



### Better Contrails Mitigation - BeCoM

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# Plan for the Exploitation and Dissemination of the Results - PEDR

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## Executive Summary

The plan for the Exploitation and Dissemination of Results (PEDR) is by definition, “a document which summarises the beneficiaries’ strategy and concrete actions related to the protection, dissemination and exploitation of the project results” (The European IPR Helpdesk, 2015). BeCoM has a commitment to developing a coherent and effective plan to ensure the widest possible dissemination and communication of its activities and to ensure the full exploitation of outcomes. The BeCoM PEDR sets out the management guidelines for communication, dissemination and exploitation activities, such as the policy and rules, the strategies and objectives, the target groups and the tools used to perform these tasks. The PEDR will be the go-to document for the project’s consortium when it comes down to the distribution of the new knowledge created in the project.

This report will be updated every six months to allow for close monitoring of the results generated and appropriate adaptation of the dissemination activities and associated operating measures. The BeCoM Executive Committee will oversee the PEDR and monitor the developments and success of the PEDR.

The PEDR is an internal document that is intended to help the consortium take concrete steps to disseminate, exploit, and protect the information generated by the project. It will be accessible to BeCoM partners and will be in the shared portal.

The BeCoM PEDR is divided into three key strategies:

- (1) Dissemination Strategy
- (2) Communication Strategy
- (3) Exploitation Strategy

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# 1 Introduction

## 1.1 BeCoM project

BeCoM will develop and assess measures to largely reduce (>50%) or eliminate the global mean contrail radiative forcing, hence a substantial reduction of aviation's share of global warming to be achievable on a short time horizon. These measures include a reliable forecast of persistent contrails, reduced weather-dependent individual contrail radiative effects, and successful avoidance of strongly warming contrails via trajectory optimization. To this end, BeCoM focuses on: 1) obtaining a larger and higher resolution database of relative humidity and ice super saturation at cruise levels for assimilation into Numerical Weather Prediction (NWP) models; 2) developing more adequate representation of ice clouds in their supersaturated environment in the NWP models; 3) validation of the predictions to determine and reduce the remaining uncertainties of contrail forecasts; 4) developing a policy framework for effective contrail avoidance through a trajectory optimization approach. BeCoM will develop novel Artificial Intelligence (AI) algorithms to complement the assimilation and validation process. BeCoM will predict the exact location and time of persistent contrail formation and formulate recommendations on how to implement strategies to enable Air Traffic Management to reduce aviation's climate impact. The BeCoM consortium, composed of one university, three research institutes, two companies and one international association, builds on its knowledge and expertise covering a wide spectrum from atmospheric science, climate research and AI capabilities to aviation operations research and policy development.

BeCoM can be divided into 6 main objectives :

Objective 1: enhance the routine measurements of atmospheric humidity at the cruise altitude

- Consolidate Lidar instruments for routine operations.
- Extend Aircraft Meteorological Data Relay (AMDAR) to enable routine measurements of humidity at cruise level (low absolute humidity < 30 ppmv, low temperature).
- Combine different measurements, e.g., ground-based Lidar, radiosonde, and inflight with extended AMDAR to measure humidity at the upper troposphere.
- Extend Aircraft Meteorological Data Relay (IAGOS, AMDAR) to enable routine measurements of humidity at cruise level (low absolute humidity < 30 ppmv, low temperature).

Objective 2: improve the treatment of ice supersaturated regions in numerical weather prediction models

- Assimilation of satellite-borne measurements and direct camera images new to enhance the numerical representation of ice clouds within their ambient humidity field (incl. ice super-saturation) and within their dynamical background in the NWP models.
- Develop a new concept of ice cloud microphysics for NWP models that improves the prediction of ice-supersaturated regions.
- Propose a standard for quantifying uncertainties in contrail formation and climate impact at an operational flight weather data field
- Estimate this uncertainty of persistent contrail-cirrus prediction, e.g., employing ensemble prediction

Objective 3: develop appropriate AI algorithms for data assimilation, contrail detection, contrails classification, and uncertainties of contrail prediction.

- Identify adequate data sources for AI training

- Develop appropriate AI algorithms trained using datasets delivered in O1 and prior knowledge from physical models.
- Evaluate the contrails prediction models through comparison with empirical observations concerning contrails localization, dynamics, and persistency from measurements.

