



ANYWHERE



WP7: Innovation Exploitation, Business Models and Market Development

*Ensuring MARKET UPTAKE:
Making sustainable the
maintenance of the systems
and services*



Main ACHIEVEMENTS in RP3



Deliverable	Title	Submission date	Progress status (in %)
D7.2	Business Plan Report by Market Segment (B2G, B2B, B2B2C) (Leader: UPC)	M40 (originally M34)	100%
D7.3	Final report on the Business Hub development , validation and tests (Leader: AIRBUS)	M43 (originally M38)	100%
D7.4	Innovation Exploitation Plan (Leader: RINA)	M43 (originally M41)	100%

Main **ACHIEVEMENTS** in RP3



- Definition of the **Business Models for each Market Segment** and the creation of their corresponding Business Plans, done in **D7.2**.
- Definition of the **Revenue Sharing System** of profits and costs from Product Exploitation through the Consortium (Milestone **M7.7** and **D7.4**)
- **Identification of the Project's Key Exploitable Results (KER)**, done in **D7.4**.
- Creation of an **Innovation Exploitation Plan**, done in **D7.4**.

PRE-COMMERCIAL ACTIONS



- 🕒 **February 2019:** presentation of the A4EU tool to the **ZAMG (Austrian Central Institution for Meteorology and Geodynamics, Vienna)** and the **SMHU (Slovak Hydro-meteorological Institute, Bratislava)**, Stakeholders of the project.
- 🕒 **February 2019:** visit to the **Júcar River Water Authority (CHJ)**, Stakeholders of the project (they already had access to the A4Cenem platform).
- 🕒 **March – April 2019:** different visits to the **I I 2 Service of the Balearic Islands**, to explore how to adapt A4Cenem platform to the regional civil protection needs.
- 🕒 **April 2019:** visit to **Portuguese Stakeholders** to gather the needs from the **Civil Protection of the Setúbal municipality and the Mafra municipalities**, and discussion about their participation in the **A4Cities** prototype. Visit to the EDP (Electricidade de Portugal) to present the capabilities of **ANYWHERE**.
- 🕒 **May 2019:** visits to the **Segura River Water Authority**. Visit to the **I I 2 Service of Murcia** to study the integration to the **A4Cenem** DSS.
- 🕒 **June 2019:** visits to the **Guadalquivir River Water Authority** and to the **I I 2 Service of Andalusia** to discuss and arrange their integration to the **A4Cenem** DSS.
- 🕒 **June 2019:** visit to the **I I 2 Service of Comunitat Valenciana** to discuss and arrange their integration to the **A4Cenem** DSS.
- 🕒 **July 2019:** visit to the **Environmental Agency of Navarra** and presentation of the **ANYWHERE tools** and study the feasibility of a future implementation (members of the Stakeholder's Board.)
- 🕒 **August 2019:** visit to the **I I 2 Service of the Balearic Islands**, to discuss their experience with the **A4Cenem** platform.
- 🕒 **October 2019:** visit to the **Ebro River Water Authority** (Presentation of the ANYWHERE tools and impact forecasting products).
- 🕒 **November 2019:** visit to the **European Response Coordination Centre (ERCC - DG-ECHO)**, to present the **A4Cenem** platform.

PRE-COMMERCIAL ACTIONS 2020



- 🕒 **January 2020:** ANYWHERE presentation at **OECD Conference on Adapting to a changing climate in the management of wildfires.** Paris. 16-17/01/2020.
- 🕒 **February 2020:** ANYWHERE presentation at the **8th EU-Japan Workshop on Climate Change Research.** Brussels. 06-07/02/2020.
- 🕒 **March 2020: ANYWHERE Foundation and market uptake plan.** Barcelona. 17-18/02/2020.
- 🕒 **April 2020:** ANYWHERE presentation to **Stavanger Municipality and Rogaland Region.** Stavanger (Norway) . 02/04/2020.
- 🕒 **April 2020:** ANYWHERE presentation to **Meteo Ireland.** Dublin (Ireland) . 04/2020.
- 🕒 **May 2020:** ANYWHERE presentation to **Danube River International Community.** Zagreb. 05/2020.
- 🕒 **May 2020:** ANYWHERE presentation to **Slovak Ministry of Interior.** Bratislava. 05/2020.
- 🕒 **June 2020:** ANYWHERE demonstration at the **INTERSCHUTZ event invited by EC-REA.** Hannover 15-20/06/2020.

