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ESIRA – ENHANCING SOCIAL INNOVATION IN RURAL AREAS

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EXPLOITATION AND IP STRATEGY

Deliverable D6.6

WP6 – Dissemination, Exploitation and Communication



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Partners

NO	Role	Short name	Legal name
1	COO	UBU	UNIVERSIDAD DE BURGOS
2	BEN	SODEBUR	SOCIEDAD PARA EL DESARROLLO DE LA PROVINCIA DE BURGOS
3	BEN	FO2	FUNDACION OXIGENO
4	BEN	HETFA	HETFA KUTATOINTEZET KFT
5	BEN	MRSZA	MAGYAR REFORMATUS SZERETETSZOLGALAT ALAPITVANY
6	BEN	IRI	INSTITUT ZA RAZVOJ I INOVACIJE - IRI
7	BEN	ERDN	EUROPEAN RURAL DEVELOPMENT NETWORK
8	BEN	LSMC	LIETUVOS SOCIALINIŲ MOKSLŲ CENTRAS
9	BEN	Druskininku VVG	DRUSKININKŲ VIETOS VEIKLOS GRUPE
10	BEN	EURICSE	EURICSE
11	BEN	BORGHIIIN	BORGHIIIN RETE DI IMPRESE
12	BEN	FTC	FEDERAZIONE TRENTINA DELLA COOPERAZIONE SC
13	BEN	INN	HOGSKOLEN I INNLANDET
14	BEN	INNLANDCOUNTY	INNLANDET FYLKESKOMMUNE
15	BEN	EUROMONTANA	EUROMONTANA

List of acronyms

Acronym	Full name
COO	Coordinator
BEN	Beneficiary
EU	European Union
ESIRA	Enhancing Social Innovation in Rural Areas
WP	Work Package
MAP	Multi-Actor Platform
KER	Key Exploitable Result

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1. Summary

The Exploitation Plan is a crucial component of the ESIRA project. The exploitation plan ensures that the project's outcomes are not only achieved but also effectively utilized and sustained over a long period of time. The Exploitation Plan serves to maximize the impact of the whole project, by clearly outlining how the project's results will be used, shared, and built upon. This is particularly important in rural areas where resources are often limited, and the successful implementation of social initiatives can significantly enhance the quality of life for residents.

The plan is designed to create a replicable model that other communities can adopt. By detailing the processes and strategies that have proven effective, a blueprint for similar projects will be provided. This not only amplifies the reach of current efforts but also promotes broader systemic change.

The formation of an inclusive network of partners is another critical aspect. This network integrates communication and dissemination activities, ensuring that information flows smoothly and effectively between all stakeholders. An exploitation network is essential for fostering collaboration, sharing best practices, and coordinating efforts to address common challenges. It helps create a unified approach that enhances the overall effectiveness of economic initiatives.

Moreover, The Exploitation Plan ensures the long-term sustainability and broader applicability of efforts. It provides a clear strategy for using and building upon project outcomes, fosters the creation of a cohesive and inclusive network of partners, and prioritizes the empowerment of marginalized groups. Through these efforts, the ESIRA project aims to create lasting positive change and set the stage for future projects to replicate and build upon practical successes.

2. ESIRA project exploitation plan

This deliverable provides the initial version of the Exploitation Plan for the ESIRA project. It includes a preliminary assessment of the key exploitable results and outlines the consortium's strategies for creating impact and ensuring the project's legacy.

The Exploitation Plan will be regularly reviewed and updated as needed throughout the project to ensure dynamic and successful utilization of project results, protect intellectual property rights, and mitigate risks that could hinder exploitation.

Preparation for exploitation is an iterative process, co-developed with project partners and crucial stakeholders in the multi-actor platforms (MAPs), evolving as project results emerge. All project partners are involved in dissemination and exploitation efforts to raise awareness about the project and related topics, enhance rural collaboration and synergies, and share findings to create significant impacts.

The primary goal of the project's exploitation strategy is to ensure that the results achieve the anticipated impact both during and after the project's duration. This effort is supported by the dissemination and communication plan.

This document outlines the strategy and specific actions for exploiting results, along with details about particular outcomes and the expectations of partners regarding project deliverables.

The report consists of several sections. Following the introduction and description of the exploitation strategy, the report proceeds to present the preliminary key exploitable results identified and revised throughout the project's duration. Subsequently, an assessment of the exploitation route will be provided for each key result.

Additionally, the preliminary exploitation potential of each MAP is outlined, detailing how partners intend to create, maintain, and strengthen spaces of innovative socio-economic solutions, translating them into impacts for both public and private value.

Aims and Objectives

ESIRA project includes a dedicated Communication, Dissemination, and Exploitation Work Package (Work Package 6), which focuses on effectively disseminating, exploiting, and promoting the uptake of project results. The Exploitation Plan developed within WP6 aims to maximize the impacts generated by the project by facilitating the utilization of its outputs and findings.

The specific objectives of the Exploitation Plan:

- Outline expected procedures, plans, and strategies for exploitation.
- Summarize the beneficiaries' strategy and specific actions related to the protection and exploitation of project results.

- Present a clear vision of the intended impacts of the project and a well-planned strategy for protecting and exploiting results.

The aims of exploitation activities are to:

- Sustain project outcomes beyond the funding period to influence future strategic planning of value chain businesses and policies.
- Maximize the exploitation potential of project activities, findings, and outputs for economic, environmental, and social benefits.
- Support the utilization and benefits of outcomes during and beyond the project's lifetime.

Each beneficiary is required to take measures to ensure the exploitation of their results, either independently (e.g., for further research or for commercial or industrial use within their own activities) or by others (other beneficiaries or third parties, e.g., through licensing or transferring the ownership of results).

Beneficiaries must be proactive and implement specific measures to ensure the utilization of their results, to the extent feasible and justified. However, exploitation does not necessarily need to be carried out directly by the participants. They have the option to delegate this to another entity. Such indirect exploitation can be achieved through licensing the results or transferring them to third parties, as well as providing open access, by the requirements outlined in the grant agreement and the consortium agreement.

All project partners are actively engaged in dissemination and exploitation activities to enhance awareness and ensure the transfer of results for the highest possible impact.

Figure 1 Four phases of the project



3. Key exploitable result area 1

3.1. Research knowledge generated in all WPS

The main conclusions drawn from the partners' research on social exclusion and the social economy in rural areas will significantly enhance understanding of the specific needs of vulnerable groups in these regions. This comprehensive research will not only shed light on how the social economy currently assists these groups but also identify key areas where improvements are needed.

Through a comprehensive examination of the existing support structures and pinpointing gaps and inefficiencies, the research will provide a clear roadmap for better addressing the unique challenges faced by marginalized populations in rural communities. The insights gained will be particularly valuable for a wide range of stakeholders, including local governments, non-profit organizations, social enterprises, and community leaders.

ESIRA stakeholders will benefit in several crucial ways:

- **Better address the needs of vulnerable groups:** The findings will offer a clear understanding of the specific issues and barriers that vulnerable groups encounter. Deeper knowledge will enable stakeholders to develop more targeted and effective interventions, ensuring that the unique needs of these populations are met with appropriate support and resources.
- **More effectively implement social economy initiatives and community-led innovation ecosystems:** The research will serve as a guide for replicating and scaling effective social economy initiatives. It will also encourage the development of community-led innovation ecosystems that can foster sustainable economic growth and social inclusion, tailored to the distinct contexts of rural areas.
- **Design and deploy more efficient public and private mechanisms:** The research will identify specific areas where public and private mechanisms can be improved to better support vulnerable groups. This includes recommendations for policy changes, funding strategies, and collaborative efforts between various sectors. By implementing these suggestions, stakeholders can create more efficient and impactful systems that drive positive change and enhance the social and economic well-being of rural communities.