Objective 4: minimize cost impact when implementing climate optimized trajectories

- Evaluate the effectiveness of warning contrail avoidance by trajectories optimization when considering the improved persistent contrails prediction.
- Minimize the cost impact, including CO<sub>2</sub> and non-CO<sub>2</sub> climate effects as a whole, when implementing climate optimized flight trajectories by relevant stakeholders, e.g., service providers, airlines, airports, etc.

Objective 5: Develop and evaluate non-CO<sub>2</sub>-based measures to be applied for ATM strategies for climate impact mitigation.

- Integrate non-CO<sub>2</sub> effects (e.g., contrails) within current policy schemes, e.g., EU Emission Trading System, ICAO CORSIA, and EU Green Deal
- Analyse existing and discussed operational policy instruments for non-CO<sub>2</sub> effects: climate-charged areas/airspace, no-go areas, restricted flight altitudes, etc.
- Convert non-CO<sub>2</sub>-effects into algorithmic cost functions for climate change for one single cost-optimal solution.
- Develop a concept for the integration of uncertainties of algorithmic cost functions for climate change by consideration of stochastic characteristics in policy instruments

Objective 6: Dissemination and exploitation of BeCoM results.

- Transpose the scientific findings of BeCoM into formats and tools exploitable by the scientific, industrial, and regulatory communities.
- Create a platform to disseminate the BeCoM outcomes to end-users (e.g., regulators, airlines, service providers) and to the broader audience.
- Create links with other EU partnerships (e.g., Integrated ATM, Clean Aviation) and other actions on Cluster 5 (e.g., HORIZON-CL5-2021-D5-01-06 (digital transformation)) to ensure the broader exploitation of BeCoM deliverables.

## 1.2 Structure of PEDR

The plan for the Exploitation and Dissemination of Results (PEDR) is by definition, “a document which summarises the beneficiaries’ strategy and concrete actions related to the protection, dissemination and exploitation of the project results” (The European IPR Helpdesk, 2015). BeCoM has a commitment to developing a coherent and effective plan to ensure the widest possible dissemination and communication of its activities and to ensure the full exploitation of outcomes. The BeCoM PEDR sets out the management guidelines for communication, dissemination and exploitation activities, such as the policy and rules, the strategies and objectives, the target groups and the tools used to perform these tasks. The PEDR will be the go-to document for the project’s consortium when it comes down to the distribution of the new knowledge created in the project.

This report will be updated regularly to allow for close monitoring of the results generated and appropriate adaptation of the dissemination activities and associated operating measures. The BeCoM Executive Committee will oversee the PEDR and monitor the developments and success of the PEDR.



The PEDR is an internal document that is intended to help the consortium take concrete steps to disseminate, exploit, and protect the information generated by the project. It will be accessible to BeCoM partners and will be in the shared portal.

The BeCoM PEDR is divided into three key strategies:

#### (1) Dissemination Strategy

The dissemination strategy has a key objective of identifying target groups to whom the project results will be of interest and use and to define the methods via which these target groups can be reached. The strategy aims at facilitating the impact of the project outcomes by resonating with the influential target audiences. The strategy describes the dissemination measures taken and the tools used to promote the achievements of the project. As effective dissemination does not occur solely at the conclusion of the project, dissemination activities are planned for the whole duration of the project.

#### (2) Communication Strategy

The communication strategy guides the entire project, and it sets the tone and direction, so that all communication activities work in harmony to achieve the desired impact. The communication strategy also enables partners to provide input and agree upon the most suitable channels of communication, thus unifying the communication initiatives. The role of this strategy is to ensure internal involvement (communication inside the consortium), external involvement in output development (communication addressed to the project's target groups) and transfer of outputs to new target audiences (communication beyond partnership and target groups). The strategy also elaborates on the tools used to perform the project's communication activities. In addition, the strategy includes a media list that gathers journalists from the aviation sector that could further communicate about the project's results.

#### (3) Exploitation Strategy

The exploitation strategy sets out the exploitable results of the project and therefore it includes knowledge, exploitation and intellectual property right management. The strategy deals with the access policy and tackles ownership, rights, confidentiality, use of results and liability. It also explores potential routes for the exploitation of the project results as envisioned by project partners at the beginning of the project and its role is to redefine these routes as progress is made on the deliverables. Much of this strategy is encapsulated within the Consortium Agreement, however, is included here for completeness and ease of reference.

These three key strategies are the foundation of the PEDR. This is a live document which will be updated as the project matures and additionally will cast beyond the funded period of the project to help ensure the legacy and impact resonates across a number of stakeholders.