D7.4 Innovation and Exploitation Plan



**The initial idea was to have a big industry
doing this...**

but at the end of the day we needed to adapt....

**and we have done our best working together the
University with SMEs and a Consulting company**

D7.4

Table 2: List of Key Exploitable Results (KER)

Plus 48 ANNEXES with the characterization table details (140 pages)

#	Exploitable Results	Responsible Partner(s)
1	Standardized Drought Indices	WUR
2	Threshold Drought Indices	WUR
3	MH-EWS	HYDS
4	A4FIN	AIRBUS
5	A4LPS	AIRBUS
6	A4NOR	AIRBUS
7	A4CAT	HYDS
8	A4LIG	CIMA
9	Rainbow risk-based decision machine	SINTEF
10	Decision support Tool on logistic aspects and crisis management	RINA
11	A4CAMPSITE	HYDS
12	Social network & broadcasting tool	KAJO
13	Weather-based Macroscale transport chain planner	RINA
14	Nowcasting of snowfall limit	METEODAT/UNIGE
15	Optimal convective index for heavy precipitation	METEODAT/UNIGE
16	Downscaling of numerical forecast models for mountainous regions	METEODAT/UNIGE
17	Disposition model for shallow land slides	GEO7
18	Permafrost degradation disposition model	GEO7
19	PREDICT Support decision making services	Predict services
20	Resilience tool ORI (DSS)	UNS
21	RISICO & Propagator (fire danger rating system)	CIMA
22	FloodPROOF algorithm	CIMA
23	Nowcast model - PhaSt	CIMA
24	A4SCHOOLS	CIMA
25	RIVERTRACK	RAB
26	Convective cell classification algorithm for electricity providers	FMI
27	Scenario technique (ST) tool	UPB
28	European storm surge model	CFR
29	Local inundation-erosion model	CFR
30	Regional storm surge model algorithm	CFR
31	Fire danger: reanalysis + forecast (ECMWF more detail)	ECMWF
32	Ptype: Probability of precipitation type	ECMWF
33	Heatwave index (UTCI) forecasts	UOR
34	Site specific database flood forecast	WATERNUMBERS
35	Calibrated meteorological forecast	WATERNUMBERS
36	Common information space (CIS)	UPB
37	WP5 guidelines, good practices and recommendations	UPB, SSSA, CNRS
38	Rainfall nowcasting algorithm	UPC-CRAHI
39	Flash flood algorithm - FF-EWS	UPC-CRAHI
40	Flash flood impact estimation algorithm	UPC-CRAHI
41	Landslide nowcasting algorithm	UPC-CRAHI
42	Road conditions forecasting module	UPC-CRAHI
43	Performance assessment of the meteorological forecasts and nowcasts products	ECMWF
44	Flood products (EFAS-ERIC Model)	JRC
45	Air quality and health products	UOR
46	Debris flows and landslide algorithm	UPC
47	A4CENEM	HYDS
48	A4COR	PREDICT

The **D7.4** includes a number of analysis related to the Exploitation:

- 🕒 Table 5: **IPR collaboration agreements models**
- 🕒 Table 6: Relation among **exploitable results and type of initial agreement**
- 🕒 Table 7: **Background and Foreground Table**
- 🕒 Table 8: MULO Table (**exploitation intentions from the perspective of each partner**)
- 🕒 Table 9: **Individual partner exploitation intentions**
- 🕒 Table 10, 11, 12 and 13: **Potential exploitation routes** for ANYWHERE **MH-EWS** by product, **A4EU** platform by product and **Local and Self-P* Tools** by product
- 🕒 Table 15: **IPR protection tools per KER**
- 🕒 Section 6.2 **Patent mapping analysis per type of ANYWHERE product**
- 🕒 Section 7.1 **ANYWHERE Business Model per market segment**
- 🕒 **ANNEXES: Characterisation of KERs**