KEY EXPLOITABLE RESULT (KER)	LINKED TASK (T)	LINKED DELIVERABLE (D)
Regional studies on social exclusion and risk of poverty in rural areas	T4.1	D4.1
Regional status reports on social economy initiatives in rural areas	T4.2	D4.2
Enabling framework for the upscale of social economy in rural areas, improving the inclusion of vulnerable groups in various innovation ecosystems and social activities	T4.4	D4.4
Best practices for the sustainability of community-led innovation spaces	T3.3	D3.2
Policy recommendations report identifying main gaps and synergy potentials to better support vulnerable groups in rural areas through social economy initiatives	T4.3	D4.3
Training materials produced by the project for WP5 execution	T5.2	D5.2

3.1.1 Comparative studies on social exclusion in rural areas

Months	M1 – M12
Lead partner	HETFA
Participants	UBU, HEFTA, IRI, ERDN, LSMC, EURICSE, BORGHIIIN, INN, EUROMONTANA

The objective of this exploitation activity is to develop comparative studies that examine the situation of people living in rural areas in the selected countries and regions, highlighting the similarities and differences in the challenges they face. By M6, the first set of country reports will be delivered according to the common structure established by HETFA in M1. These reports will include the research questions, both common and region-specific, and detail the methodology to be followed, including the framework for the literature review and the list of stakeholders to be interviewed.

Each report will address the specific circumstances of each country, with a focus on the regions where the case studies are conducted: Hungary (HETFA), Spain (UBU), Serbia (IRI), Norway (INN), Poland (ERDN), Lithuania (LCSS), and Italy (EURICSE). This will provide the foundation for a comparative analysis to be completed by M12 (D4.1, M12).

Partners will carry out this activity by using inputs **from literature reviews, expert interviews, and specific focus groups organized during the initial stages of the MAPs' setup**. This activity will provide a deeper understanding of the drivers of social exclusion, the challenges in addressing these disparities, and the needs of specific vulnerable groups in various rural areas of Europe, providing an initial contextual analysis for the project. Additionally, the reports will aid in the evaluation of policies and social services by presenting a clear picture of the current situation in which these policies and services can be compared.

3.1.2 Appraisal of existing policies, services, and initiatives to support social inclusion and social economy in rural areas

Months	M1 – M12
Lead partner	EURICSE
Participants	UBU, HEFTA, IRI, ERDN, LSMC, EURICSE, BORGHIIN, INN, EUROMONTANA

The objective of this exploitation activity is to benchmark and assess the effectiveness of existing public policies and initiatives by representative social economy organizations in promoting the social inclusion of vulnerable population groups.

Through desk research, expert interviews, and direct feedback from case studies, this activity will cover the following areas:

- The selected policy framework, ranging from local to regional, national, and European levels, addresses social inclusion in the context of rural development. This includes identifying gaps where social inclusion is not adequately addressed in rural-related policies.
- The public, private, or mixed tools and support mechanisms designed to empower community-led initiatives, such as direct support for social economy initiatives or the creation of spaces for social interaction and innovation.
- Specific social economy activities, such as enterprises and entrepreneurship, that provide essential social services or livelihoods under the Rural Pact, including agroecology, nature stewardship, and sustainable tourism.

The project partners will use the findings to conclude best practices, weaknesses, and areas for improvement to effectively address social exclusion in rural areas using a multi-

dimensional approach. Key points for improvement from a local perspective will be integrated into WP5 to test the project’s hypotheses on improving service delivery and the effectiveness of community-led social economy initiatives.

3.1.3 Formulation of policy recommendations

Months	M12 – M48
Lead partner	EUROMONTANA
Participants	HETFA, UBU, IRI, LSMC, ERDN, EURICSE

Utilizing the results of WP5 (T5.5) and the in-depth appraisal exercise of T4.1 and T4.2, the project partners will draw conclusions on the following:

- The main best practices and weaknesses of EU, national, regional, and municipal policies in addressing social disparities and marginalization in rural areas.
- The main policy gaps, opportunities for synergy, and strategies for reinforcing social policies in the context of rural development, ecological transition, and access to basic and adequate services, aligning with the EU Rural Pact.
- Specific legislative support frameworks for community-led social economy initiatives, social economy activities, and the provision of basic services.

To deliver these results (D4.3, M48), EUROMONTANA will coordinate the efforts through:

- Collecting feedback from partners and experts.
- Organizing knowledge-exchange policy workshops in M12, M23, and M35.
- Hosting a final policy feedback workshop (M46), inviting relevant actors including representatives from the European Commission, national governments, and allied projects and initiatives.

3.1.4 Enabling framework for the upscale of social economy in rural areas

Months	M12 – M48
Lead partner	LCSS
Participants	UBU, HEFTA, IRI, ERDN, LSMC, EURICSE, BORGHIIIN, INN, EUROMONTANA

The main objective of this exploitation activity is to formulate specific recommendations for implementing community-led rural innovation spaces that facilitate knowledge

exchange, co-design, and execution of social economy initiatives. Initiatives will be aligned with the EU Rural Pact, empowering rural residents, particularly vulnerable groups, to improve their livelihoods, reduce social exclusion, and generate socio-economic and environmental co-benefits while enhancing service delivery (D4.4, M48).

In close cooperation with WP3, which initially sets up a flexible MAP concept, this activity will use inputs from existing social innovation spaces, other collaborative networks, and direct feedback from dissemination and communication activities. The aim is to formulate recommendations on how to:

- Overcome barriers to maintaining and developing collaborative initiatives.
- Build new collaborative initiatives.

Recommendations will result from a participatory process, drawing on the experiences of project participants. They will be tailored to the specifics of rural regions and will include guidelines for the co-design and implementation of community-led innovation spaces. Guidelines will be important for creating a more inclusive and resilient local business ecosystem and will be illustrated with case studies across various community-led innovation topics relevant to post-industrial society. The topics will focus on unlocking the full potential of community-led innovation in rural regions through the following six strategies:

1. Agroecology;
2. Building platform-based collaborative networks;
3. Servitization of farming;
4. Smart specialization;
5. Green economy-oriented improvements of rural infrastructure;
6. Recruitment of unused local natural resources for social economy initiatives.

Each strategy is defined according to the theory of qualitative structures and includes groups of innovative activities that can maximize the impact of the social economy in a contemporary service-driven economic system. A set of strategies provides a “toolkit” of possible solutions and examples of business and social innovations that can inspire and serve as a learning platform for rural communities.

The guidelines will be introduced and tested during several focus group discussions and workshops (M12-M48). External feedback will be used to refine the recommendations. Enabling a framework for the upscale of the social economy in rural areas will motivate project partners to disseminate their experiences and support the capacity building of local communities.

3.1.5 Optimal pathways for MAPs' self-sustainability

This exploitation activity includes organizing internal exploitation workshops to engage all partners in identifying exploitable results, mapping relevant knowledge users, and selecting the most promising routes for policy, scientific, and market exploitation of the results.

Euromontana, in collaboration with IRI, will organize a webinar to present the key exploitable results to rural stakeholders in the second half of the project. The webinar will provide an opportunity to discuss and gather feedback on the proposed exploitation routes, thereby enhancing the project's replication potential. Additionally, this task will develop a regional replicability plan to extend the project's methodological approach to community-led rural innovation spaces. The replicability plan will apply both within regions where case studies serve as flagships and in new regions facing similar challenges (D6.4, M48).

3.1.6 MAPs operation: acting on innovation levers

Months	M6 – M42
Lead partner	UBU
Participants	UBU, SODEBUR, FO2, HÉTFA, MRSZA, IRI, ERDN, LSMC, Druskininku VVG, EURICSE, BORGHIIN, FCT, INN, INNLANDCOUNTY

Based on inputs from WP3 and the roadmaps and MAP definitions from T5.1, this activity will focus on operating the MAPs as community-led rural innovation spaces for social economy and inclusion. MAP's operation will involve leveraging innovation through capacity building, awareness, and stakeholder interconnections. The activities will vary according to the needs of each MAP and can be categorized as follows:

3.1.7 Train-the-Trainers Programme

The primary objective of this activity is to develop the capacities of MAP facilitators and regional organizations to drive social economy projects and build networks (municipalities, regional authorities, public bodies, local action groups, NGOs, entrepreneurs, etc.).

