEGRATED SOLUTIONS FOR INCLUSIVE HEALTH AND WELLBEING. This document explores the innovative and integrated solutions implemented in Córdoba to promote inclusive health and well-being for all citizens.

DISEGNARE CITTÀ INNOVATIVE PERSONE E ANIMALI IN CITTÀ CHE CAMBIANO

20 AGOSTO 2025

F. DI IACOVO, G. GRANAI (a cura di)

Dipartimento di Scienze Veterinarie Università di Pisa

DISEGNARE CITTÀ INNOVATIVE PERSONE E ANIMALI IN CITTÀ CHE CAMBIANO. This document discusses innovative urban design solutions that take into account the needs of both people and animals in changing urban environments.

Citizen science initiatives to monitor urban wellbeing

Citizen science initiatives to monitor urban wellbeing. This document describes the use of citizen science and FIWARE-based platforms to monitor and improve urban wellbeing. It includes sections on enabling factors, lessons learned, and blocking factors.

Enabling Factors

- Open platform powered by FIWARE, ensuring transparency, interoperability, and replicability.
- Use of low-cost, collaborative LoRaWAN networks, removing financial barriers and allowing widespread citizen participation.
- Citizen engagement through sensor installation at home, fostering ownership and inclusivity.
- Open data and open access of participants to the platform support evidence-based decision-making.
- Scalability and replicability, with potential to expand across other neighbourhoods or cities.

Lessons Learned

- Open, interoperable, and robust FIWARE-based platform architecture enables real-time data collection, management, and analysis.
- The platform supports continuous monitoring with citizen science and multi-sector input, while giving participants access to results.
- Citizens are eager to engage in initiatives proposed by trusted actors, such as the university, that can enhance their health and wellbeing.
- Researchers access real-time and historical datasets to identify trends and design targeted health and wellbeing interventions.
- FIWARE's modular, open-standard design allows replication, scaling, and local adaptation.

Blocking Factors

- Platform maintenance requires skilled staff and cloud storage, adding financial costs.
- Sensors require updates, calibration, or replacement by skilled staff, also adding financial costs.
- Citizens may hesitate to install sensors in private spaces due to fear of surveillance or misuse of data.
- Limited technical skills or access to digital tools may hinder participation for some residents.
- Environmental and technical vulnerabilities, such as sensor breakdowns, weather exposure, or connectivity issues.

Have a look at our website!
<https://european.eu/>

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9. Strategy for use of EU and other resources in exploitation processes

Towards the end of the project, the plan was for the IN-HABIT partners to seek out several mechanisms available to ensure the scalability, dissemination, and sustainability of the project's outcomes. Below is a structured approach for integrating EU tools and support mechanisms into the exploitation processes:

1. Leveraging Horizon Results Booster (HRB)

The Horizon Results Booster offers targeted services to support the clustering, dissemination, and exploitation of Horizon project results. For IN-HABIT, the HRB can be used to:

- **Cluster with Related Projects:** Collaborate with other Horizon projects focusing on urban sustainability and inclusivity, enhancing visibility and creating synergies.
- **Portfolio Building:** Develop thematic portfolios around Key Exploitable Results (KERs), such as the IN-HABIT APP or Data Platform, to target specific audiences effectively.
- **Dissemination Strategies:** Optimize the communication of project outcomes through tailored dissemination roadmaps supported by HRB experts.

When contacting the HRB services it is generally advisable to previously specify only a select few (e.g. three) key exploitable results, usually those with the most potential for exploitation on the European level. In our case, the current position is to select the IN-HABIT APP and the IN-HABIT Data Platform to proceed with this process. One other VIS related KER could be potentially added, particularly from those that were not only successful in promoting health and well-being dimensions in the pilot cities, but were also successfully replicated by the local partners in cities beyond the consortium during the project duration.

2. Utilizing the European IP Helpdesk

The European IP Helpdesk provides guidance on intellectual property management, which can be critical for protecting some of the IN-HABIT results. This tool can help:



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- **Assess IP Opportunities:** Identify the most appropriate protection mechanisms, such as patents, copyrights, or trademarks, for both background and foreground IP.
- **Navigate IP Challenges:** Receive expert advice on licensing agreements, joint ownership structures, and access rights.
- **Promote IP Awareness:** Conduct workshops for consortium partners on IP management, ensuring alignment with EU regulations and maximizing exploitation potential.

In case of the IN-HABIT project, it is currently known that there are plans for designs (still unregistered) developed as part of Nitra pilot city interventions to be potentially registered and potentially licenced for commercial exploitation by specific companies. Relevant partners will thus seek this resource to guide the process in doing so.

3. Accessing Follow-Up Funding Opportunities

IN-HABIT exploitation strategy by the end of the project will include identification and potential securing of follow-up funding to sustain and scale project outcomes. Potential sources include:

- **Horizon Europe Calls:** Apply for new funding opportunities to build on the results of IN-HABIT, especially under themes of health, well-being, and urban innovation.
- **European Regional Development Fund (ERDF):** Utilize regional funds to implement and adapt IN-HABIT solutions in additional cities or contexts.
- **EIC Accelerator and EIT Urban Mobility:** Seek support for innovative components, such as the commercialization of the IN-HABIT APP or Data Platform.

So far, project partners participated in CO-CREATE New European Bauhaus Open Call 2025 and HORIZON Europe Call New governance models for the co-design and co-construction of public spaces in neighbourhoods by communities (HORIZON-MISS-2024-NEB-01-02), where several project results were integrated (e.g. the Co-design Atelier). Additionally Nitra pilot partners are on the way in securing funding from national Horizon Matching grants (from Slovak Recovery and Resilience Plan) for project expanding the use of several KERs (the budget



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envisions funding for purchase and integration of additional sensors to the IN-HABIT Data Platform to create a “Community Observatory and Co-Design Studio for Inclusive Spaces”)

4. Other resources

The **EU Knowledge Valorisation Platform** connects research and innovation actors to share best practices and improve the societal impact of project results. IN-HABIT can:

- **Showcase KERs:** Present results such as the GDEI Handbook or Inclusive B4B Training Program on the platform to reach policymakers and practitioners.
- **Participate in Events:** Engage in EU-organized events and matchmaking opportunities to foster collaborations with industry and public-sector actors.
- **Access Best Practices:** Learn from successful valorisation strategies applied in other EU-funded projects to enhance the project’s exploitation roadmap.

Incorporating EU Standards and Frameworks. Aligning with existing EU standards ensures the adoption and integration of IN-HABIT solutions:

- **Standardization Efforts:** Contribute to the development of new technical standards, especially for tools like the IN-HABIT Data Platform.
- **Compliance with Policy Frameworks:** Ensure that project outcomes align with the European Green Deal, Digital Europe Programme, and UN Sustainable Development Goals (SDGs).



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9.1 Horizon BOOSTER

During the last months of the project, the partners that are responsible for individual KERs worked closely to solve any issues that might arise with relation to the exploitation strategy. The strongest support in this process were the Horizon BOOSTER services. The first consultations and a Readiness Assessment Report were conducted during April – May, and a service delivery roadmap was negotiated. The report from that first initial phase is in Annex 1 of this document.



