

EcoShopping - Energy efficient & Cost competitive retrofitting solutions for Shopping buildings



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Deliverable 1.1

Plan for IPR management, use and dissemination of foreground

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Dissemination level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Deliverable administration			
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Description of the related task and the deliverable in the DoW	Within the “Task 1.2 Project administration and control” it has to be described the way Intellectual Property is handled in EcoShopping, the general IPR agreement and also the initial version of the plan for the dissemination activities.		
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0.2	2013-11-12	SOL-jm	SOL has completed the Plan for IPR management and deepened in the Plan for the dissemination of foreground.
0.3	2013-11-29	FHG-dh	Review of D1.1
0.4	2013-11-28	IZNAB-el	IZNAB has perform review the Plan for IPR management
1	2013-11-30	ENR-eg	Checked and released to the Coordinator for internal QA and subsequent submission to the EC.

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1. PUBLISHABLE EXECUTIVE SUMMARY

This document describes the way Intellectual Property Rights are handled in EcoShopping project. It summarizes the general IPR agreement, which is a part of the Consortium Agreement of the project. Besides, this document introduces the IPR Management Group that has been created, and addresses the main issues of IPR management. These issues are the ownership, the protection of foreground, dissemination, the access rights, and the confidentiality.

This deliverable is also the initial version of the plan for disseminating the activities and the generated knowledge and products of the EcoShopping project. This plan will be completed along the life of the project and will not become final until the end of it. The plan is designed not only as a vehicle to communicate the activities of the project and for the general awareness of opportunities but also as a “knowledge sharing” initiative, as a platform to favour the establishment of new links with industry and academic stakeholders.

2. INTRODUCTION

2.1 Purpose and target group

The purpose and scope of the report is to prepare a first version of the IPR plan and make a brief introduction about the Plan of the use and dissemination of foreground.

The target groups of this report are the consortium of the EcoShopping project and anyone outside the project who wants to use the methodology and technology to be developed in it.

2.2 Contributions of partners

ENERGOSYS and SOLINTEL have prepared the Deliverable 1.1 Plan for IPR management, use and dissemination of foreground.

All the partners of the consortium have participated in the Section 4. “Exploitable Background/Foreground and its Use” sharing the required information.

2.3 Baseline

This document outlines the first version of the IPR plan within the EcoShopping project. It touches various IPR-issues that will have to be dealt with the course of the project. These issues are tightly coupled with the outreach strategy of the envisioned EcoShopping retrofitting methodology and the progress within the project life.

In the process of designing the dissemination actions, it is necessary to bear in mind the three main possible kinds of dissemination regarding the level of involvement of the targeted audiences to fully understand the scope and the activities of the plan: Dissemination for Awareness, Understanding and Action.

2.4 Relations to other activities

The Plan for IPR management will be updated taking into account the value added methodologies and technologies developed during the project.

The brief summary defined in this deliverable about the Plan of the use and dissemination of foreground is a preview of the detailed plan that will be released in “D8.1 The Plan for the Use and Dissemination of Foreground (PUDF)”.

3. CONSORTIUM AGREEMENT

The Consortium Agreement (CA) was signed by all the project partners and has come into force on the date of its signature by the Parties and shall continue in full force and effect until complete fulfillment of all obligations undertaken by the Parties under the EC-GA and the Consortium Agreement. The EcoShopping CA describes the initial agreement between partners about Intellectual Property Rights Management in its section 8.

The present document summarizes the main topics covered by the CA on IPR management strategy and introduces as well, the IPR Management Group which is responsible for monitoring the IPR issues. By IPR, we mean “Intellectual Property Rights”, i.e. the rights of the Background¹ and the rights of the Foreground² generated by the EcoShopping partners and partly funded by the European Commission grant under the EC Grant Agreement FP7-609180. The main concerns are naturally linked to the technology transfers mandatory in order to achieve project results. Most developments from (mostly academic) partners that will be included in a commercial product will need a license grant of some form between the granting partner (the institution that developed the foreground) and the receiving partner (the institution building the product incorporating this foreground).