Train-the-Trainers program will enhance understanding of social inclusion for vulnerable groups in the project areas. Each pilot project will conduct a face-to-face training workshop as a kick-off for the MAP, followed by additional training sessions. The goal is

to strengthen the knowledge and skills of local development leaders in areas such as social inclusion, green transition, community empowerment, demographic challenges, and sustainable entrepreneurship, ensuring the MAP's sustainability post-project. Online materials will be uploaded to the project website and other educational platforms (D5.2, M10). UBU will prepare the common materials, while each MAP manager (UBU, IRI, HETFA, ERDN, EURICSE, LSMC, INN) will tailor and deliver these materials to local stakeholders, creating additional resources as needed for specific local interests.

3.1.8 Building Strong Communities

These activities aim to strengthen local and regional bonds, fostering a sense of community and social cohesion. They will facilitate synergies among MAP actors and raise awareness about the project and its core messages on social inclusion and social economy for rural development. MAP managers will co-organize dissemination activities within the case studies, including participation in local fairs and markets, organizing community events, and producing short videos.

3.1.9 Community of Practice

To facilitate cross-regional knowledge exchange and peer-to-peer learning, MAP managers are required to establish a Community of Practice among the project's case studies, which will be open to new participants (e.g., other pilots from the second project funded under the same topic CL6-2023-COMMUNITIES-01-1). The project's website will host a virtual forum for continuous mutual learning, with different working groups led by project partners. Additionally, an annual CoP event will be organized, inviting MAP representatives. This CoP will enable networking and the formation of a network of companies focused on inclusive employment, social economy, local resources, renewable energies, circular economy, digitization, and agroecology. Best practices will be showcased and shared within this community.

The knowledge will be primarily exploited through:

1. Academic exploitation: New knowledge will launch new scientific careers in the research areas, with approximately 20 new academic careers expected.
2. Science-to-Policy exploitation: The connections and results will be translated into new policies and supporting frameworks, aligning with policy-led initiatives such as Smart Villages and LEADER/CLLD action groups.
3. Capacity building: The training materials and knowledge generated will enhance the skills of public and private workers, enabling them to better address social inclusion and the social economy in rural areas.
4. Additionally, partners will pursue the continuation of the R&D pathways initiated by this project, primarily through new public R&I funds and social/rural development initiatives.

4. Key exploitable result area 2

4.1. Upscaling project MAPs as community-led innovation spaces

Figure 2 ESIRA exploitation activities



Regional and local actors will significantly benefit from the development of enhanced community-led innovation ecosystems, designed to more effectively address local needs and opportunities. Ecosystems will foster collaboration and creativity at the grassroots level, enabling communities to devise and implement solutions that are tailored to their specific contexts.

Innovative ecosystems will also play an important role in empowering vulnerable groups throughout pilot areas. By actively involving these groups in decision-making processes, the innovative ecosystems will ensure that the voices of marginalized communities are heard, and their needs are met. This approach will not only promote social equity but also lead to more sustainable and resilient communities.

Community-led innovation ecosystems will:

- **Address local needs and opportunities:** By focusing on local challenges and leveraging local strengths, these ecosystems will create solutions that are relevant and effective. A localized approach will result in more impactful and enduring improvements in social and economic conditions.

- **Promote collaboration and shared ownership:** Bringing together diverse stakeholders, including local governments, non-profits, businesses, and community members, innovative ecosystems will foster a sense of shared ownership and responsibility. A collaborative effort will enhance the effectiveness of initiatives and ensure that they are supported by the entire community.
- **Empower vulnerable groups and individuals:** Involving marginalized populations in decision-making processes will enhance their capacity and confidence. This empowerment will allow these groups to advocate for their interests, contribute to community development, and actively shape their futures.
- **Enhance resilience and sustainability:** Through the development of localized solutions and the active involvement of all community members, innovative ecosystems will build resilience against social and economic challenges and promote sustainable practices that ensure long-term benefits for the community.

Regional and local stakeholders will gain immensely from enhanced community-led innovation ecosystems. This practice will not only address local needs and opportunities more effectively but also empower vulnerable groups to participate actively in decision-making processes and will lead to more inclusive, innovative, and resilient communities, capable of sustaining positive social and economic change.

Key Exploitable Result (KER)	Linked Task (T)	Linked Deliverable (D)
Regional MAP roadmaps	T5.1	D5.1
MAP governance and operation mechanisms	WP3 and WP5	/
Regional MAP sustainability plans	T3.3	D3.3

4.1.1 Regional MAP roadmaps

In parallel with defining the project’s MAP methodology in T3.1, and in close collaboration with T4.1 and T4.2, this activity aims to define and set up the case study MAPs through the following steps:

- **Describing the Rural Ecosystem:** This *activity* involves a thorough and detailed examination of the various components that make up the rural ecosystem. It includes identifying and mapping out all key actors, understanding the nature and dynamics of their relationships, and analyzing the governance structures in place. Additionally, it requires a deep dive into the economic activities that sustain the rural areas and an exploration of the social context, with a particular emphasis on the needs and challenges faced by vulnerable groups. Project partners will design and implement MAPs that are specifically tailored to the unique circumstances and

requirements of each case study. A *detailed* approach ensures that the MAPs are relevant, effective, and capable of addressing the specific issues and opportunities within each rural community.

- Project partners will actively involve MAP members to ensure a high level of representativeness, with a particular focus on including vulnerable population groups and considering the gender dimension. *Activities will involve* reaching out to and engaging with a diverse range of stakeholders, ensuring that the voices and perspectives of those who are often marginalized are heard and integrated into the decision-making process.

4.2. MAP governance and operation mechanisms

Once the MAPs are constituted, the following activities will be conducted in each MAP in collaboration with local actors through an initial MAP kick-off meeting, surveys, and data analysis (D5.1/MS2 M6):

- Co-evaluation of local drivers of social exclusion, needs of population groups, opportunities and challenges of social economy initiatives, and other contextual factors.
- Co-definition of the MAPs' governance and operation as community-led innovation spaces, along with the objectives for nurturing social economy initiatives and the desired impacts, through specific roadmaps prepared for each MAP.

4.2.1 Regional and MAP Sustainability Plans

This exploitation activity focuses on developing comprehensive sustainability plans for each regional MAP to ensure the long-term impact and continuity of the project's initiatives. The Sustainability Plans will include strategies for maintaining and scaling the MAPs beyond the project's lifecycle, identifying funding sources, and fostering ongoing collaboration among stakeholders.

Key components of the sustainability plans will involve:

- Identifying sustainable funding: Exploring and securing diverse funding sources, including grants, private sector investments, and community fundraising, to support the ongoing activities and growth of the MAPs.
- Capacity building: Providing training and resources to MAP members to enhance their skills and capabilities, ensuring they are well-equipped to manage and sustain the initiatives independently.

- Fostering partnerships: Establishing and nurturing strong partnerships with local, regional, and national stakeholders, including public and private entities, to create a robust support network for the MAPs.

The regional MAP sustainability Plans will provide a solid foundation for the continued success and expansion of the MAPs, ensuring they can effectively address the needs of rural communities and support vulnerable groups well into the future.

5. Key exploitable result area 3

5.1. Replicating community-led innovation spaces for social economy

Key Exploitable Result (KER)	Linked Task (T)	Linked Deliverable (D)
Enabling framework for the upscale of social economy in rural areas, improving the inclusion of vulnerable groups in various innovation ecosystems and social activities	T4.4	D4.4
MAP governance and operation mechanisms	WP3 and WP5	/
ESIRA's replicability plan	/	D6.10

Replicating community-led innovation spaces strategy:

The project partners will consolidate their best efforts to make the project's MAPs sustainable spaces that continue operating after the project ends. To achieve this, the partners, in coordination with stakeholders will:

1. Design governance and sustainability mechanisms in close cooperation with local actors. Post-project, partners will continue participating as actors within these community-led innovation spaces, adhering to the established governance framework.
2. The financing model will be explored, considering various complementary options such as direct public support and extending services to regions and municipalities outside the project's MAPs.
3. Leveraging the project's results, consortium partners will endeavor to disseminate and replicate the project's MAPs concept in similar areas, whether within the same region or in comparable socio-economic contexts.