Figure 19 Horizon BOOSTER service roadmap for IN-HABIT project

With Go-To-Market services, the partners had the initial meeting. The service most beneficial to the exploitation process of IN-HABIT Key Exploitable Results was the **Intellectual Assets Management**, provided by **Horizon BOOSTER expert Michele Dubbini**. With this expert we revisited the initial list of VIS that would make it to the list of KERs. All relevant submitted deliverables as well drafts of those prepared to be submitted by M60 were sent to the expert, who checked them thoroughly, but more importantly not just for issues related to the IP issues, but also opportunities that would make our exploitation strategy more robust and effective. This deliverable was reviewed as well, and the experts provided valuable suggestion for the changes



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to be included compared to its second iteration. We met with the expert 3 times for capacity building and coaching workshops

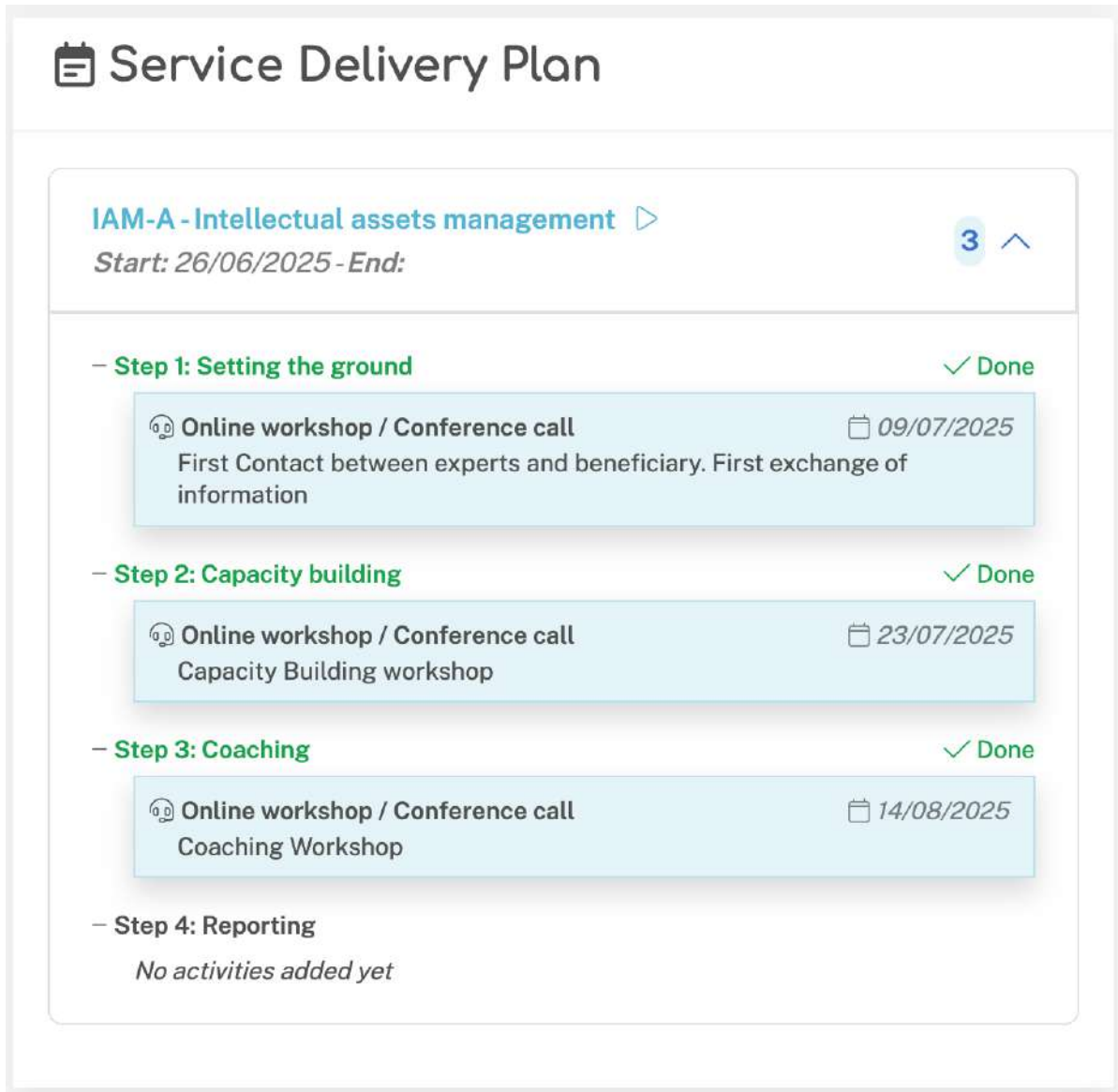


Figure 20 Horizon BOOSTER IAM service delivery for IN-HABIT project



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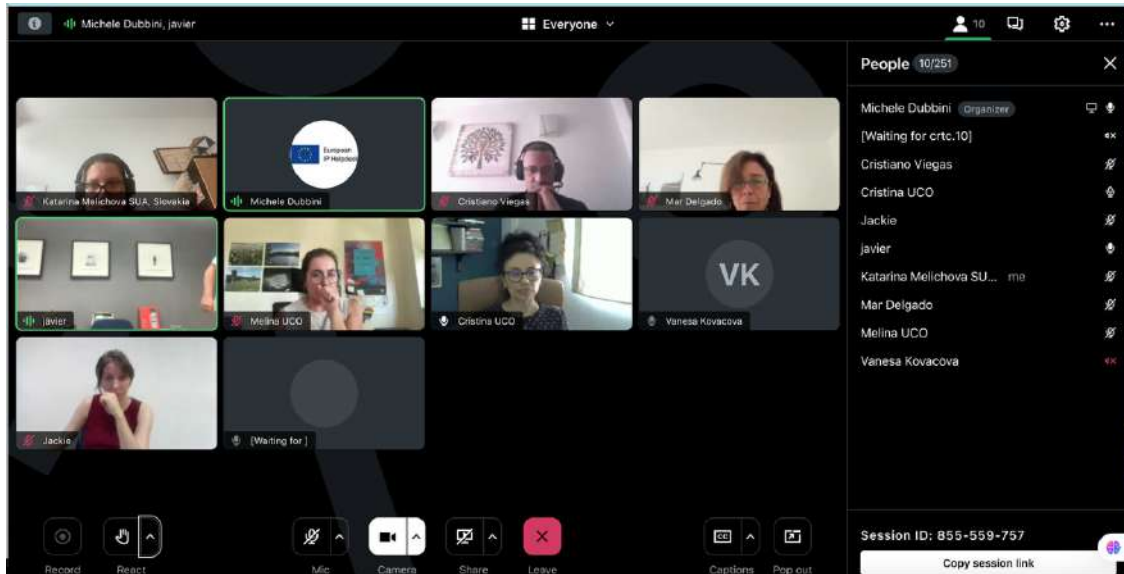