## 1.3 Stakeholder analysis

The initial stakeholder analysis is conducted to identify most relevant target groups, and also means to reach them and implement the communication and dissemination activities.:

This initial process identifies potential influencing users of BeCoM potential results and outcome. As the project topic is international we will ensure that the widest possible audience is engaged both across the EU and in the international arena and include different types of stakeholders such as organisations, regulatory, industrial and societal communities. During the project execution more detailed stakeholder analysis will be conducted and the PEDR will be kept alive and updated. For example, it can be noted that the Federal Aviation Administration (FAA) has already agreed to be an AB member and that the consortium intends to invite EASA as part of the stakeholder group.



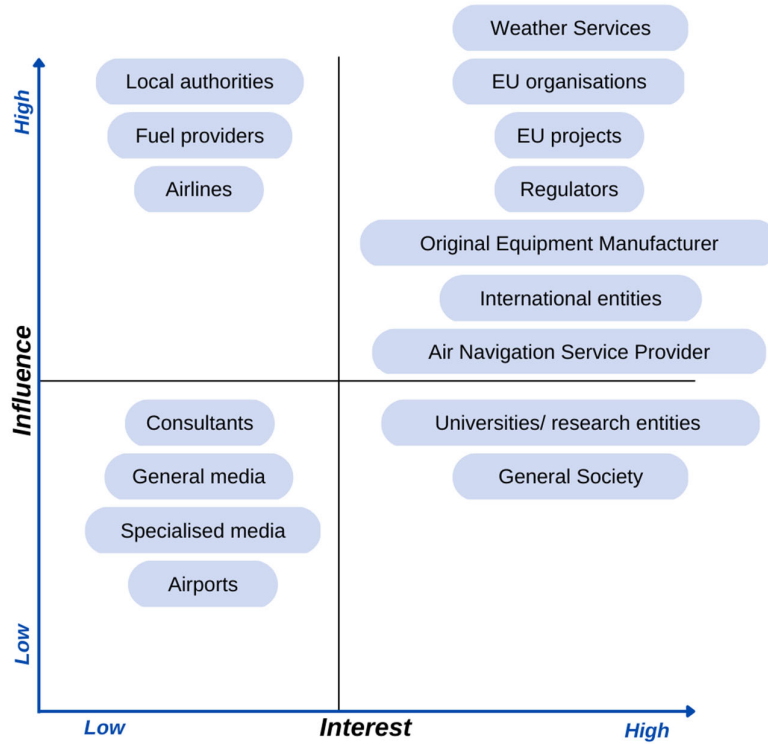


Figure 1-1 Initial stakeholder analysis

## 2 Dissemination plan

The main objective of the dissemination strategy is to identify the target groups for whom the project results will be interesting and useful and to define the methods for reaching these target groups. The following table provides a summary of the identified groups and the methods for reaching them.

<b>Stakeholders' categories</b>	<b>Type of communication</b>
Scientific communities	Workshops / Conferences / Publication
General society	Website / Social media / Visual identity / Press release
Aviation industry	Symposia / Conferences
EU projects	Advisory board / Workshops / Conferences / Publications / Meetings
Regulatory communities	Policy briefs / information

*Table 2-1 Summary of stakeholders' categories and methods of communication used*

### 2.1 Regulatory community

A key feature of BeCoM is WP5 on developing non-CO<sub>2</sub> integrated regulatory measures. This is specifically aimed at developing a rich and deep relationship with the regulatory community, e.g., ICAO, EASA. BeCoM partners are already engaged at multiple levels with the regulatory community, and these relationships will be flexed to help ensure the widest possible traction of outcomes.

### 2.2 Aviation industry

The project's success depends on the acceptance of new procedures by operators (airlines, ANSPs). The best way to convince them is to present evidence of high climate potential at a low cost. Conferences and symposia of these communities, e.g., organized by IATA, A4E, CANSO, are important target events for disseminating BeCoM results.

### 2.3 Policy briefs and working papers

BeCoM will develop a series of policy briefs, information, and working papers designed to meet the needs of both regulatory bodies such as EASA, FAA, Eurocontrol, ECAC, and ICAO-CAEP and stakeholder groups, in particular airlines (IATA, A4E, KLM, Lufthansa) and ANSPs (CANSO) (Table 2.3). The purpose of this dissemination channel is to rapidly translate and transfer BeCoM outcomes in a form that is digestible by a range of stakeholders in view of later implementation. If there is a need for direct conversations with key decision-makers about exciting and noteworthy findings, BeCoM will organize oral briefings and virtual seminars and present, if possible, at working group meetings of regulatory bodies such as CAEP and ECAC. The outcomes of WP5 are directly targeted at this audience.