A Replicability plan will be formulated during the project (D6.10) for implementation post-project conclusion. Executing this plan is crucial for achieving the project's anticipated outcomes and impacts, thereby maximizing its overall effectiveness.

5.1.1 Enabling framework for the upscale of social economy in rural areas

This exploitation activity aims to create a robust framework that facilitates the expansion and enhancement of the social economy in rural areas. The primary focus is on improving the inclusion of vulnerable groups in various innovation ecosystems and social activities.

Key components include:

Developing support structures: Establishing and strengthening support structures, such as networks and partnerships, that provide resources, mentorship, and guidance to social enterprises and initiatives in rural areas

Policy advocacy and support: Working closely with policymakers to advocate for and develop supportive policies that foster the growth of the social economy. Activity includes potentially creating incentives for social enterprises, reducing regulatory barriers, and promoting inclusive practices.

Facilitating Access to Resources: Creating connections between rural social enterprises and potential investors, as well as providing platforms for these enterprises to showcase their work and attract support.

Promoting inclusivity in innovation ecosystems: Integrating vulnerable groups into innovation ecosystems by involving them in the design, development, and implementation of social and economic initiatives. Participatory approach ensures that the solutions developed are inclusive and address the specific needs and challenges faced by these groups.

Creating Replicable Models: Developing and documenting successful models and best practices that can be replicated in other rural areas. By sharing knowledge and experiences, the framework will enable other communities to adopt and adapt these models to their local contexts, fostering widespread growth and inclusion.

5.1.2 Map governance and operation mechanisms

The governance and operation mechanisms of the Multi-Actor Platforms are designed to ensure effective collaboration, decision-making, and accountability among all stakeholders. The process begins with establishing a clear governance structure that includes representation from all key stakeholder groups, such as local governments, community organizations, social enterprises, and vulnerable populations. Regular meetings will be scheduled to facilitate transparent communication and collective decision-making, with minutes and action points documented and shared with all members to maintain accountability and track progress.

Operationally, the MAPs implement a set of procedures and protocols to guide their activities and ensure efficient functioning. This includes defining roles and

responsibilities for each member, setting up working groups or sub-committees focused on specific areas such as funding, capacity building, or community outreach, and establishing communication channels to keep all stakeholders informed and engaged. The MAPs can also utilize monitoring and evaluation tools to assess the impact of their initiatives, gather feedback from participants, and continuously improve their strategies.

5.1.3 Replicability Plan

The replicability plan for Project ESIRA will focus on ensuring that its innovative approaches and successful outcomes can be effectively transferred and adapted to benefit other rural communities. Central to this plan is the comprehensive documentation of project methodologies, outcomes, and lessons learned, systematically captured and shared through reports, case studies, and best practice guidelines. This knowledge will serve as a valuable resource accessible to stakeholders interested in replicating similar initiatives.

The plan will emphasize capacity building among local stakeholders to empower them with the skills and expertise necessary for replication. Training programs and workshops will be conducted to enhance the capabilities of community leaders, social entrepreneurs, and government officials in implementing and managing sustainable social economy projects. This investment in human capital aims to foster local ownership and strengthen the foundation for sustainable development across diverse rural contexts.

ESIRA will foster partnerships and collaborations with regional and national entities to leverage resources and expertise for scaling up successful project models. Partnerships will facilitate the adaptation of interventions to different socio-economic and cultural settings, ensuring relevance and effectiveness in new environments. Advocating for supportive policies and monitoring the impact of replicated initiatives are additional strategies aimed at catalyzing broader systemic change that promotes inclusive economic growth and social development in rural areas.

6. Overview of exploitation potential

6.1. Exploitation potential: Marginalised groups/Drivers of social exclusion

MAP: BURGOS		
Marginalised group	Main driver of social exclusion	Social inclusion strategy
Rural women	The main driver of social exclusion for rural women is the lack of access to education and economic opportunities. Limited educational facilities, compounded by traditional gender roles, often restrict rural women's access to quality education. This results in fewer job opportunities, reinforcing economic dependency on their male counterparts. Additionally, inadequate healthcare, poor infrastructure, and limited political representation further marginalize rural women, preventing them from fully participating in societal and economic activities. These barriers create a cycle of exclusion, limiting their ability to improve their socio-economic status and perpetuating gender inequality in rural areas.	Social inclusion strategies to reduce the drivers of social exclusion faced by rural women should focus on improving education, economic opportunities, and community support. Expanding access to quality education through local schools and online learning platforms can empower women with knowledge and skills. Developing economic initiatives, such as microfinance programs and local cooperatives, can provide rural women with financial independence and job opportunities. Enhancing healthcare services and establishing support networks, including women's groups and community centers, can address their health and social needs. Promoting gender equality through awareness campaigns and policy changes can further ensure that rural women have equal opportunities to participate in all aspects of community life.
Elder people	The main drivers of social exclusion for elderly people in rural areas include inadequate access to healthcare and social services, combined with transportation challenges. Many elderly individuals lack a driver's license and depend on infrequent and poorly coordinated rural transport services, limiting their access to essential services and social interactions. Poor infrastructure and limited transportation options further isolate them, while insufficient financial resources and lack of community support exacerbate their vulnerability. These factors collectively diminish their quality of life, preventing elderly individuals from fully participating in community life and accessing necessary care and support, thus increasing their social exclusion.	Social inclusion strategies to reduce exclusion among elderly rural people should focus on enhancing transportation, healthcare, and community engagement. Developing reliable and frequent rural transport services will improve access to essential services and social activities. Expanding telehealth services and mobile clinics can address healthcare shortages, ensuring that elderly individuals receive necessary medical care. Implementing social activities that involve elderly people, such as volunteer and intergenerational programs, can keep them active and engaged, fostering a sense of purpose and connection within the community.

Youth	<p>Youth in rural areas face social exclusion due to limited employment opportunities, inadequate access to tertiary education and social services, and a significant digital divide.</p> <p>They often experience isolation due to a lack of social, cultural, and recreational activities, and inadequate public transportation further restricts their mobility. Traditional and conservative social norms can limit opportunities, particularly for marginalized groups, while the out-migration of young people in search of better prospects exacerbates the decline of community vitality</p>	<p>Social inclusion strategies to reduce social exclusion among rural youth should focus on enhancing education, employment opportunities, and community engagement.</p> <p>Improving access to quality education and vocational training can equip young people with essential skills. Creating local job opportunities through small business support and apprenticeships can provide meaningful employment options. Engaging youth in community projects, sports, and cultural activities fosters a sense of belonging and empowers them to contribute positively. Promoting digital connectivity and access to information can bridge rural-urban gaps, empowering youth with knowledge and opportunities.</p>
Migrants	<p>Migrants in rural areas face social exclusion driven by economic instability due to limited job opportunities and low wages, language and cultural barriers, restricted access to healthcare and education, and legal challenges tied to immigration status. These issues are compounded by a lack of social networks, discrimination, inadequate housing, and limited political participation, often resulting in social and physical isolation.</p>	<p>Comprehensive policies and community support are essential to address the multifaceted challenges migrants face and promote social inclusion. Intercultural activities can create safe spaces for developing healthy relationships with others, bridging cultural barriers and involving them more deeply in the community.</p>

MAP: ABRUZZO

Marginalised group	Main driver of social exclusion	Social inclusion strategy
Elder people	<p>Limited access to economic channels, mobility issues, and access to technology</p>	<p>Implementing accessible public transportation, offering digital literacy programs, and promoting intergenerational activities.</p>
Women	<p>Gender discrimination, gender pay gap, limited access to leadership roles, and traditional gender roles in Italy</p>	<p>Providing gender equality training, promoting women's entrepreneurship, ensuring equal pay, increasing women's representation in leadership positions, and supporting work-life balance initiatives.</p>