Figure 21 First meeting with European IP Helpdesk

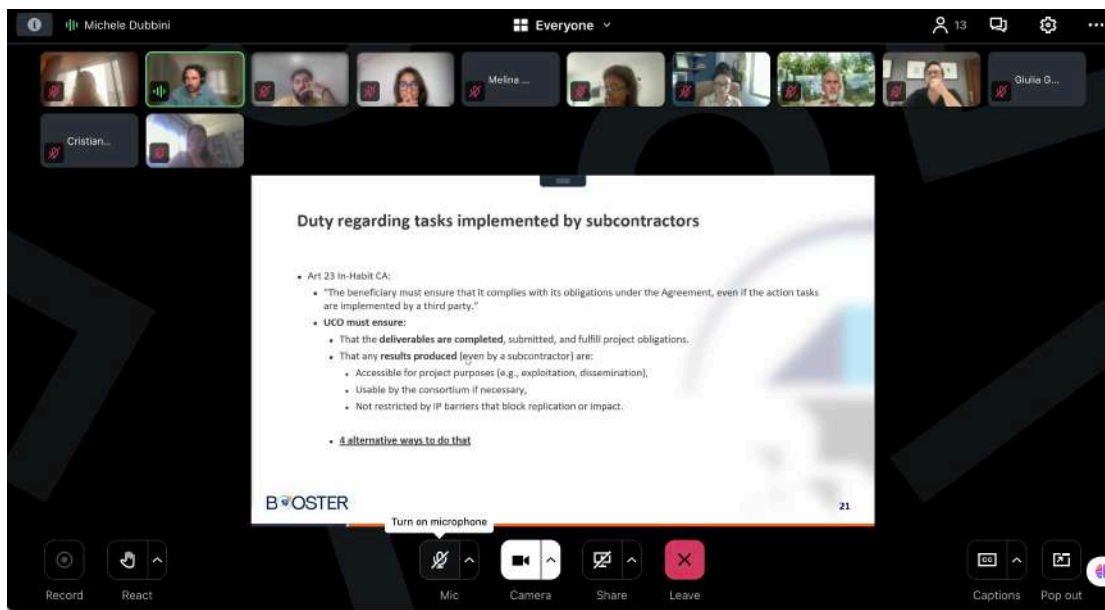


Figure 22 Second meeting with European IP Helpdesk



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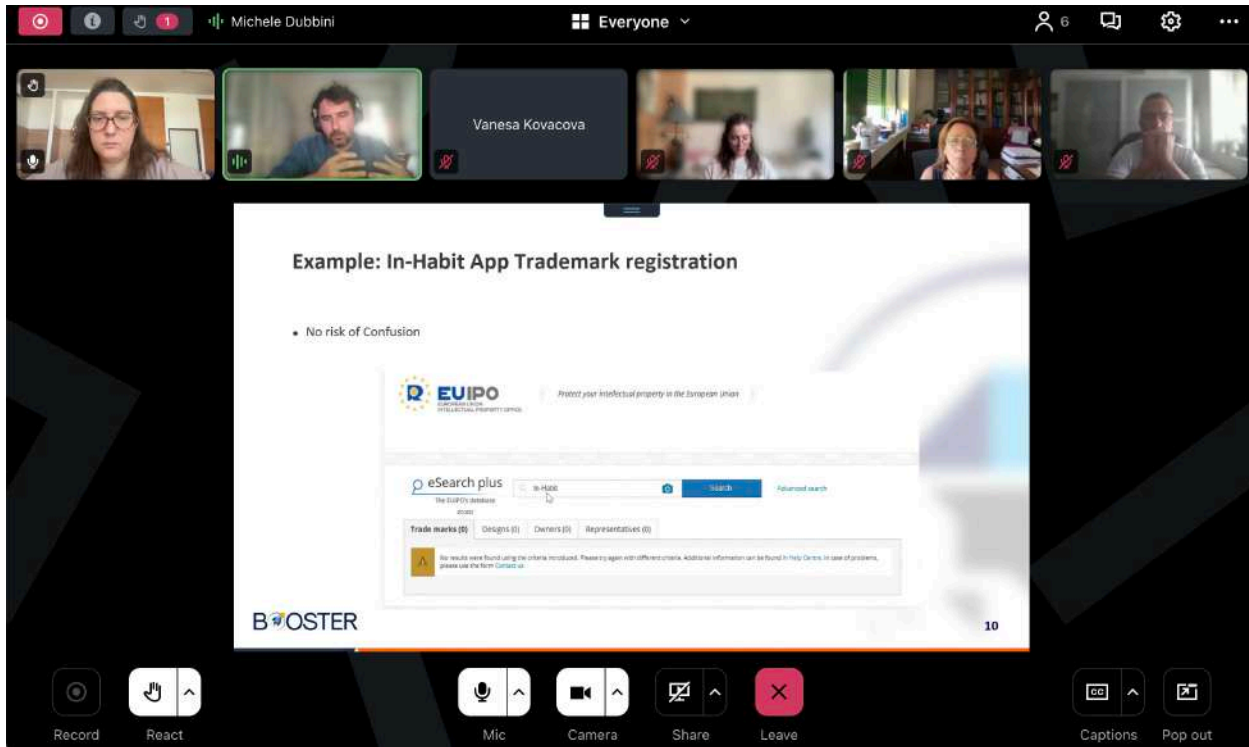


Figure 23 Second meeting with European IP Helpdesk

Following this consultation, the consortium agreed that a **trademark** would provide the most effective and comprehensive protection for the project’s identity and exploitable results. We already applied for the **European Union Trademark (EUTM) “IN-HABIT”** with EUIPO.

A trademark is the most suitable form of protection for IN-HABIT because it safeguards the project’s identity and visibility across all outputs — from educational materials and policy briefs to games, software, and methodologies — under one legally recognised sign. Unlike copyright or design rights, which protect only specific creative works or visual designs, a trademark protects the **name and brand itself**, preventing misuse or misappropriation by third parties in the same or related fields. The EU trademark provides **unitary protection across all 27 Member States**, ensuring coherence and simplifying enforcement without needing national filings.

In your case, the scope of protection is broad and directly aligned with project activities:



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- **Class 9** covers software and digital applications, including the IN-HABIT Data Platform.
- **Class 16** covers printed and educational materials (manuals, guidelines, policy briefs).
- **Class 28** covers board games such as *City Pets*.
- **Class 35** covers market and business advisory services, reflecting exploitation activities.
- **Class 41** covers training, courses, and educational services central to capacity building.
- **Class 42** covers urban design and planning, directly tied to VIS and replicable solutions.

This comprehensive coverage ensures that the project’s outputs, whether tangible (games, manuals) or intangible (training, consultancy, design), are all protected under a single brand identity. The trademark thus not only protects from reputational and commercial risks but also strengthens the exploitation strategy by enabling **recognition, credibility, and potential licensing** of IN-HABIT solutions in future collaborations or commercial ventures.