3.1 Notion of Joint Ownership

The basic IPR rule devised in the CA is the notion of joint ownership explained below:

Where several Beneficiaries have jointly carried out work generating Foreground and where their respective shares of the work cannot be established (“Joint Foreground”), they shall consult each other to allocate the ownership of Joint Foreground only to one of those Beneficiaries having carried out work generating Joint Foreground, under conditions to be negotiated.

Beneficiaries undertake that Joint Foreground allocation shall be done in good faith, under reasonable and non discriminatory conditions and they shall make their best efforts to decide such an allocation within a three months time period as of the Joint Foreground and in any case before any Patent filing.

For lack of agreement within the three months time period following Joint Foreground, such Foreground shall be deemed joint ownership of the Beneficiaries that carried out work generating Joint Foreground. They shall consult each other to consider any protecting action to be taken;

¹ "Background" is information and knowledge (including inventions, databases, etc.) held by the participants prior to their accession to the grant agreement, as well as any intellectual property rights which are needed for carrying out the project or for using foreground. Regarding intellectual property rights for which an application must be filed, only those intellectual property rights for which the application was filed before the accession of the participant to the Grant Agreement are included.

² 'Foreground' means the results, including information, materials and knowledge, generated in a given project, whether or not they can be protected. It includes intellectual property rights (IPRs such as rights resulting from copyright protection, related rights, design rights, patent rights, rights of creators of topographies of semiconductor products), similar forms of protections (e.g. sui generis right for databases) and unprotected know-how (e.g. confidential material). Thus, foreground includes the tangible (e.g. prototypes, source code and processed earth observation images) and intangible (IPR) results of a project. Results generated outside a project (i.e. before, after or in parallel with a project) do not constitute foreground

In case of joint ownership of Foreground each of the joint owners shall be entitled to use the joint Foreground as it sees fit, and to grant non-exclusive licenses to third parties, without any right to sub-license.

3.2 Protection of Foreground

Where foreground is capable of industrial or commercial application (even if it requires further research and development, and/or private investment), it should be protected in an adequate and effective manner in conformity with the relevant legal provisions, having due regard to the legitimate interests of all participants, particularly the commercial interests of the other beneficiaries.

Where a beneficiary which is not the owner of the foreground invokes its legitimate interest, it must, in any given instance, show that it would suffer disproportionately great harm.

Beneficiaries should, individually and preferably collectively, reflect on the best strategy to protect in view of the use of the foreground both in further research and in the development of commercial products, processes or services.

Patent applications relating to foreground, filed by or on behalf of a beneficiary must include the following statement to indicate that said foreground was generated with the assistance of financial support from the Community:

The work leading to this invention has received funding from the Seventh Framework Programme FP7 (2007-2013) under grant agreement n°609180.³

Furthermore, all patent applications relating to foreground filed shall be reported in the plan for the use and dissemination of foreground, including sufficient details/references to enable the Commission to trace the patent (application). Any such filing arising after the final report must be notified to the Commission including the same details/references.

Where the foreground is capable of industrial or commercial application and its owner does not protect it and does not transfer it to another beneficiary, an affiliated entity established in a Member State or Associated country or any other third party established in a Member State or Associated country along with the associated obligations in accordance with Article II.27 of the Grant Agreement, no dissemination activities relating to that foreground may take place before the Commission has been informed. The Commission must be informed at the latest 45 days prior to the intended dissemination activity.

In such cases, the Community may, with the consent of the beneficiary concerned, assume ownership of that foreground and adopt measures for its adequate and effective protection. The beneficiary concerned may refuse consent only if it can demonstrate that its legitimate interests would suffer disproportionately great harm.

In the event the Community assumes ownership, it shall take on the obligations regarding the granting of access rights.

- **Transfer of Foreground**

³ This statement will have to be translated into the language of the patent filing. Translations in all Community languages will be provided

Each Party may transfer ownership of its own Foreground following the procedures of the Grant Agreement Article II 27.