## 2.4 Symposia, workshops, and conferences

Specific BeCoM events will be organized and attached to established aeronautic conferences and workshops to proactively disseminate results, outcomes, and outputs of the research program, for example, a dedicated session within ECATS and TAC. BeCoM partners will be encouraged to present results and outcomes at their field’s most influential conferences and workshops. An initial assessment of the conference landscape has identified several conferences and workshops that BeCoM will target to either present results or organize a dedicated session.

## 2.5 Scientific publications

The BeCoM partnership has an enviable publication record and fully understands the importance of ensuring data and outcomes are expressed through the peer publication route. BeCoM will make maximum use of OpenAIRE where appropriate. All references to ongoing or published work originating fully or partially from BeCoM will acknowledge funding by the European Union. BeCoM will develop a scientific publication strategy to identify the number and focus of publications and target journals. It is expected that the project will yield about 12 peer-reviewed papers (Table 2.4). Inevitably, a number of the publications will not have been realized until after the end of the project.

<b>Subject</b>	<b>Target Journal</b>	<b>Target number</b>
Lidar measurements	Atmosphere (MDPI) Remote sensing	2
Assimilation	Remote sensing	2
Ice cloud physics	Atmospheric Chemistry and Physics	1
Contrail prediction	e.g. Aerospace (MDPI)	1
Climate optimized trajectories	Aerospace (MDPI) Transport Research Part D: Transport and Environment	2
Contrails detection	Artificial Intelligence	2
Non-CO <sub>2</sub> based measures	Climate policy; Transport Policy	2

*Table 2-2 Expected BeCoM publications*

## 2.6 Training young researchers/practitioners

BeCoM partners will be encouraged to point doctoral students or post-doctoral researchers to work on the program of activities. This will provide valuable experience and enhance career chances by working alongside experienced researchers. A key objective would be to establish a virtual ‘doctoral school’ alongside ongoing ECATS activities where students will benefit from a broader exposure to BeCoM interests and peer support. BeCoM partners will also explore possibilities of disseminating the project results to practitioners via MOOC courses.

## 2.7 Clustering with other projects

It is the clear objective of BeCoM to build on existing knowledge through identifying knowledge gaps and by cultivating synergies between complementary projects. However, there are a number of projects which have a high degree of importance to BeCoM. Additional synergies will be developed through a linking process, and science will progress more effectively and efficiently. Where there is a clear advantage, BeCoM will also reach out to and link with other projects funded within the CL5-2021-D5-01 family/cluster, e.g., the future projects funded under CL5-2021-D5-01-06. Also, BeCoM will connect with the two EU Partnerships Clean Aviation and Integrated ATM (the follow-ups of Clean Sky and SESAR, respectively) via the right partners of the consortium (e.g., Thales is in SESAR and Clean Sky).

A cluster group has been formed and is called ClimAvTech. It includes five European projects: Minimal, OVERLEAF, HESTIA, MATISSE and BeCoM.

The current agreements are the following:

- There will be three managers during its life cycle. Minimal for the first 16 months, BeCoM for months 17 to 33, and Hestia for months 34 to 48.
- Each of these projects must add a cluster session to its website.
- A meeting will be organized every two months.

For the moment, common activities have not been identified.

### 3 Communication plan

The role of communication is to ensure internal and external involvement in output and development and transfer of outputs to target audiences.

Communication:

- 1) Lays the foundation of an efficient internal collaboration between project partners with the purpose of supporting teamwork with a joint focus on delivering a successful project and providing new scientific insights.
- 2) Will be the main channel between project partners and stakeholders, inviting the stakeholders to participate in the development of the project outputs with their knowledge and experience.
- 3) External communication activities will contribute to a successful transfer of the BeCoM outcomes, reaching out to new end-users.

#### 3.1 External communication

BeCoM’s partners recognise the importance of making outcomes: i) as widely available as possible; ii) communicating in a tone and level which is readily understood; and iii) contribute to the body of knowledge and understanding. Science communication is a skill which University and Research Centre partners of BeCoM have developed and practiced over many years. This experience will assist the consortium in reaching out to numerous stakeholders and ensure a high level of engagement and use of outcomes.