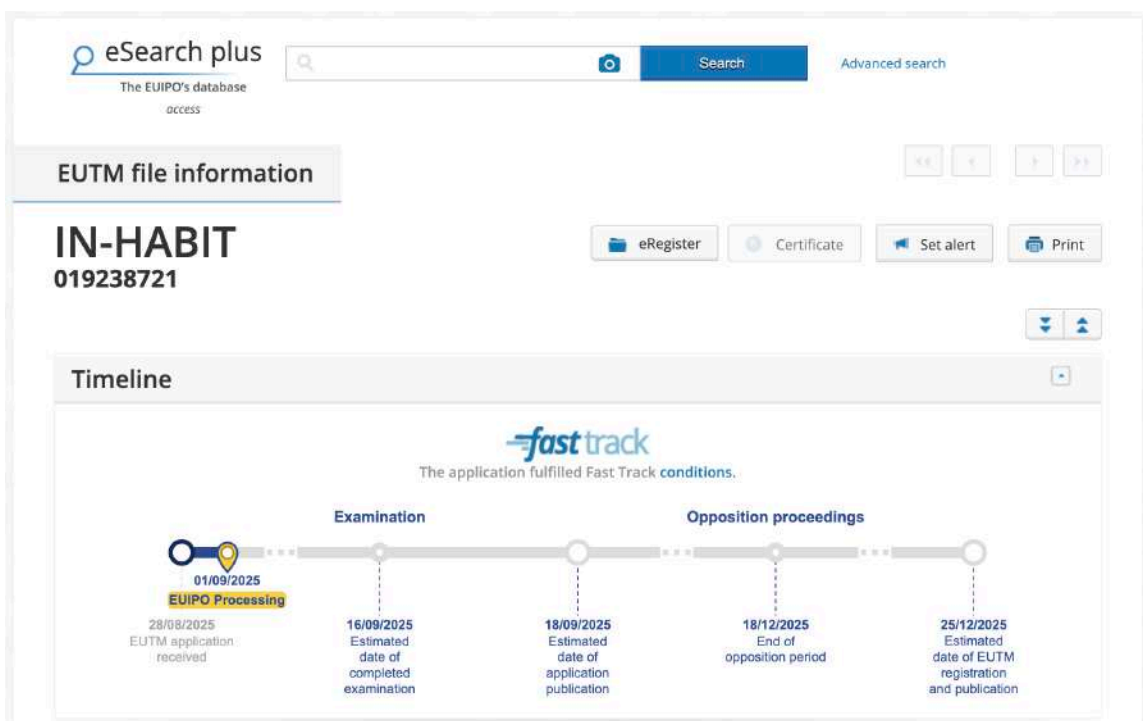


Figure 24 Current status of IN-HABIT trademark application and the expected timeline or registration



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The **full application** is listed in the Appendices. UCO, as a coordinator applied for the trademark as a sole applicant, to avoid lengthy procedures for multi-applicant cases. The next step in the exploitation pathway is for UCO, as project coordinator and applicant of the IN-HABIT European Union Trademark, to finalise the registration process and ensure that the trademark is effectively maintained after the project's end. By holding the registration on behalf of the consortium, UCO can act as the legal custodian of the brand while at the same time enabling its exploitation by other partners. To achieve this, **UCO will establish a clear licensing framework** that allows project partners to use the IN-HABIT brand in connection with their own exploitation activities (e.g. educational materials, training programmes, board games, policy guidelines, or urban design services) under fair and transparent conditions. This will guarantee that the identity and reputation of IN-HABIT remain protected and coherent across different domains, while giving partners the legal certainty to use the mark in their respective follow-up initiatives. In this way, the trademark will function not only as a safeguard against external misuse but also as a shared asset that strengthens the visibility, credibility, and long-term sustainability of IN-HABIT results.

Whether licensed or agreed in the Consortium Agreement, it is good practice to issue clear usage guidelines for the IN-HABIT trademark. These will:

- Specify how the trademark must appear in visual materials (logo size, colours, fonts, taglines).
- Define the contexts in which the trademark may be used (educational materials, policy documents, events, training, board games, digital platforms).
- Prohibit inappropriate uses, such as political endorsements, commercial sales outside the agreed exploitation scope, or modifications that alter the integrity of the brand.
- Ensure consistency in how the IN-HABIT identity is presented across outputs, thereby safeguarding the reputation of the project and its partners.
- Strengthen legal protection by creating a transparent framework for monitoring and enforcing correct use by all partners and licensees.



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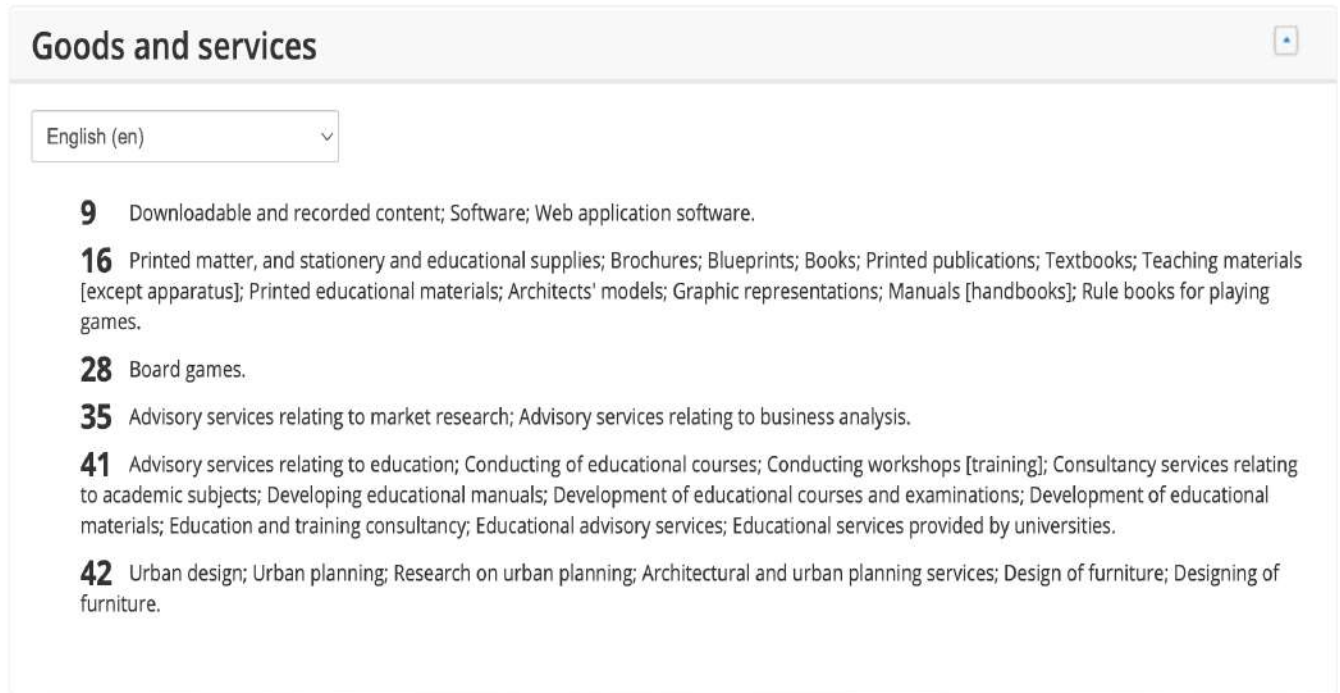


Figure 25 Selected classes and items for IN-HABIT trademark registration

9.2 Alliances across the value chain – planned & potential alliances with KER relevance

The identified alliances across the value chain should support different exploitation routes corresponding to the diverse nature of the project’s KERs. **City networks and EU initiatives** primarily enable policy-oriented and replication-focused exploitation routes by facilitating dissemination, scaling, and mainstreaming of validated solutions beyond the pilot cities. Through engagement with city networks and alignment with EU-level initiatives, project results can be adopted by additional municipalities and embedded within broader policy frameworks, supporting long-term uptake without reliance on commercialisation pathways.