ANYWHERE



Preparing ANYWHERE Market Uptake

1: IP Owner level

*Find opportunities and sign
bilateral agreements with
commercial companies*

2: ANYWHERE level

*Try to keep the full system
together and look for global
market uptake*

- 🕒 If we do nothing only **OPTION 1** will be possible
- 🕒 **OPTION 2**: much more complex: need a coordination after the end of the project



ANYWHERE



- SMEs are ready to go commercial:
 - HYDS
 - PREDICT
 - KAJO
 - GEO7
 - RAB
 - ARANTEC
- **They request help to facilitate the IP agreements and to negotiate with the EU level Data Providers as a Group**



ANYWHERE



- As ANYWHERE Consortium we know that SMEs will adapt their services to their CUSTOMERS
- Probably a number of algorithms won't be maintain if there are no customers in the next 6 months
- We are thinking in the possibility to separate the**

*Generation of the
EU level products*

EU Institution

*Adaptation of the
integrating platform to the
customer needs*

**SMEs and
associated
enterprises**



Work in progress...

- Meeting on 17-18 March in Barcelona (all interested partners in designing the process)
- Discussions with FMI to explore EUMETNET possibility
- Discussion with JRC and ECMWF to explore COPENICUS possibility
- PREDICT, HYDS and KAJO ready to impulse the idea of ANYWHERE FOUNDATION



ANYWHERE H2020



Continuity of the platform
operation and improvements

+

Product commercialisation

+

Actions of general interest:

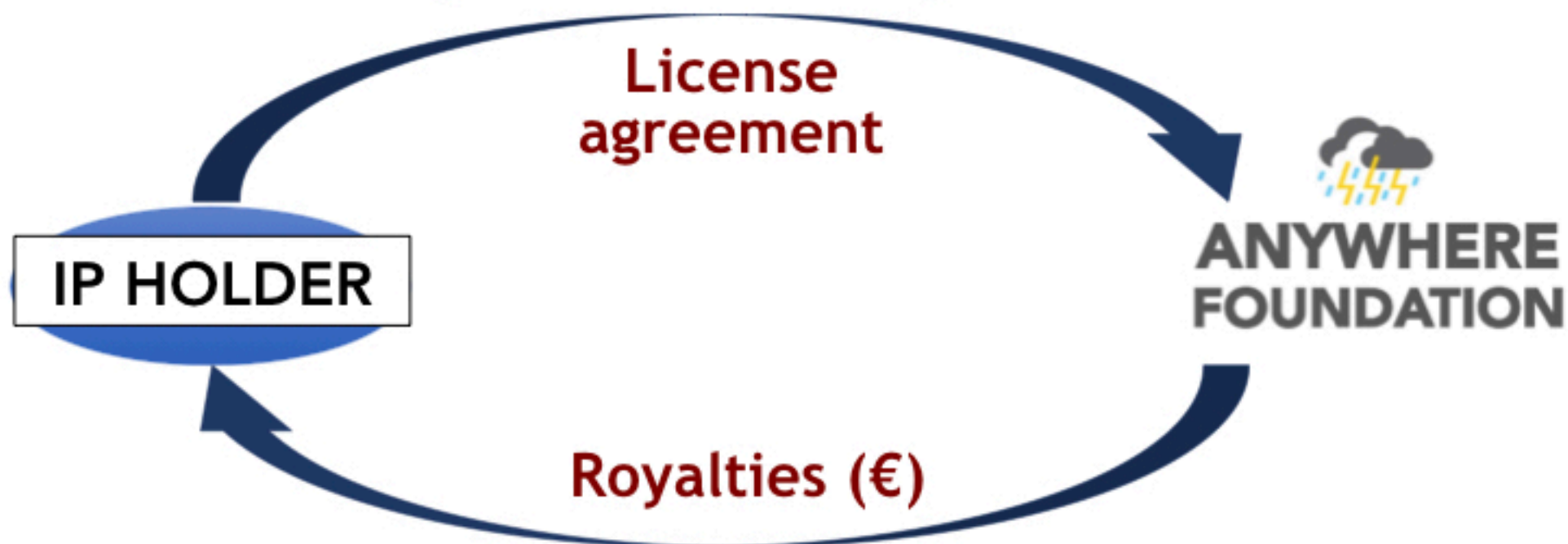
Promotion, impulse of
standardisation...