The BeCoM PEDR ensures the most suitable tools will be used to convey the project’s messages to the right audience to maximize traction and impact. As discussed previously the PEDR will develop through the life of the project (and beyond) therefore messages and timings will inevitably evolve as the project progresses, outcomes and new knowledge become available. The PEDR will also evolve through two-way communication and interaction with stakeholder communities.

The following table sets out the external communication instruments that BeCoM will deploy throughout the project and beyond as part of its legacy activities.

<b>Tools and Instruments</b>	<b>Description</b>
Visual identity	Logo, display material (e.g. pop up posters), PowerPoint, reports and posters templates.
Website	Main gateway for accessing information and data associated with the BeCoM project. An initial website is constructed on the commencement of the project and will be evolved after consultation with key stakeholder groups to ensure its relevance. The website will allow public access to appropriate deliverables, presentations and promote activities and provide news streams etc.
Social media channel	BeCoM will establish a presence on key social media channels such as LinkedIn at the beginning (maybe adding Twitter and YouTube in the future).
Linking with supporting research programmes and Initiatives	BeCoM will establish contacts with partners in other research, development and innovation projects that touch on the objectives of the program.



Advisory board	A key objective of BeCoM is to have long term relevance. To help achieve this, BeCoM will cultivate a strong relationship with stakeholder groups. This will partly be achieved through the involvement of stakeholders on the Advisory Board but relationships will be developed through personal contacts. An important step in developing enduring relationships will be through using available opportunities to explain BeCoM outcomes and findings to minimise barriers to adoption understanding.
Policy Briefs / information	BeCoM will develop a series of Policy Briefs, information, and working papers designed to meet the needs of regulators such as EASA, Eurocontrol, ECAC, and ICAO-CAEP, as well as stakeholder groups, particularly airlines (IATA, A4E) and ANSPs (CANSO).
BeCoM workshop/ close out event	BeCoM specific events will be organized and linked to established aeronautical conferences and workshops through the lifetime of the project. A specific session will be dedicated to the BeCoM project in the ECATS conference series (2025).
Press Release	After reaching important milestones, press releases will be directed to the mass media, summarizing the most important, publicly relevant findings. The press releases will be written in a suitable form to be well-understandable by a very broad public sensitive to contrails, aviation, and air quality in general.

*Table 3-3 Key external communication instruments*

More details of those key external communications instruments are presented below :

## 1 Website

A more complete presentation of the BeCoM website is set out in the deliverable “D6.1 Project Website” that can be found on the SurfDrive. However, this website will evolve during the project’s lifetime.

The complete address of the website is <https://www.becom-project.eu>.

The website presents the following features:

- Project description: A short description of the project’s objectives, as well as BeCoM’s timeline and partners’ descriptions.
- File management: BeCoM’s deliverables will be uploaded on the website, as well as scientific communications such as PowerPoint presentations, posters, and reports. Only public documents are going to be published on the website.
- Contact form: BeCoM’s contact information are accessible for anyone who wishes to contact BeCoM’s members.



### Project Goal:

The goal of the project, Better Contrail Mitigation (BeCoM), is to attempt a significant reduction (>50%) or elimination of the global mean contrail radiative forcing. As a result, the reduction in contrail formation would reduce aviation's global contribution, making the goals achievable in a shorter time horizon.

*Figure 3-2 BeCoM's website homepage*

## 2 Social media

BeCoM has established a presence on LinkedIn (<https://www.linkedin.com/company/becom-project-eu/>). This page will be used to provide rapid updates of events and activities to followers and to reach out to scientific and wider communities. Project partners are encouraged to provide updates to the coordinator who as owner of the account regularly updates the platform. It is anticipated that additional social media channels will also be established (twitter, YouTube).

## 3 Press releases

The primary function of the BeCoM press releases is to quickly publicise significant information about the project that could be of interest to the general public and the media (EU/ Horizon media).

Press releases will be written following key BeCoM events and major achievements – for example when key results are available. One partner from each country involved in BeCoM will have responsibility for the translation and distribution of press releases. Press releases will be written by appropriate partners but agreed with the Dissemination manager in advance (Envisa).

## 4 Exploitation plan

BeCoM partners appreciate: i) the importance of ensuring the successful and enduring exploitation of the results and outcomes from the project; and ii) that the impacts associated with BeCoM will only be fully realized with adherence to, and the application of, a robust exploitation strategy.