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Research infrastructures and SMEs/IT firms mainly support technical and evidence-based exploitation routes. Research infrastructures contribute to the robustness, comparability, and credibility of data, indicators, and analytical outputs, which is particularly relevant for the Data Platform and APP. SMEs and GovTech actors support technical scaling, maintenance, and interoperability, enabling digital KERs to be reused or adapted in different contexts while maintaining compliance with technical and regulatory requirements.

NGOs, foundations, and education networks primarily support capacity-building and societal impact-oriented exploitation routes. These alliances are envisioned to facilitate training, skills development, community engagement, and awareness-raising, which are central to the exploitation of non-commercial and semi-commercial KERs such as the Games, GDEI Handbook, and Inclusive B4B Training Programme.

While most alliances of the consortium or specific partners identified in their exploitation strategies are non-binding in nature, this reflects a deliberate and proportionate approach aligned with the project's scope and the maturity of the Key Exploitable Results. At this stage, the emphasis is placed on flexible cooperation, reuse, and alignment with existing networks and initiatives, rather than on formalised commercial agreements. Binding arrangements are foreseen only where exploitation routes require them (e.g. potential service delivery, licensing, or commercial distribution). The overall strategy also consciously avoids over-reliance on a single actor type, particularly public authorities. While municipalities and EU initiatives play a central role in policy uptake and replication, complementary alliances with research infrastructures, SMEs, NGOs, and education networks ensure diversification of exploitation routes.



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Type	Planned Alliances (project-based / existing)	Potential Alliances (post-project / scaling)	Purpose	KERs with highest relevance
City Networks	Pilot and replication cities engaged through IN-HABIT	Eurocities; ICLEI; URBACT	Scaling and replication of solutions across cities	IN-HABIT APP; Data Platform; GDEI Handbook; Games
EU Initiatives	Alignment with EU policy frameworks addressed in the project	European Urban Initiative (EUI); New European Bauhaus (NEB) Facility	Policy mainstreaming and institutional uptake	Data Platform; GDEI Handbook
Research Infrastructures	Consortium research partners; project-generated datasets	ESPON; Joint Research Centre (JRC)	Data provision, indicators, analytical and evidence support	Data Platform; IN-HABIT APP
SMEs / IT Firms	Technical partners involved in development during the project	GovTech companies; digital solution providers	Technical scaling, maintenance, interoperability	IN-HABIT APP; Data Platform
NGOs & Foundations	NGOs engaged in pilots and community-based activities	Social innovation foundations; civic organisations	Societal impact, inclusion, community outreach	IN-HABIT APP; Games; Inclusive B4B Training
Education Networks	Universities and training actors within the consortium	EIT Urban Mobility; EIT Culture & Creativity	Training, capacity-building, skills transfer	Games; GDEI Handbook; Inclusive B4B Training

APPENDIX



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Readiness Assessment Tool

PROJECT (s)

(in case of individual project) **What is the projects' stage of development?**

<input type="checkbox"/>	Early stage
<input type="checkbox"/>	Middle
<input checked="" type="checkbox"/>	Last stage (last 6 months)
<input type="checkbox"/>	Closed

(in case of project group) **What is the reason for the creation of the project group? When was it created? What are the common elements between the projects?**

KER

KER Name/Description	Technology	Service	Policy	Standard	Infrastructure	Other (please specify)
IN-HABIT Data Platform	X	X				
Start-up Humanimal HADUP Centre		x	x	x		
Open Design Set for Inclusive and Climate-Responsive Urban Elements						design

- (in case of project group) Have you already identified a portfolio of KERs to be supported? If yes, please list.

Portfolio of KERs				
KER Name/Description	Result type	Project	TRL	Delivery date
IN-HABIT Data Platform /The IN-HABIT Data Platform is a scalable, interoperable, and user-friendly tool that integrates real-time data from diverse sources, such as IoT sensors, APIs, and open data. Designed with FIWARE standards, the platform features personalized dashboards for citizens, policymakers, and researchers, providing actionable insights into	Technology, service	IN-HABIT	TRL 7 (system prototype demonstrated in operational environment)	31.12.2024

environmental conditions, public space usage, and individual comfort				
IN-HABIT- LUCCA Start-up for a humanimal urban policy design centre (HADUP Centre): the presence of animal in the cities is growing in relevance and impact/outcomes in terms of innovative services while the policy approach is still unaware and fragmented. Urban policies might be supported with specific methods and pathways and the support with a urban humanimal policy manager/management. Potentially Italian and European cities might be accompanied with the innovative concept and solutions.	Service, Policy support, standard	IN-HABIT	TRL 7 (system prototype demonstrated in operational environment)	31.03.2025
Open Design Set for Inclusive and Climate-Responsive Urban Elements – a curated set of tested designs from Nitra pilot (plastic terrazzo furniture, inclusive urban furniture add-on, countersunk grill for flood prone urban green spaces) combining circular economy principles with inclusive public space transformation and flood-resilience.	design	IN-HABIT	TRL 7 (system prototype demonstrated in operational environment)	31.12.2024

- Have you estimated their Technology Readiness Level¹ at the end of the project?

<p>IN-HABIT Data Platform: According to the Grant Agreement contractually promised TLR is TLR7 (System prototype demonstration in operational environment)</p> <p>IN-HABIT- LUCCA Start-up HADUP Centre: The methods to support HumanimalUrbanIntegratedPolicy has been designed, and it is going to be revised and finalised and replicated in other cities TLR7 System prototype demonstration in operational environment)</p> <p>Open Design Set for Inclusive and Climate-Responsive Urban Elements: tested in Nitra pilot, also for select design, additional testing in other urban environments is underway TLR7 (System prototype demonstration in operational environment)</p>

¹ TRL1 Basic principles observed, TRL2 Technology concept formulated, TRL3 Experimental proof of concept, TRL4 Technology validated in lab, TRL5 Technology validated in relevant environment (industrially relevant environment in the case of key enabling technologies), TRL6 Technology demonstrated in relevant environment (industrially relevant environment in the case of key enabling technologies), TRL7 System prototype demonstration in operational environment, TRL8 System complete and qualified, TRL9 Actual system proven in operational environment (competitive manufacturing in the case of key enabling technologies; or in space).

<https://horizoneuropencportal.eu/sites/default/files/2022-12/trl-assessment-tool-guide-final.pdf>

- Can you provide your self-estimation of the current levels?

IN-HABIT Data Platform: Data platform is tested in 4 real-world settings in 4 pilot cities, deployed and collecting data, user guide is also provided. Different sets of IoT devices and sensors were tested in the 4 pilots:

- Cordoba: installed in the traditional Patios to study their role as passive cooling systems. The monitored parameters aim to understand the influence of the patios' features on temperature, air quality, and water usage
- Riga: installed in the Āgenskalns Market to monitor environmental quality and visitor dynamics
- Lucca: two relational areas and animal lanes to count people and understand usage patterns
- Nitra: in newly developed open green public spaces along a cycle road and at the Hidepark cultural and community centre to monitor air quality and visitor fluctuations

IN-HABIT- LUCCA Start-up HADUP Centre: The pilot has been built starting from the Lucca case and in agreement with the Lucca Municipality, at the same time a specific codification is going to be defined with specific attention for the pet-friendly touristic sector to integrate and complete the whole concept. In the pet-friendly touristic sector the space for the organization of guidelines representing the base ground for a certification system is being developing.