MAP: TRENTINO

Marginalised group	Main driver of social exclusion	Social inclusion strategy
Young people in NEET situation	Economic factors, educational system, social and cultural factors, regional disparities, labor market conditions, institutional factors, psychological factors, migration and integration issues, social factors (including care responsibilities)	FTC comprehensive social inclusion strategy for young people in a NEET situation in the Trentino region, leveraging social prescribing, could include the following activities: multi-agency collaboration, case management (link worker), community engagement, access to technology, mentorship programs (link worker) and peer support groups, individual development plans (developed with a link worker) and targeted interventions, regular assessments and feedback mechanisms, community awareness campaigns and proactive outreach, involvement of young people in a NEET situation in the planning and implementation process to ensure their needs and perspectives are prioritized.
Young women in NEET situation	Economic factors, educational system, social and cultural factors, regional disparities, labor market conditions, institutional factors, psychological factors, migration and integration issues, social factors (including care responsibilities)	FTC comprehensive social inclusion strategy for young people in a NEET situation in the Trentino region, leveraging social prescribing, could include the following activities: multi-agency collaboration, case management (link worker), community engagement, access to technology, mentorship programs (link worker) and peer support groups, individual development plans (developed with a link worker) and targeted interventions, regular assessments and feedback mechanisms, community awareness campaigns and proactive outreach, involvement of young women in a NEET situation in the planning and implementation process to ensure their needs and perspectives are prioritized.
People with disabilities	Structural barriers (inaccessible infrastructure and insufficient adaptations), economic factors, education and skills development, healthcare and social services, social attitudes and stigma, policy and legal frameworks, information and awareness, technological barriers	FTC social inclusion strategy for people with disabilities and chronic diseases, could include the following activities: more coordinated care networks, personalised care plans, assistive technologies that enhance independence and participation in daily activities, social prescribing programs and community centres (as hubs for social activities,

		<p>support groups, trainings, fostering social connections and reducing isolation), accessible online platforms, regular assessment and data collection, stakeholder collaboration, pilot activities and programmes, involvement of people with disabilities and chronic diseases in the planning and implementation process to ensure their needs and perspectives are prioritized.</p>
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MAP: NORTHERN HUNGARY AND NORTHERN GREAT PLAIN

Marginalised group	Main driver of social exclusion	Social inclusion strategy
Youth in NEET status	<p>The region has a higher youth unemployment rate than the national average, the lowest number of new jobs in the country and significant out-migration of younger, higher skilled social classes. The young people who remain are low-skilled, often persistently inactive and tend to start families early. Students in segregated communities have lower motivation to learn, as they often come from social environments that place less value on school learning and performance. It follows that students' lagging behind is due to inadequate environments that they could overcome in a community that encourages school-related intellectual achievement.</p>	Work in progress
Roma	<p>A significant proportion of the Roma population is constrained by a range of negative factors, including low educational attainment, long-term unemployment and inactivity. These factors also result from the dismantling of public services in small villages, which are excluded from economic development due to their family circumstances (schools, health, administrative districts). The coexistence of unemployment and low incomes is a significant contributor to the prevalence of income poverty.</p>	
Women	<p>Women in the region tend to have lower educational attainment and lower unemployment rates. A significant proportion of young women are inactive due to childbearing. Teenage childbearing is more prevalent than the national average. The district, in common with other rural areas of Hungary and those experiencing poverty, exhibits a more traditional view of the family, with women</p>	

	occupying a more passive role as primary caregivers.	
Segregated communities	It is estimated that the number of families residing in severely underprivileged housing in segregated communities within the region exceeds 1,200. These families endure a more challenging daily existence than those experiencing relative poverty in the sub-region. Their children are at a significantly higher risk of mortality, and the services designed to assist them are constrained in their efficacy, despite the best efforts of those providing them.	

MAP: ZACHODNIOPOMORSKIE

Marginalised group	Main driver of social exclusion	Social inclusion strategy
Long-term unemployed	One of the main factors influencing the status of the long-term unemployed is "learned helplessness" (the loss of the ability to assess the situation and inability to take action to improve one's situation). Long-term unemployment is the result of, among others, changes that took place during the transformation period in Poland, but also the lack of adequate preparation of employees for a possible change of place of employment. This is particularly visible in rural peripheral areas, significantly distant from city centers, where access to support facilities is difficult. Commuting to work outside the place of residence is also difficult (insufficient infrastructure - public transport).	In order to deal with the phenomenon of long-term unemployment, especially in rural areas, it is necessary to provide training enabling the acquisition of the ability to effectively communicate with a potential employer and training enabling the acquisition of new professional qualifications, preparation of appropriate training and courses preparing for work in accordance with market demand, institutional support in searching for a job or starting your own business. Actions are necessary to increase information and promotional activities among the unemployed about the labor market, its needs, and the promotion of labor market services.
Young people	The main factor of social exclusion of young people in rural areas is limited access to education, in particular further education (beyond compulsory education - primary school) allowing young people to acquire qualifications and good entry into the labor market. It is also the lack of appropriate social infrastructure where young people can develop their passions and become active.	Appropriate programs should be created and a place where young people can develop, spend their free time and become active should be provided. It is also important to cooperate with non-profit organizations that could initiate local activities, strengthening the building of civil society.

MAP: LESKI-BIESZCZADZKI

Marginalised group	Main driver of social exclusion	Social inclusion strategy
Women	One of the main factors is a woman's role as a mother and caretaker of the household fire and household members. More conservative attitudes and expectations about social roles can be observed in the MAP area. Women, by staying at home with children, taking care of the home, and caring for the elderly, become more socially and economically excluded.	Women will be included through grassroots initiatives, mainly women's initiatives. A great example is the activities of the Rural Housewives' Circles and, thanks to this, women's engagement in cultural, educational, and economic activities. The Rural Housewives' Circles can conduct business activities on simplified terms, providing opportunities for gainful employment. Another example is projects created by NGOs, including the activities of Local Action Groups.
Migrants	Migrants seem to be the first group that comes to mind if we think about exclusion in the study area. Why? The MAP area is the border between Poland and Ukraine, where a lot of migrants appeared after the war broke out. However, during the research, it turns out that according to MAP members, migrants do not spontaneously appear when listing excluded groups. Special people in each office have been assigned to deal with issues related to Ukrainians, so according to MAP members, this group is taken care of. Another issue is that many migrants are fleeing the area further afield, to big cities where there are better job prospects.	The inclusion strategy aimed at migrants from Ukraine has a nationwide dimension. Each local government also does it individually - there are migrant service points, dedicated places, and people.
Older people	Older people are excluded in several fields: communicatively (inability to get to many places if one does not have one's own car, lack of well-connected local transportation), socially (due to long distances, it is more difficult for people to meet with others and more difficult to participate in cultural life). Digital exclusion is also emerging - both in terms of digital competence and access to the Internet.	NGO projects aimed at seniors, transportation of seniors to the venues (for example workshops), organization of cultural initiatives in village buildings and public spaces (more at the level of the village rather than the entire municipality), Universities of the Third Age, senior programs created by municipal offices.
People with disabilities	Disability is still a taboo subject - it is almost invisible in public spaces; little is said about it. Exclusions are the lack of adequate daycare places, but also 24-hour care, lack of appropriate activities, lack of infrastructure, and systemic lack of support. The biggest problem is with people who are entering adulthood - there are no prospects for them, no job opportunities, inclusion in various activities.	NGOs and social economy enterprises are taking on an inclusive role. There are attempts to create an Occupational Activity Facility, where people with disabilities can find employment.