BeCoM has the following exploitation routes:

### 4.1 Scientific exploitation

Reflecting the importance of contrail mitigation to a wide stakeholder community the BeCoM consortium is focused on achieving the highest possible scientific outcome of the project. As described above a specific and targeted dissemination strategy will be employed to engage suitable audience. In addition, scientific knowledge, skills and methods that will be developed within the project, will be transferred to other scientists, engineers and students via publications conferences and workshops. Skills and knowledge that are generated through the execution of the BeCoM project, will also provide a foundation for further collaborative research and it is expected that partners will exploit available opportunities to transfer the results to other scientific disciplines.

BeCoM also recognises the importance of training the next generation of scientists and engineers and appreciates the value that these individuals will have in the longer-term dissemination and impact of BeCoM outcomes. Therefore, academic and research centre partners will be encouraged to secure additional (internal and external) funding for the appointment of doctoral students to work inside the BeCoM work programme. Specific projects will be designed to provide additionally and to maximize the extraction results beyond the funding period for BeCoM. In addition, subject to the consortium agreement and appropriate non-disclosure agreements doctoral students from outside the BeCoM partnership will be encouraged to use data and results to inform their studies.

### 4.2 Commercial exploitation

BeCoM aligns seamlessly with Thales' Green Aviation strategy, aiming to support the implementation of eco-efficient operations. In particular, Thales is dedicated to including the non-CO<sub>2</sub> hidden side of aviation's climate impact within the environmental transition of operations. The developed tools within BeCoM, including improved contrail modelling, trajectory optimization, and AI-based detection capacities, will bolster the implementation of this industrial strategy. These tools will assist in controlling, measuring, and contributing to the development of commonly shared metrics for airlines, following the new regulatory framework.

In this context, Thales is working on developing several tools among which Flights Footprint (<https://flights-footprint.com/>). Flights Footprint aims at empowering airlines towards a well-informed action plan by giving a precise understanding of any flight's impact on climate and by monitoring the fleet's impact reliably thanks to evidence-based data & models and highlights areas for improvement. Specific viewers are also developed by Thales teams to allow for thorough analyses of flights trajectories in conjunction with several sources of information such as meteorological data. The outputs of the BeCoM project will contribute to the improvement of such tools for the customers benefit.



### 4.3 Feedback to Policy Activities

BeCoM recognizes the importance of providing feedback to policy activities as a crucial element of exploitation. This involves actively engaging with regulatory bodies, such as ICAO, EASA, and other relevant entities, to ensure that the project's outcomes contribute effectively to the development and refinement of policies. BeCoM partners will collaborate closely with regulatory communities, offering insights and information derived from the project to support the formulation of informed and effective policies.

Furthermore, the BeCoM consortium will validate and test possible approaches for the preparation of integrating non-CO2 effects from aviation into the EU ETS in the pilot phase of monitoring, reporting and verification (MRV) as decided by the European commission. Partners of BeCoM offer to support the developments with project outcomes and to provide further policy recommendations to the responsible European entities.

### 4.4 Knowledge management and protection

All partners within BeCoM undertakes the responsibility to comply to the knowledge management and protection of the data generated within the project. This is formalised within the Consortium Agreement, signed by all partners and Advisory Board members.

The purpose of the Consortium Agreement is to specify with respect to the project the relationship among the Parties, in particular concerning the organisation of the work between the Parties, the management of the Project and the right and obligations of the Parties concerning inter alia liability Access Rights and dispute resolution.

### 4.5 Data access

Beneficiaries of grants must ensure “open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results”. This is defined and formalised within the Grant Agreement between the Consortium and the Grant Authority.

Furthermore, project partners, will ensure compliance with open access as follows

- First open access (self-archiving): After an embargo period has elapsed (no longer than six months), publications will be made freely and openly accessible; or
- Second open access (open access publishing): The publication is immediately provided in open access mode.

More details on the open accessibility of the data generated inside BeCoM will be provided in the “Data Management Plan (DMP)”, Deliverable 7.3 (first version submitted at the beginning of the project, final version to be submitted at the end of the project)Also, open access will be further discussed in the “Mid-term dissemination and exploitation assessment and report”, Deliverable 6.3, and the PEDR will be updated accordingly.

### 4.6 Zenodo

BeCoM’s project will comply with open access. Details of open access for standard and scientific dissemination is provided in the “Data Management Plan” (D7.3).

BeCoM’s project will use the public repository ZENODO for ensuring the open access to data and publications, or if required by institutional policies partners may use designated repositories to ensure compliance with FAIR (findable, accessible, interoperable and re-usable).