It may identify specific third parties it intends to transfer Foreground to in Attachment 5 to the Consortium Agreement. The other Parties hereby waive their right to object to a transfer to listed third parties according to the GA Article II.27.3. (any addition to attachment 5 requires a decision of the PMB (Project Management Board)).

The transferring Party shall, however, notify the other Parties of such transfer and shall ensure that the rights of the other Parties will not be affected by such transfer.

The Parties recognize that in the framework of a merger or an acquisition of an important part of its assets, a Party may be subject to confidentiality obligations which prevent it from giving the full 45 days prior notice foreseen in GA Article II 27.2.

3.3 Dissemination

Dissemination activities including but not restricted to publications and presentations shall be governed by Article II.30 of the Grant Agreement.

The Parties shall ensure dissemination of their own Foreground as established in the Grant Agreement provided that such dissemination does not adversely affect the protection or use of Foreground and subject to the Parties' Legitimate Interests. The PMB will assist the Parties in exploring methods and routes for Dissemination of their Foreground.

- **Publication**

The Party objecting a publication has to show that its legitimate interests will suffer disproportionately great harm and shall include a request for necessary modifications.

- **Publication of another Party's Foreground or Background**

For the avoidance of doubt, a Party may not publish Foreground or Background of another Party, even if such Foreground or Background is amalgamated with the Party's Foreground, without the other Party's prior written approval.

- **Cooperation obligations**

The Parties undertake to cooperate to allow the timely submission, examination, publication and defense of any dissertation or thesis for a degree which includes their Foreground or Background. However, confidentiality and publication clauses have to be respected.

- **Use of names, logos or trademarks**

Nothing in this Consortium Agreement shall be constructed as conferring rights to use in advertising, publicity or otherwise the name of the Parties or any of their logos or trademarks without their prior written approval.

3.4 Access Rights

For use purposes (exploitation + further research)	Yes, if a participant needs them for using its own foreground (Article 50.1-2 RfP; Article II.34.1-2 of GA)	Until 1 year (unless otherwise agreed) after the end of the project or the termination of the participant concerned (Article 50.4 RfP; Article II.34.4 of GA)
	Either royalty-free, or on fair and reasonable conditions to be agreed (Article 50.1-2 RfP; Article II.34.1-2 of GA)	
Notes	Provided that the participant concerned is free to grant such access rights (Article 49-50.2 RfP; Article II.33-34.2 of GA)	
	The background needed may be defined by the participants (Article 47 RfP; Article II.31 of GA)	

- **Software Access Rights**

Parties' Access Rights to Software do not include any right to receive Source Code⁴ or Object Code⁵; ported to a certain hardware platform or any right to receive Source Code, Object Code or respective Software Documentation⁶ in any particular form or detail, but only as available from the Party granting the Access Rights.

The intended introduction of Intellectual Property (including, but not limited to Software) under Controlled License Terms in the Project requires the approval of the PMB to implement such introduction into the Consortium Plan.

Parties agree that Access Rights to Software which is Background or Foreground only include: access to the Object Code and, where normal use of such an Object Code requires an Application Programming Interface (API)⁷, Access to the Object Code and such an API; and, if a Party can show that the execution of its tasks under the Project or the Use of its own Foreground is technically or legally impossible without Access to the Source Code, Access to the Source Code is to the extent necessary.

The Source Code shall be deemed as Confidential information and the use of the Source code shall be strictly limited to the necessary extent.

For the avoidance of doubt, any grant of Access Rights not covered by the CA shall be at the absolute discretion of the owning Party and subject to such terms and conditions as may be agreed between the owning and receiving Parties.

⁴ Source Code: means software in human readable form normally used to make modifications to it including, but not limited to, comments and procedural code such as job control language and scripts to control compilation and installation.

⁵ Object Code: means software information, being technical information used or, useful in, or relating to the design, development, use or maintenance of any version of a software programme.

⁶ Software Documentation: means software information, being technical information used or, useful in, or relating to the design, development, use or maintenance of any version of a software programme.

⁷ Application Programming Interface: means the application programming interface materials and related documentation containing all data and information to allow skilled Software developers to create Software interfaces that interface or intercat with other specified Software.