<p>Youth</p>	<p>Young people do not have access to many activities that are typical in cities. At the age of 15, young people often leave their family homes for boarding schools, especially in the more mountainous areas, because the distance to high schools is long (up to 50-60km) and there is no daily commute.</p> <p>The exclusion of young people is in the form of exclusion from cultural life. There is also a lack of peers. These are some of the least densely populated areas of Poland and sometimes young people do not have peers in the immediate area, and due to the lack of public transportation, young people are also transport-excluded, so they have limited opportunity to participate in social life.</p>	<p>Cultural centers try to create an offer for young people, but there are only a few cultural centers and the distance to them is sometimes several tens of kilometers.</p> <p>NGOs, but also social economy enterprises (e.g. through volunteering) are trying to fill this gap and include young people in activities. The idea of a Youth Council of the municipality also emerged as an idea for including young people in political activities.</p>
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MAP: JABLANICA AND PCINJA

Marginalised group	Main driver of social exclusion	Social inclusion strategy
Youth in NEET status	One of the primary drivers of the NEET (Not in Education, Employment, or Training) status among young people is a lack of access to quality education and training programs. In many regions, especially rural or underdeveloped areas, educational institutions are either insufficiently equipped or entirely absent.	To address the lack of access to quality education and training programs for young people, a crucial strategy involves the development and expansion of vocational training and retraining programs. By partnering with local businesses and industries, these programs can be tailored to meet current labor market demands, providing relevant and practical skills.
Women	One of the main causes of social exclusion among young women is limited access to the labor market and rigid gender roles. In many communities, especially in rural or underdeveloped areas, young women face discrimination in employment and restricted opportunities for professional development. Traditional gender roles often impose expectations that young women take primary responsibility for household and family care, preventing them from engaging in educational and professional activities. Additionally, the lack of support for balancing work and family obligations, such as childcare services and flexible working hours, further contributes to the social exclusion of young women from the labor market and educational programs. These factors together make it difficult for young women to acquire the relevant skills and qualifications needed for a successful career.	A social inclusion strategy for young women should address barriers to education and employment while challenging traditional gender roles. Increasing employment opportunities can be achieved by connecting women's entrepreneurship, social entrepreneurship, and innovative forms of economic cooperation that create job opportunities for women. Empowerment programs should build leadership and entrepreneurial skills and support women's networks.
Entrepreneurs	One of the primary drivers of social inclusion for entrepreneurs is access to supportive networks and resources. Entrepreneurs face challenges such as limited access to funding, mentorship, and markets, which can hinder their growth and development. Creating an ecosystem that fosters innovation and collaboration is essential. This includes providing access to business incubators, accelerators, and coworking spaces that offer mentorship, training, and networking opportunities. Additionally, policies that encourage entrepreneurship, such as tax incentives, grants, and simplified regulatory frameworks, can significantly boost entrepreneurial activity.	A social inclusion strategy for entrepreneurs should prioritize equitable access to resources, networks, and opportunities. This includes ensuring access to funding, technical assistance, and capacity-building support tailored to the needs of underrepresented groups. Establishing supportive networks of mentors, peers, and advisors is essential for guidance and collaboration. Capacity-building programs should offer training in key entrepreneurial skills while facilitating access to markets through market research and partnership opportunities.

		<p>Advocating for policies that remove barriers to entry and promote diversity in entrepreneurship is crucial.</p> <p>Additionally, fostering a culture of innovation and collaboration through initiatives like innovation hubs and technology clusters can further support inclusive entrepreneurship.</p>
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MAP: DRUSKININKAI

Marginalised group	Main driver of social exclusion	Social inclusion strategy
NEETS	Lack of education and job opportunities, social isolation	Implementing vocational training programs, providing career counseling, promoting apprenticeships, and fostering youth engagement in community activities.
Elder people	Limited access to economic channels, mobility issues, and access to technology	Implementing accessible public transportation, offering digital literacy programs, promoting intergenerational activities, and ensuring access to healthcare services.

MAP: INNLANDET

Marginalised group	Main driver of social exclusion	Social inclusion strategy
People with disabilities	There are many factors that contribute to the social exclusion of people with disabilities. Attitudes and prejudices based in a lack of knowledge and understanding in the general public. Physical hinderances and the lack of universal design implementation, are still common. There is a lack of good meeting places, particularly for younger adults, that facilitate social connections and establishment of social ties between people with and without disabilities. Some disabilities can limit participation in the economy and resulting in lower household incomes, some disabilities also place additional economic burden on households making the economic situation a potential barrier to participation.	The foundation for the ESIRA project is a bottom up, locally embedded, approach to innovative projects aimed at increasing the social participation of people with disabilities. The MAP group will focus on creating projects that can counteract the main drivers or their effects. Being locally embedded and working in dialog with relevant local stake- and shareholders the MAP will develop pilots that address these drivers or that in other ways will increase the participation of people with disabilities in society.

6.2. Exploitation potential: Regional studies

MAP: BURGOS		
Regional study	Main focus	Potential for exploitation
Socio-economic characteristics of the Pinares Burgos-Soria region	The Pinares Burgos-Soria region in Spain is predominantly rural, characterized by extensive forests and agricultural areas. Its economy relies heavily on traditional sectors such as forestry and agriculture, which face challenges like seasonal fluctuations and limited infrastructure. The sparse population, spread across small towns and rural settlements, encounters difficulties in accessing essential public services, including healthcare and education. Furthermore, depopulation trends pose additional challenges, impacting community vitality and economic resilience.	The Pinares Burgos-Soria region in Spain holds significant potential for sustainable development and natural resource utilization. With its extensive forests and agricultural lands, there is an opportunity for responsible exploitation of timber resources and agricultural production. The region's natural beauty also presents opportunities for eco-tourism and recreational activities, contributing to local economic growth.
Demographic characteristics of the Pinares Burgos-Soria region	The Pinares Burgos-Soria region in Spain is characterized by a low population density, with scattered settlements across its forested and agricultural landscapes. The population tends to be older on average, reflecting demographic trends of aging and depopulation common in many rural areas. Youth outmigration to urban centers for better economic opportunities is a notable demographic challenge. The region's population is also influenced by seasonal variations due to the agricultural and forestry sectors, which are primary sources of employment. Access to healthcare and educational facilities can be limited, impacting the overall well-being and development of the population.	The demographic characteristics of the Pinares Burgos-Soria region in Spain present both challenges and opportunities for sustainable development and resource utilization. With a low population density and an aging demographic, there is potential for innovative approaches to attract and retain residents, such as promoting eco-friendly industries and cultural tourism. However, depopulation trends and limited access to healthcare and educational facilities pose significant challenges. Efforts to balance economic growth with environmental conservation are crucial to harnessing the region's potential while preserving its natural and cultural heritage.

MAP: ABRUZZO		
Regional study	Main focus	Potential for exploitation
Analysis of social inclusion challenges for elder people and women in Abruzzo.	Addressing social exclusion of elder people and women through targeted initiatives such as accessible public transportation, digital literacy programs, gender equality training, and support for women's entrepreneurship.	Enhancing regional development through increased workforce participation, improved social cohesion, and economic empowerment of marginalised groups.

MAP: TRENINO

Regional study	Main focus	Potential for exploitation
Young NEETs and the territory: a survey of under-30s in the autonomous provinces of Trento and Bolzano, EURICSE 2020	Study focuses on the NEET population in the autonomous provinces of Trento and Bolzano. It provides detailed insights into the local socio-economic context, characteristics of NEETs, and effective policies for addressing their needs.	By leveraging the findings and insights from the report, various stakeholders can develop informed, effective strategies to address the challenges faced by young people in a NEET situation in Trento and Bolzano, ultimately leading to better outcomes for this group of people and the community as a whole.

MAP: NORTHERN HUNGARY AND NORTHERN GREAT PLAIN

Regional study	Main focus	Potential for exploitation
Socio-economic characteristics of the Cigánd District	Economic, social, institutional and historic drivers of inequalities and disadvantage in the region, and the potentials it has.	Scientific and academic exploitation: journal articles and conferences, to make the issue known to as wide a section of the scientific community as possible. Local exploitation: the report will be free to access, and will present to local stakeholders; thus they can use it as well for program development, planning and application.

MAP: ZACHODNIOPOMORSKIE

Regional study	Main focus	Potential for exploitation
Socio-economic characteristics of the Gryfice district	The low level of economic activity and the development of individual entrepreneurship in rural areas, mismatch of the educational offer to the needs of the labor market, ineffective career counseling classes, unattractive offer of organizing additional classes for young people, limited access to public services and transport accessibility contribute to above-average migration phenomena in the region in the region. towards larger urban centers.	To meet these challenges, social initiatives will focus on supporting social activation and the social economy, increasing access to public services, supporting education, including adapting the educational offer to the needs of the local labor market, supporting entrepreneurship, self-employment and the creation of new jobs and mobility employees.