Open Design Set for Inclusive and Climate-Responsive Urban Elements: for 2 out of three, physical prototypes were also built and tested/undergoing testing.

EXPLOITATION INTENTIONS AND ROADMAP

- Which is the use model for the other results? (in case some results are not commercialized).

IN-HABIT Data Platform: At this point, the primary use model we developed is indirect through licensing or other types of contracts, which would involve offering the platform to other cities or universities conducting similar research in urban health and sustainability topics. We are also considering expanding the exploitation to direct commercialisation (platform as a service, providing new 'designs' of sensors, like noise pollution sensors in flower pots).

IN-HABIT- LUCCA Start-up HADUP Centre: there is a wide and high potential for the organization of better organised and aware humanimal cities, The organisation of integrate humanimal policies demand the adoption of well organised ideas, infrastructures able to involve different areas of the municipality' policies (education, social-health, public infrastructures, environment, economic/touristic, transportation, among the others), pathways to progressively facilitate public-private engagement, towards facilitation and well organised activities. Also, educational and training initiatives and the provision of specific examples, and guidelines can support the different areas for interventions as well as the organization of innovative financial mechanisms. The organization of a start-up based on this idea can support the exploitation of the innovative solutions into different regional/national scales.

Open Design Set for Inclusive and Climate-Responsive Urban Elements: we plan to distribute it as open-source designs under Creative Commons (CC BY-NC-SA), but also to register it under Community Design protection (individually as 3 separate designs). Cities and design networks can freely adopt, adapt, or display the models for non-commercial use. We are also considering optional licensing pathway for commercial reproduction.

- Who are the teams/partners that are interested in the exploitation of the results?

IN-HABIT Data platform: University of Cordoba (UCO) consortium partner (consortium partner that subcontracted the platform); GreyHats (subcontractor that delivered the platform); Slovak University of Agriculture in Nitra (SUA) consortium partner (no current ownership in the platform, but interested in expanding the set of sensors to include new locations and new types of sensors, long-term use of the platform).

IN-HABIT-LUCCA Start-up HADUP Centre: University of Pisa to better capture the opportunities in this area is thinking to start with a devoted start-up to create and to organize a pool of competences able to generate and support a strong process of innovation. The already established agreement with a technological Pole working on innovation animal based will be able to activate specific professionals operating in the pet sectors. A collaboration with Legambiente-Italy has been started. The opportunity to start the collaboration with INHABIT partners is also possible.

Open Design Set for Inclusive and Climate-Responsive Urban Elements: Slovak University of Agriculture in Nitra (SUA), but also subcontractors and individuals that contributed to the creation of the designs (as per rules for assigning authorship).

- Which activities have you planned (even after the end of the project) to secure use/adoption of the results?

IN-HABIT Data Platform: UCO has already connected with another project regarding the exploitation of the platform for agricultural users; UCO (which subcontracted the platform) has committed to paying for the maintenance costs for up to 2 years after the project ends; SUA has already secured additional funding from Slovak Recovery and Resilience Plan (new project KO-SPACES – Community Observatory and Co-design Atelier for Inclusive Spaces) that seeks to expand the network of sensors to other locations and individual users. Involved partners are also considering developing a business model for the commercial use of the platform and its expansion.

IN-HABIT-LUCCA Start-up HADUP Centre: At the moment, specific final products to boost the idea have been designed and are going to be finalized, both for supporting the city planning as well as to specifically support the implementation of specific guidelines for the certification in the pet-friendly touristic initiatives (both at private and public level). A net of interested cities is going to be organised (with some specific contacts already started and some activities to contact a broad range of Italian and EU cities has already started. The design of a specific business model including the value proposition concept, the tools the methods and the financial mechanism is under co-design.

Open Design Set for Inclusive and Climate-Responsive Urban Elements: Dissemination through EU urban networks and open design repositories, entering the prototypes into exhibitions/showcases at design events or municipal partnerships (one design is already being exhibited at an international architectural expo, while another was part of submissions for New European Bauhaus Prize and CE ZA AR prize – Slovak national architecture prize)

KER	teams/partners that are interested in the exploitation	Business/use model for the other results? (in case some results are not commercialized).	activities planned (even after the end of the project) to secure use/adoption of the results	Intellectual assets: activities (if relevant) to protect your result?	Intellectual assets - Background/foreground: Specific agreements between partners in case of joint results	Other (please specify)
IN-HABIT Data Platform	UCO primary owner, GreyHats subcontractor ; SUA (future customer?)	Provision of service	<ul style="list-style-type: none"> - Linking with other projects - Securing additional funding - Developing a business model for commercial use 	Additional supplementary agreement between UCO/potentially other partners should be prepared to	<ul style="list-style-type: none"> - IP background is owned by the subcontractor GreyHats; possibly some of the foreground - As a subcontracting partner, UCO owns the foreground 	
IN-HABIT-LUCCA Start-up for humanimal policies:	UniPisa, Incoming, cities	Provision of services, Alliances among cities	Try to involve other also private stakeholders to support the process and to upscale it, networking with relevant NGOs to support the idea in terms of communication activities	Organisation of a due model (Spino-off, partnership with relevant skilled potential actors	To be clarified	
Open Design Set for Inclusive and Climate-Responsive Urban Elements	SUA partner/individuals and subcontractors involved in authoring specific elements	design	<ul style="list-style-type: none"> - Promoting at exhibitions/expos - open design repositories - Publishing articles in design/architecture magazines - Securing registration of designs 	<ul style="list-style-type: none"> - Yes, this is going to be crucial, in addition to solve the distribution of authorship rights, since all of them were co-designed 	Not clear yet	

INTELLECTUAL ASSET MANAGEMENT

- What about the IP related to the results? Is there a specific legal agreement in place? Legally speaking, who is the owner?

IN-HABIT Data Platform: all IP-related issues are governed by the Consortium Agreement, specifically, „results are owned by the Party that generates them“. Since Platform was subcontracted by UCO and developed by a third Party, UCO should be the owner and the party responsible for exploitation. Some IPR are to be potentially retained by GreyHats (subcontractor), which still needs to be contractually solved.

IN-HABIT-LUCCA Start-up HADUP Centre: the Humanimal urban policy has been developed in an Open environment. Its exploitation demands a specific business model able to boost the support to the organization and the application of the idea in further context and cities. Some specific parts related to the pet friendly touristic services can be better codified and spread via specific guidelines and certification/brand

Open Design Set for Inclusive and Climate-Responsive Urban Elements: Background IP: Design authorship by several individuals. Foreground IP: we are aiming for protection through Creative Commons and/or Community Design registration. Supplementary agreements between co-developers to clarify attribution and dissemination may be necessary for some of the designs.

- Have you planned any activity (if relevant) to protect your result?

IN-HABIT Data Platform: An additional legal agreement should be prepared to clarify IP-related issues. Also, effort still needs to be allocated to develop specific licensing agreements, potential joint ownership structures and access rights.