3.5 Access Rights for Use

By “use” we mean the direct or indirect utilization of foreground in further research activities other than those covered by the project, or for developing, creating and marketing a product or process, or for creating and providing a service. Direct utilization is done by the beneficiary owning the foreground (e.g. through further research or commercial or industrial exploitation in its own activities) while indirect utilization is done by other parties (e.g. through licensing).

Access rights for use purposes may be requested by a participant only if it needs them for using its own foreground resulting from the project. In all other situations, appropriate access rights may be freely negotiated, but there is no requirement to grant them.

Access Rights to Foreground if Needed for Use of a Party's own Foreground including for third-party research shall be granted on fair and reasonable conditions.

A third party shall not be granted direct Access to Foreground generated by other Parties unless those Parties explicitly agree to it.

Access rights for internal research activities shall be granted on a royalty-free basis.

Access Rights to Background if Needed for Use of a Party's own Foreground shall be granted on fair and reasonable conditions.

The Parties obligations to act in good faith implies: In the case of research in collaboration with and/or for a third party where the third party needs Access Rights to confidential Foreground from the Project of another Party, the researching Party shall in a traceable form (before starting or committing to start the research) inform the third party of such need, and shall use reasonable endeavors to inform the owner of that Foreground of such need in a traceable form.

If the owner has been so informed, he shall not unreasonably delay his decision on whether or not to refuse to grant the needed third party Access Rights and not unreasonably refuse to grant such rights on fair and reasonable terms but may, in good faith, so refuse on the grounds of business interest.

However, if despite such reasonable efforts on behalf of the researching Party, the owner has not been so informed, the researching Party may carry out the research without prejudice to the owner's rights to enforce its rights in any way it deems fit against such third party.

Affiliated Entities have Access Rights under the conditions of the Grant Agreement Article II.34.3. Such Access Rights to Affiliated Entities shall be granted on fair and reasonable conditions and upon written bilateral agreement.

3.6 Confidentiality (Non-disclosure)

All information in whatever form or mode of transmission, which is disclosed by a Party (the “Disclosing Party”) to any other Party (the “Recipient”) in connection with the Project during its implementation and which has been explicitly marked as “confidential”, or when disclosed orally, has been identified as confidential at the time of disclosure and has been confirmed and designated in writing within 15 days at the latest as confidential information by the Disclosing Party, is “Confidential Information”.

In relation to Confidential Information, each Party undertakes not to use such Confidential Information for any purpose other than in accordance with the terms of the EcoShopping Grant Agreement and CA during a period of five years from the date of disclosure by the

disclosing Party, and to treat it and use reasonable endeavors in order to ensure it is kept confidential and not disclose the same to any third party without the prior written consent of the owner in each case during the aforesaid period of five years.

The above shall not apply for disclosure or use of Confidential Information, if and in so far as the Recipient can show that:

- The Confidential Information becomes publicly available by means other than a breach of the Recipient's confidentiality obligations;
- The Disclosing Party subsequently informs the Recipient that the Confidential Information is no longer confidential;

4. EXPLOITABLE BACKGROUND/FOREGROUND AND ITS USE

EcoShopping uses a number of existing available background of the parties to the project, which was listed in the CA. In the Table 1 it is showed the updated list.

In this section the intellectual property developed within the scope of the project will be detailed, workpackage by workpackage. A list of foreseen exploitable foreground can be found in Table 2. As the project evolves, more exploitable products are expected to come up. Therefore, this list will be updated regularly by the Project Coordination or when requested by any partner of the consortium.