MAP: LESKI-BIESZCZADZKI

Regional study	Main focus	Potential for exploitation
Socio-economic characteristics of the MAP Leski-Bieszczadzki	Focusing on the exclusionary factors of marginalized groups and considering what to do to be able to integrate these groups into socioeconomic life. Key in this area is digital exclusion, social exclusion, exclusion from cultural life, communication exclusion, and inability to engage in income-earning work.	Providing support to NGOs, municipalities and other entities that seek to prevent exclusion is key. There is a lack of financial, mentoring, infrastructural support, among others. National programs are insufficient. There is a need to involve municipal offices and other actors to strengthen local communities and to work on creating programs and policies that are adapted to the real problems.

MAP: LESKI-BIESZCZADZKI

Regional study	Main focus	Potential for exploitation
Socio-economic characteristics of the Jablanica and Pčinja District	Economic inequality and insufficient employment opportunities, lack of infrastructure and limited access to healthcare, education, and other essential resources significantly impact the local population, particularly young people, leading to migration from rural areas.	To address these challenges, social initiatives will focus on economic and cultural diversification, investment in rural infrastructure, and support for local entrepreneurs, farmers, youth, and women. Preserving traditional knowledge and cultural identities is also crucial. Empowering local communities and facilitating their active participation in decision-making processes will be essential to ensure that their specific needs and interests are considered.

MAP: DRUSKININKAI

Regional study	Main focus	Potential for exploitation
	Addressing social exclusion of NEETs and elder people through targeted vocational training, career counseling, digital literacy programs, and promoting intergenerational activities.	Enhancing local economy through improved workforce participation, fostering innovation and entrepreneurship, and increasing community engagement.

MAP: INNLANDET

Regional study	Regional study	Regional study
Kongsvinger-region Inland Norway	The Kongsvinger region has faced challenges when it comes to several social indicators and while there are differences between its 6 municipalities lower economic status and higher risk of poverty, lower educational attainment, and social exclusion. The study will particularly focus on the social inclusion of persons with disabilities in Kongsvinger region in the east of Inland Norway.	The local innovation group will consist of participants from civil society, business, politics, and academia in the region. This group will during the project develop and implement five measures that will improve the inclusion of persons with disabilities, and the goal is that these will contribute to long-term changes in the region. Recent success of other programs, for instance a program aimed to better include NEETs and a significant increase in high school graduation rates shows that Kongsvinger is a region experiencing some positive changes based on local mobilisation of local resources. Hopefully we can keep this momentum going and learn how to exploit synergies. As many other regions in Norway and the EU are facing similar challenges to the Kongsvinger region, the knowledge and experiences generated by this project will be relevant both locally and at other scales and potentially generalisable to different contexts.

6.3. Exploitation potential: Collected knowledge

MAP: BURGOS

Motivation/ Governance	Exploitation routes	Potential for replication
The collected knowledge will facilitate practical fieldwork by providing direct support and resources to enhance local communities. This will enable tangible assistance to marginalized groups in the Pinares Burgos-Soria region, improving their economic opportunities and social inclusion outcomes.	The regional studies on social exclusion in the Pinares Burgos-Soria region have served as a scientific tool for obtaining specific knowledge about vulnerable groups in this region. These studies provide valuable insights and both comprehensive and reliable knowledge that can inform targeted interventions and policies.	By understanding the unique dynamics in the Pinares Burgos-Soria region, stakeholders can create and replicate more effective strategies to promote inclusion and empower vulnerable groups. Utilizing these study findings, initiatives can be customized to meet the specific needs of rural populations, encouraging greater participation in innovation ecosystems and social activities. This comprehensive approach enhances the well-being and opportunities for individuals in

		rural areas, contributing to more inclusive and resilient communities overall.
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MAP: ABRUZZO

Motivation/ Governance	Exploitation routes	Potential for replication
Enhancing social inclusion and economic participation of elder people and women through collaborative governance involving local authorities, NGOs, and community organizations.	Implementing accessible public transportation, digital literacy programs, gender equality training, and support for women's entrepreneurship and leadership development.	Replication in other regions with similar social challenges by adapting strategies to local contexts, promoting interregional cooperation, and sharing best practices.

MAP: TRENTO

Motivation/ Governance	Exploitation routes	Potential for replication
Through the studies conducted by the project's research partners, it is possible to retrieve fundamental information on the causes of socio-economic exclusion of some of the vulnerable groups, such as persons with disabilities. By mapping the initiatives carried out on the territory by public institutions and other welfare service providers, it is possible to trace the informational, organisational and symbolic short-circuits that prevent full inclusion in the socio-economic life of the community.	Move from a system of recognising complex needs to one of recognising rights, which vulnerable groups (such as persons with disabilities) fully and incompressibly hold. The supports deemed necessary to respect these rights must be the result of a process of listening to and involving the beneficiaries (and their caregivers), co-designing the customised plan, sharing monitoring and guaranteeing reasonable accommodation, the outcome of participatory planning and actions aimed at removing barriers and discrimination.	Extend the logic of the personal project (or individual assistance and support plan) to other categories of vulnerable people at risk of exclusion, moving from a logic of protection welfare to one of promotion welfare, in which space is given to models of empowerment and peer counselling.

MAP: NORTHERN HUNGARY AND NORTHERN GREAT PLAIN

Motivation/ Governance	Exploitation routes	Potential for replication
Collected knowledge will enable practical fieldwork, providing direct support and resources for enhancing local communities. In this way, it will be possible to offer tangible assistance to marginalized groups in the region.	The studies serve as a scientific instrument for the acquisition of specific knowledge about vulnerable groups in various innovation ecosystems. By investigating the challenges confronted by rural communities, these studies provide invaluable insights and data that can inform the implementation of targeted interventions and policies. The results can be incorporated into the objectives of local spatial development documents. For example, in the county strategy to combat child poverty, the social services planning concept, the integrated settlement development	By grasping the distinctive dynamics at play in rural settings, stakeholders can devise and disseminate more efficacious strategies to advance inclusion and empower vulnerable groups. By capitalizing on the findings from these studies, initiatives can be customized to address the specific needs of rural populations, fostering greater participation and engagement in innovation ecosystems and social activities. This comprehensive approach not

	strategy, the local equal opportunities plan or the county catch-up pact, the employment pact plans.	only enhances the well-being and opportunities for individuals in rural areas but also contributes to more inclusive and resilient communities overall.
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MAP: ZACHODNIOPOMORSKIE

Motivation/ Governance	Exploitation routes	Potential for replication
<p>The collected knowledge will enable the adaptation of current policies to the needs of a given community. It will deepen the understanding of the susceptibility of specific social groups to social exclusion and help identify potential solutions. Rational for this project is the need to have up-to-date knowledge based on experiences resulting from the current needs of people at risk of social exclusion. The involvement of communities affected by social exclusion in the process of creating new solutions will enrich the contribution of knowledge to the development of real solutions that respond to the real needs of users, while ensuring social acceptance and equality of distribution.</p>	<p>Research on social exclusion in the region will be used to shape regional policy in support of socially excluded people, establishing effective actions, programs and training that meet their needs. The data generated as part of the project will be important for local governments because they need better and more detailed information on counteracting social exclusion. New knowledge/innovations that respond to the specific needs of end users/society will enrich existing solutions and provide the basis for further research and work to shape policies or innovations.</p>	<p>The conducted research will allow for the verification and validation of research results, building confidence in their reliability and generalizability. The evidence we provide will support scientific progress and change in current regional and/or national policies, expanding understanding of social exclusion issues. Identifying context-specific user needs will enable solution providers in shaping effective policies to support socially excluded people to differentiate solutions from those already implemented, enabling replication in regions that face similar contexts of use.</p>