IN-HABIT-LUCCA Start-up HADUP Centre: not at the moment

Open Design Set for Inclusive and Climate-Responsive Urban Elements: Community design registration

- Are there specific agreements between partners in case of joint results?

IN-HABIT Data Platform: issues related to joint ownership are, in general, agreed upon in the Consortium Agreement. However, a supplementary agreement in this case would be beneficial.

IN-HABIT-LUCCA Start-up HADUP Centre: issues related to joint ownership are, in general, agreed upon in the Consortium Agreement. However, a supplementary agreement in this case would be beneficial.

Open Design Set for Inclusive and Climate-Responsive Urban Elements: issues related to joint ownership are, in general, agreed upon in the Consortium Agreement. However, a supplementary agreement in this case would be beneficial.

UVP

- Could you please tell me what your unique value proposition is?

IN-HABIT Data Platform: UVP centres around the scalability, interoperability and user-friendliness of the Platform's architecture, which is tailored to meet the diverse needs of municipalities, planners, researchers and citizens related to urban health, well-being and inclusiveness monitoring and visualisation. Key advantages over the competition are:

- Full interoperability using **FIWARE standards** – open and non-proprietary approach (this ensures seamless integration with diverse data sources and existing systems across sectors and cities, eliminates dependency on specific vendors etc.)
- Offers option for **personalised and interactive dashboards**: end users can have individual dashboards (approach tested in patios in Cordoba) which serve as an innovative tool for engagement in urban health and well-being monitoring, but can also provide citizens with actionable insights into their daily lives, can encourage them to make informed lifestyle choices and be more active in local sustainability efforts
- **Focus on inclusivity** – platform features and an intuitive and user-friendly interface with differentiated access levels (depending on the type of user), accessible navigation including modes for different types of colour blindness.

IN-HABIT-LUCCA Start-up HADUP Centre: the UVP belongs to the first EU experiment done in Lucca for a humanimal city, a city with an integrated urban human-animal policy. Despite the increasing number of animal living with humans (in Italy more than half of the families with a number of pets equal to the Italian citizens), the urbanization of the population, the increasing demands related to the contacts with nature and animals, the relevant emerging studies on the positive impact for wellness and health of the human animal bonds, still a few attention is given to the promotion of the positive public goods emerging from a better understanding, awareness and organization at urban level of policies able to take advantage, for different aspect in the human animal bonds in urban regeneration processes and policies. The key point is not just to produce urban services for pets but, more than this, to look to animals as urban citizens with rights and the positive outcomes that can emerge from their interaction with humans -especially fragile ones- to enhance the urban quality of life. To focus on this idea, has implication in terms of mental schemata shift that needs to be professionally accompanied and promoted with specific supports and paths.

The Open Design Set: offers a collection of three community-tested urban design elements that integrate circularity, inclusivity, and climate adaptation. The Plastic Terrazzo urban furniture transforms recycled plastic into durable and aesthetically engaging seating through participatory residencies, merging environmental awareness with public utility. The Inclusive Add-On is a modular, low-cost element that enhances the accessibility of existing infrastructure, enabling quick retrofitting to promote equitable use of public space without major reconstruction. The Flood-Proof Countersunk Grill for Public Spaces is a multifunctional infrastructure element designed to be safely installed in flood-prone areas such as riverside public zones. It allows for the installation of public barbecues while ensuring proper drainage during floods, preventing surface runoff accumulation and minimizing water stagnation.

MARKET

- Have you performed an in-depth market analysis on your adopters, competitors, etc.?

IN-HABIT Data Platform: Yes, preliminary market analysis was conducted, and several potential competitors were analysed. This is what we identified as problems faced by potential adopters:

Cities, municipalities and policymakers:

- Limited access to real-time and historical data needed to inform urban planning and environmental interventions.
- Fragmented and non-standardised data sources make cross-city comparisons and scalability challenging.
- Inefficient tools to measure the impact of urban innovations on health and well-being, leading to delays in decision-making.

Urban planners and researchers:

- Need for a unified platform that integrates diverse metrics such as air quality, foot traffic, environmental parameters and others.
- Lack of actionable insights to optimize public spaces and evidence-based solutions.

Gaps in current solutions:

- **Lack of integration:** Existing methods do not combine diverse data sources into a unified platform, making cross-sector and cross-city analysis challenging.
- **Limited scalability:** Many current solutions are resource-intensive and difficult to replicate in different contexts.
- **Accessibility issues:** Data and insights are not always presented in an intuitive or actionable format for diverse stakeholders, including policymakers, researchers, and citizens.

IN-HABIT-LUCCA Start-up HADUP Centre: there is a potential growing and large interest in the management of animals in the cities although a lack of awareness, coherence and understanding about the full potential as well as about the how to do. The promotion of the humanimal concept, its translation in flexible and progressive system to translate it into established urban practice, and the organization of a clear and qualified offer of services in the urban path design for organising a humanimal city might fill an existing gap. There are not competitive offers on this idea. The concept can be applied at different scale (small, medium, large cities) with different potentially scalable applications (in education, health and well-being, public spaces re-design, participatory engagement, economic and touristic applications, etc) showing its flexibility and adaptability.

The Open Design Set: specific approaches were taken to assess the demand for the designs, depending on the solution. Designs respond to the growing need for adaptable, inclusive infrastructure in flood-prone and other challenging areas, including social excluded, focusing on minimally invasive and cost-effective solutions to take into account budgetary constraints of public authorities in such areas. Demand was identified through direct engagement with local stakeholders, based on interest in replication from authorities and collectives not involved in the project. Also, during exhibitions at expos or other events, questionnaires were collected to assess the demand and potential use cases for replicability of individual elements

- Have you identified who is willing to use/buy such results (customers/adopters)?

IN-HABIT Data Platform:

Primary market (targeted):

- **Municipalities and local governments:** Focused on improving public space design, urban sustainability, and citizen well-being through data-driven decision-making.
- **Urban planners and city developers:** Seeking tools to optimize urban layouts, measure the impact of interventions, and enhance public space usability.
- **Research institutions and universities:** Engaged in urban studies, health and well-being research, or sustainability assessments.

Customer segments:

- **Policymakers and municipal authorities:** Especially those interested in tools for evidence-based policymaking, evaluating urban interventions, and engaging communities.
- **Urban planners and architects:** Especially those who feel the need for insights for designing inclusive, sustainable public spaces and optimizing urban infrastructure.
- **Researchers and academics:** Require access to robust, interoperable data for studies on urban health, climate change, and community behaviour.
- **Citizens and community organisations:** Interested in using the platform to gain awareness of environmental issues and participate in urban co-design initiatives.

IN-HABIT-LUCCA Start-up HADUP Centre:

The concept can be transferred with specific competences and services to

- Urban municipalities
- Consortia/unions of municipalities
- Regional governments
- National governments
- Private investors involved in regeneration urban interventions
- Touristic private/public operators for devoted pet-friendly policies and labelled offers

The Open Design Set:

- Municipalities seeking inclusive and climate-resilient public space solutions
- NGOs and non-profits working in social inclusion, circular economy, and community engagement
- Architectural and urban planning offices specialising in participatory or ecological design
- Cultural organisations promoting public space art, green transformation, or civic innovation
- Universities and educational institutions using the designs for training in urban sustainability, landscape architecture, and participatory planning
- Grassroots community initiatives working on placemaking, green public spaces, or climate adaptation at local levels

- Are there other target groups/audiences that are part of your exploitation strategy? Who are they?