**ANYWHERE
FOUNDATION**

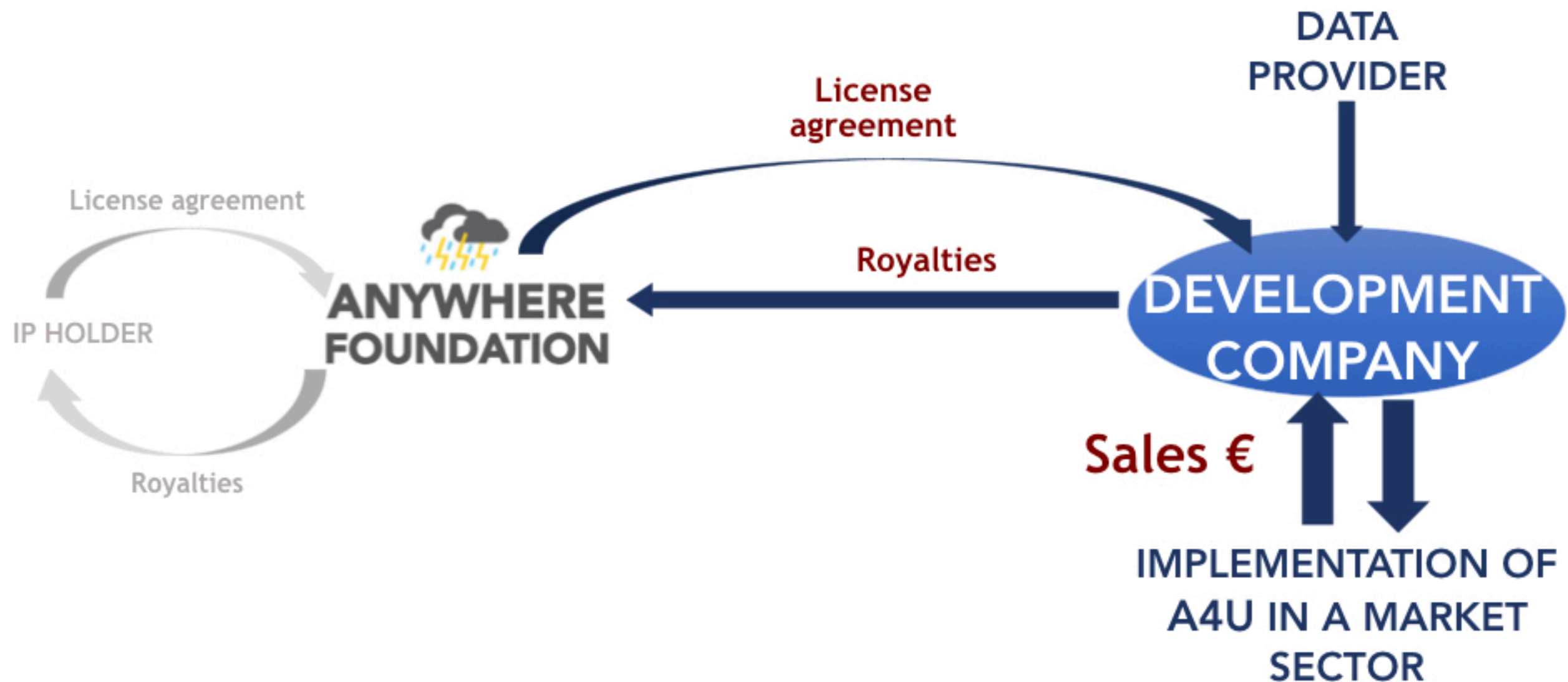


Action 1. Management IP Royalties



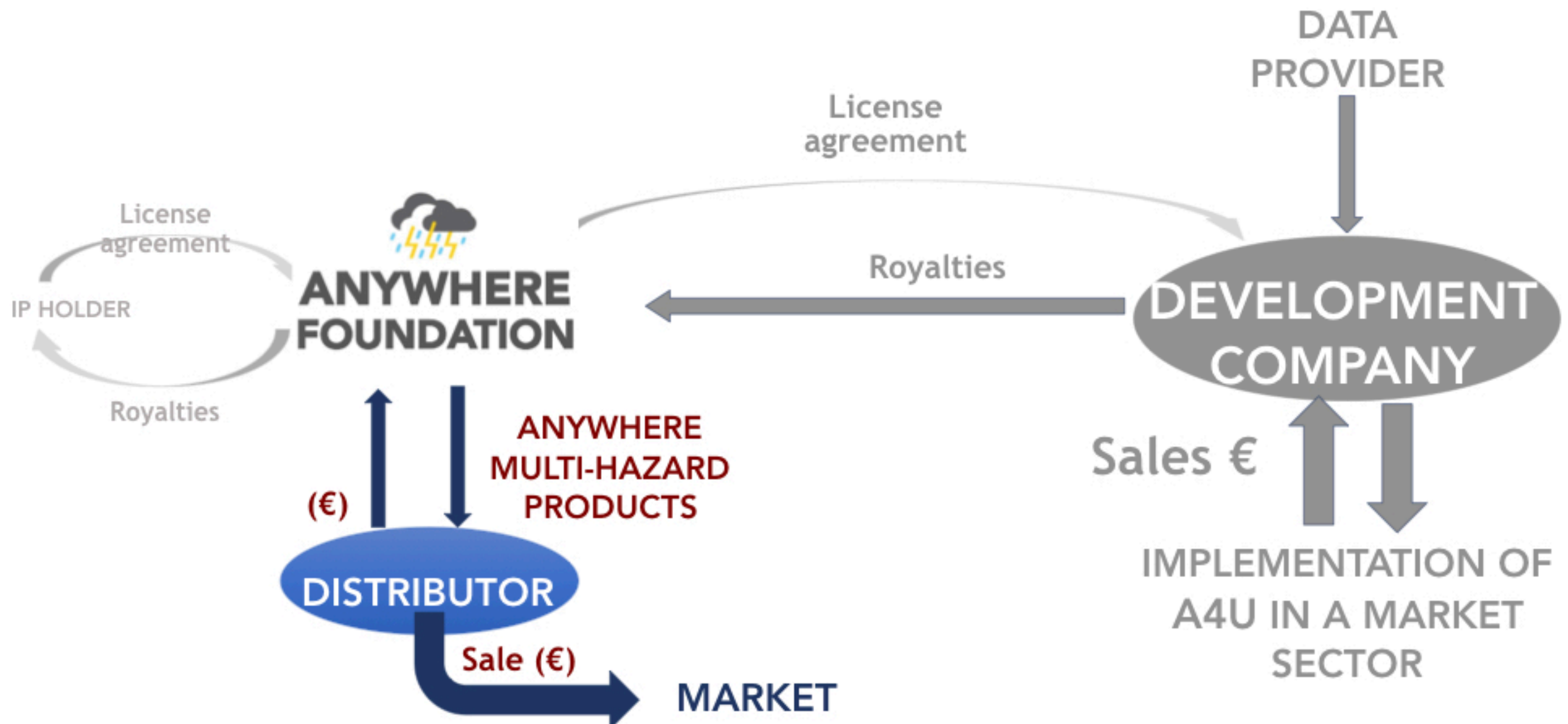
ANYWHERE FOUNDATION

Action 2. Facilitate agreements with implementing parties



ANYWHERE FOUNDATION

Action 3. Facilitate commercialisation and distribution



Purposes of general interest

- Promote coordination between scientists, operational authorities, citizens and enterprises
- Drive society's response to the climatic emergency
- Inform about the society needs to adapt to the effects of climate change
- Create a community of users
- Make recommendations
- Promote standardisation in the sector
- Create a quality brand for products and service suppliers
- Good practices.

REQUIREMENTS TO START A FOUNDATION

Non-profit entity incorporated by one or several founders, by means of the affectation of goods or rights of economic content for the **realization of purposes of general interest.**

- **Founders:** One or several founders (legal entities or individuals, public or private)
- **Capital:** Initial endowment of, at least, EUR 50,000.
- **Governing body:** Designation of a board of trustees (Minimum 3), governing and representing the foundation.