MAP: LESKI-BIESZCZADZKI

Motivation/ Governance	Exploitation routes	Potential for replication
<p>Collected knowledge will enable practical fieldwork, providing direct support and resources for enhancing local communities. In this way, it will be possible to offer tangible assistance to marginalized groups in MAP Leski-Bieszczadzki, improving their social position and economic opportunities.</p>	<p>The Regional studies on social exclusion and risk of poverty in MAP Leski-Bieszczadzki serve as a scientific tool for gaining specific knowledge about vulnerable groups in various innovation ecosystems. By exploring the specific challenges faced by rural communities, these studies provide valuable insights and data that can inform targeted interventions and policies.</p>	<p>Through understanding the unique dynamics at play in rural settings, stakeholders can develop and replicate more effective strategies to promote inclusion and empower vulnerable groups. By leveraging the findings from these studies, initiatives can be tailored to address the specific needs of rural populations, fostering greater participation and engagement in innovation ecosystems and social activities. This holistic approach not only enhances the well-being and opportunities for individuals in rural areas but also contributes</p>

		to more inclusive and resilient communities overall.
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MAP: JABLANICA AND PCINJA

Motivation/ Governance	Exploitation routes	Potential for replication
Collected knowledge will enable practical fieldwork, providing direct support and resources for enhancing local communities. In this way, it will be possible to offer tangible assistance to marginalized groups in Jablanica and Pcinja, improving their social position and economic opportunities.	The Regional studies on social exclusion and risk of poverty in Jablanica and Pcinja serve as a scientific tool for gaining specific knowledge about vulnerable groups in various innovation ecosystems. By exploring the specific challenges faced by rural communities, these studies provide valuable insights and data that can inform targeted interventions and policies.	Through understanding the unique dynamics at play in rural settings, stakeholders can develop and replicate more effective strategies to promote inclusion and empower vulnerable groups. By leveraging the findings from these studies, initiatives can be tailored to address the specific needs of rural populations, fostering greater participation and engagement in innovation ecosystems and social activities. This holistic approach not only enhances the well-being and opportunities for individuals in rural areas but also contributes to more inclusive and resilient communities overall.

MAP: DRUSKININKAI

Motivation/ Governance	Exploitation routes	Potential for replication
Improving social inclusion and economic participation of NEETs and elder people through collaborative governance involving local authorities, NGOs, and educational institutions.	Developing and implementing vocational training programs, digital literacy initiatives, career counseling, and intergenerational activities.	Replication in other regions with similar social exclusion issues by adapting programs to local contexts and leveraging local partnerships.

MAP: INNLANDET

Motivation/ Governance	Exploitation routes	Potential for replication
Study of social exclusion in the Kongsvinger region will more closely identify drivers for exclusion and barriers for inclusion. Further it will generate knowledge about how people in vulnerable situations themselves understand, deal and make sense of their own position in terms of inclusion/exclusion in their everyday life.	Knowledge generated about social exclusion, particularly of people with disabilities, for the Kongsvinger region and for Norway more generally will aid the MAP group in its development of pilot projects. It will enable them to better target pilots, be well oriented as to potential financial and other support policies or services. The knowledge of how people deal with and how they understand their own social position is	The potential for replication of these project is based on a logic of small victories that when repeated leads to greater results. Both the MAP-group as a concept and the individual pilots generated should be potential elements for replication. Combined with the focus on developing projects embedded in local context creates a significant potential

	crucial to the success of MAP developed pilots.	for replication, in an iterative process of policy transfer.
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7. Management of intellectual property rights

Each beneficiary is obligated to safeguard its results and ensure their adequate protection for an appropriate duration and territorial scope. This obligation arises when the results are reasonably expected to be commercially or industrially exploited or in any other reasonable and justifiable circumstance. When determining the protection measures, the beneficiary must consider its own legitimate interests as well as the legitimate interests, especially commercial, of other beneficiaries.

The effective exploitation of exploitable results relies, among other factors, on the proper management of intellectual property, which should be integrated into the overall knowledge management of the project.

Throughout the ESIRA project, specific actions have been and will continue to be taken to address issues related to intellectual property rights. These actions include assessing the pre-existing knowledge (Background) of project partners, evaluating the results generated during the project, proposing optimal strategies for protecting intellectual property rights, and ensuring ownership and proper implementation of measures for IPR protection.

The framework for managing intellectual property rights is outlined in the Consortium Agreement, which defines rules pertaining to the following IP issues:

- Identification of Background and specific limitations and conditions for its utilization.
- Ownership of the results.
- Transfer of the results.
- Access rights to Background and results.
- Non-disclosure of information.

KER area	IP Strategy
Research knowledge generated in all WPs	Open Access compatible options, i.e., CC BY. Availability in the project's website (run up to 2 years after the end of the project), and selected OA repositories as ZENODO.
Upscaling project MAPs as community-led innovation spaces	Open Access compatible options, i.e., CC BY. Availability in the project's website (run up to 2 years after the end of the project), and selected OA repositories as ZENODO.

Replicating ESIRA’s community-led innovation spaces for social economy	Open Access compatible options, i.e., CCBY. Availability in the project’s website (run up to 2 years after the end of the project), and selected OA repositories as ZENODO.
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Participants will evaluate the feasibility of protecting their results once they are generated. Beneficiaries have the autonomy to select any available form of intellectual property protection. Common forms of protection to be considered include patents, trademarks, industrial designs, copyrights, trade secrets, and confidentiality agreements.

The choice of the most suitable form of IP protection, as well as the duration and geographical scope, will depend on the nature of the results (e.g., whether it is an invention, software, or a database), the business plans for their exploitation, and the legitimate interests of consortium partners.

While it is not mandatory for one organization to inform other partners about actions taken to protect intellectual property, it is considered good practice to consult before deciding whether to protect results, especially when dealing with potentially joint intellectual property.

7.1. Examples of the protection of Intellectual Property according to the type of result

Subject matter	Patent	Utility model	New industrial design	Copyright	Trademark	Confidential information
Invention	x	x				
Software	x			x		
Scientific article				x		
Design of a product			x	x	x	
Name of a product-service/project					x	
know-how						x
Website			x	x	x	

Although the protection of intellectual property is crucial for potential commercial or industrial exploitation, it is not always mandatory.

Protection is not necessary if:

- it is impossible under EU or national law;
- it is not justified in view of the potential commercial or industrial exploitation;
- it is not required by the project's objectives and other relevant factors, such as potential markets and the countries where competitors are located, or whether additional protection of a part of a certain technology would provide significantly broader coverage.

7.2. Considerations when deciding not to protect results

If a participant decides not to protect a result, it is best practice to consider offering to transfer it to other consortium partners or third parties who may be better positioned to exploit and protect the results. If such a transfer is not undertaken, participants receiving European Union funding who do not intend to protect their results but are capable of industrial or commercial application (for reasons other than legal impossibility) must avoid any dissemination activities without first informing the European Commission. This notification is mandatory for up to four years after the end of the project. The European Commission may decide, with the consent of the participants to whom the result belongs, to assume ownership and take necessary measures to protect it. In this case, the Commission must formally notify the concerned participant within 45 days of receiving the notification.

7.3. Confidentiality agreement

The project partners signed a Confidentiality Agreement (CA) with the European Commission (EC). This CA outlined all the rules to ensure confidentiality, publication procedures that comply with Open Access (OA) and Intellectual Property Rights (IPR) requirements, ownership definitions, and IPR management procedures. These procedures covered access to background and foreground IP, patenting and other IP protection measures, co-ownership agreements, licensing, and more.

An initial analysis of the background IP was conducted prior to the project's commencement. This analysis ensured that the partners' existing knowledge (data, know-how, and any other type of tangible or intangible information) necessary for the project's proper implementation and exploitation was available. The ownership of the

foreground IP and project results will be determined towards the project's conclusion, culminating in the release of the Results Ownership List as part of the final summary.

The Results Ownership List will be issued during the final reporting period, reviewed by UBU as the Project Coordinator, and based on feedback from IRI. The project's IP management will not only address identified Key Exploitable Results (KERs) but will also include an IP strategy that allows for setting specific restriction levels for the research outputs, including data, which will be managed under the Data Management Plan (DMP) and is open by default.

8. Partners