IN-HABIT Data Platform: Secondary market (potential):

- **NGOs and advocacy groups:** Those focused on promoting environmental sustainability, spatial health and social equity in this aspect.
- **Private sector organisations:** Particularly smart city solution providers and companies involved in urban infrastructure and IoT technologies.
- **Educational institutions:** Using the platform for teaching and research in fields like urban planning, environmental science, and public health.

IN-HABIT-LUCCA Start-up HADUP Centre:

- **NGOs and advocacy groups:** Those focused on promoting human animal interactions and wellbeing and improving the presence interaction between animals and humans in the cities
- **Economic enterprises:** those related to re-organization of public spaces and public/private housing
- **Public/Private health and educational institutions, Museums:** willing to take advantage from a humanimal policy

The Open Design Set: no

- Which indicators have you set to verify that you effectively reached them out?

IN-HABIT Data Platform: no Platform-specific exploitation indicators were set as of yet

IN-HABIT-LUCCA Start-up HADUP Centre: possible indicators to be better designed

N° of cities involved

N° of single institutions/NGOs/Private actors involved

Amount of private/public Investments

The Open Design Set: no specific indicators were set as of yet, for these specific results

- (if adopters/customers are identified) Did you start the interaction with the early adopters? Were there positive reactions?

IN-HABIT Data Platform: early adopters include stakeholders in 4 pilot cities (universities and individual/family users), the reactions were really positive, eg. In Nitra key positive aspect of the platform was its interoperability and potential for individual dashboards (this is what inspired them to seek additional funding to experiment in different locations, different types of sensors and also include citizens and communities in monitoring and data collection based on Cordoba's example).

IN-HABIT-LUCCA Start-up for HADUP Centre: Yes, a first attempt was done by entering in contact with:

- New municipalities of different sizes (small, medium, large) with positive reactions especially with small/medium size cities.
- Also, with some rural area we have starting collaborating on the topic, mainly linked to the touristic activities.
- At tuscan regional level the idea was presented and was considered for the presentation in a public event to be organised at regional level in june 2025
- A direct contact with Legambiente Nazionale on the topic has received positive feedback
- The topic has been presented to private investors engaged in urban regeneration projects with again positive feedback

The Open Design Set: Once city in Serbia expressed interest in retrofitting some of their urban furniture with inclusive add-ons. However, we do not aim to produce the elements ourselves, rather find a solutions like licensing or provide designs free of charge to other entities who would want to produce them

SYNERGIES AND OUTREACH

- Are you joining forces with other projects to better reach out dissemination target groups?

IN-HABIT Data Platform: so far, we have successfully integrated the platform in one project in Nitra (implemented by IN-HABIT project partner) to upscale the platform to other locations and customers beyond those reached by IN-HABIT. **Also in Cordoba, there are talks about using the platform with farmers in another project.**

IN-HABIT-LUCCA Start-up HADUP Centre: we are advancing with Pisa city to replicate the Lucca project. Already contacts has been established and are going to be finalize in May. In Garfagnana Area a positive interaction with a Local Action Group has involved the department for a local project on pet friendly tourism.

The Open Design Set: no

- Are you already part of relevant networks to reach out early adopters and relevant stakeholders?

IN-HABIT Data Platform: not yet, but we would like to in the future

IN-HABIT-LUCCA Start-up HADUP Centre: being the idea new we are trying to catalyse interest from other bodies to better consolidate a core to boost the idea.

The Open Design Set: not yet

- (in case of a valid Unique Value Proposition) Have you planned activities to present your KERs to relevant groups (early adopters, investors, etc.)?

IN-HABIT Data Platform: not yet, but we would like to in the future

IN-HABIT-LUCCA Start-up HADUP Centre: yes, various attempts were already done to present the concept to single municipalities, at regional level, to national associations and to private investors, with positive feedback regarding the concept and with some more difficulties regarding the how to do aspects. The HADUP Centre might fill those gaps.

The Open Design Set: we planned and also conducted several activities, like joining and exhibiting the elements during expos, other similar events and submitting them to different awards (New European Bauhaus Prize, CE ZA AR)

- Are you prepared to publish your results on the Horizon Results Platform?

IN-HABIT Data Platform: yes

IN-HABIT-LUCCA Start-up HADUP Centre: Yes

The Open Design Set: yes

D&E NEEDS

- What is your main need at the moment to move on with the D&E activities?

- Identification of relevant targets
- Planning and strategic improvement
- Review of the D&E/D/E plan
- Execution
- Additional Funding (post project)
- Support in meeting the enablers
- Other

D&E Building blocks	
Key Exploitable Results (KERs) have been appropriately identified	<input type="checkbox"/> Yes <input type="checkbox"/> No
An Exploitation plan and/or a Business plan is available	<input type="checkbox"/> Yes <input type="checkbox"/> No
Early adopters/customers are identified	<input type="checkbox"/> Yes <input type="checkbox"/> No
A Communication and Dissemination plan is available	<input type="checkbox"/> Yes <input type="checkbox"/> No
Channels to reach adopters/customers are identified	<input type="checkbox"/> Yes <input type="checkbox"/> No
KPIs for dissemination are identified	<input type="checkbox"/> Yes <input type="checkbox"/> No
<p>Decision on:</p> <p><input type="checkbox"/> 2.1 Dissemination</p> <p><input type="checkbox"/> 2.3 Go to market:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Module A: Kick-off <input type="checkbox"/> Module B: Unique Value Proposition & Key Exploitable Result(s) <input type="checkbox"/> Module C: Exploitation Strategy <input type="checkbox"/> Module D: Business Plan <input type="checkbox"/> Module E: Access to other funding & entrepreneurship support <input type="checkbox"/> Module F: Reporting <p>Why:</p> <div style="border: 1px solid black; height: 40px; width: 100%;"></div>	
Add-on	
Applicants interested/committed in collaborating in a Project Group to increase critical mass through joint D&E	<input type="checkbox"/> Yes <input type="checkbox"/> No
Presence/availability of structured networking databases	<input type="checkbox"/> Yes <input type="checkbox"/> No
Presence/availability of structured intellectual asset management plan or similar	<input type="checkbox"/> Yes <input type="checkbox"/> No

Activities related to public speaking to different audiences are foreseen in the project	<input type="checkbox"/> Yes <input type="checkbox"/> No
Presence of activities related to the development of audio-visual materials (<i>only for the purpose of uploading the video on Horizon Result Platform</i>)	<input type="checkbox"/> Yes <input type="checkbox"/> No
Decision on: <input type="checkbox"/> 3.1 Networking <input type="checkbox"/> 3.2 Portfolio Analysis <input type="checkbox"/> Module A: Kick-off and portfolio creation <input type="checkbox"/> Module B: Clustering activities <input type="checkbox"/> Module C: Reporting <input type="checkbox"/> 3.3 Intellectual Assets Management <input type="checkbox"/> 3.4 Coaching for Public Speaking <input type="checkbox"/> 3.5 Audio Visual Support	
Why: <div style="border: 1px solid black; height: 40px; width: 100%;"></div>	

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