Table 1. Background included list

Partner nº	Participant legal name
1	ENERGOSYS ENERGIAHATEKONYSAGI FEJLESZTESI ES FINANSZIROZASI ZARTKORUENMUKODO RESZVENYTARSASAG*ENERGOSYSENERGY- EFFICIENCY DEVELOPMENT FINAN - The Coordinator –
	<ul style="list-style-type: none"> • Development of projects regarding technological solutions and building energetics. • Proposals for implementing performance contracting in the consideration of financial needs. • Development of financing and management for ESCO projects. • Coordination and implementation main contracting including procurement. • Assistance in implementing solutions for the operation of building energy systems.
2	FRAUNHOFER-GESELLSCHAFT ZUR FOERDERUNG DER ANGEWANDTEN FORSCHUNG e.V
	<ul style="list-style-type: none"> • It is not expected that Background accumulated and/or developed by IDMT-HSA will be needed by the partners. Should any party deem any of IDMT-HSA`s background needed, IDMT-HSA will make available background but only in object or binary codes and protected by an USB dongle.
3	SOLINTEL M&P SL
	<ul style="list-style-type: none"> • Most important background knowledge is related to the construction and energy sectors. As a high-tech engineering consulting company, Solintel has wide knowledge on these particular sectors and a large expertise in the viability and replicability assessment of technological solutions.
4	AIT – Austrian Institute of Technology
	<ul style="list-style-type: none"> • Relevant for the Project EcoShopping according to the objectives and Work Plan as set out in Annex I • Developed by the members of AIT who are directly involved in carrying out the EcoShopping Project • Not subject to Third Party rights • Available in the public domain
5	ISA - Intelligent Sensing Anywhere S.A.

Partner n°	Participant legal name
	<ul style="list-style-type: none"> • Relevant for the Project EcoShopping according to the objectives and Work Plan as set out in Annex I • Developed by the members of ISA who are directly involved in carrying out the Project • Not subject to Third Party rights • Available in the public domain
6	NOVAMINA Centar inovativnih tehnologija d.o.o
	<ul style="list-style-type: none"> • Mechanical engineering, control engineering • Industrial automation, embedded systems • Structural glass • Acoustic technology • Analytical, CFD and structural FEM modelling and analysis • Development and design of waste heat recovery for power production in industry application, active contribution in product integration, testing and verification, development of advanced guidance and control system for work in a plant
7	IZNAB SPOLKA Z OGRANICZONA ODPOWIEDZIALNOSCIA
	<ul style="list-style-type: none"> • IZNAB will bring into the project its knowledge about the development of innovative business models to all kind of buildings and end-users. The accumulated knowledge in dynamic thermal simulation, CFD analysis and LEED methodology applied to energy and indoor air quality related to energy performance and indoor environment quality will be added to the project.
9	CONSIGLIO NAZIONALE DELLE RICERCHE
	<ul style="list-style-type: none"> • Relevant for the Project EcoShopping according to the objectives and Work Plan. • Developed by the members of CNR who are directly involved in carrying out the Project • Not subject to Third Party rights • Available in the public domain
10	SISTEMAS Y MONTAJES ELECTRICOS SL
	<ul style="list-style-type: none"> • Symelec states that the Background available for the project shall be the knowledge related to the construction and energy sectors. Symelec will make available its developed methods dedicated to indoor environment quality assessment and measure.
12	R.E.D. SRL
	<ul style="list-style-type: none"> • A sensor to measure the color temperature of light • Relevant for the Project EcoShopping according to the objectives and Work Plan • Developed by the members of RED who are directly involved in carrying out the Project • Not subject to Third Party rights • Available in the public domain
14	National Taiwan University of Science and Technology

Partner nº	Participant legal name
	<ul style="list-style-type: none"> NLIS (Natural Light Illumination System) is developed to guide the natural light from outdoors to indoors for illumination purpose. It is to be used as a fundamental structure for the further development in the EcoShopping project by cooperating with the works of the EcoShopping members. The customized system is to be applied and used by the project but no elsewhere without the consent of the project members.
15	LAGROSS TANACSADOI ES PIACFEJLESZTESI KFT
	<ul style="list-style-type: none"> Performance Contracting Financial schemes, ESCO financial solutions Experience and knowledge in building retrofitting: <ul style="list-style-type: none"> diagnose: technological condition of the building and building energetics pre-retrofitting building assessment developing the project's concept by considering diverse scenarios (regulations, expectations, etc.) proactive project development in order to integrate interests, resources and contribution of different stakeholders project controlling and assessment during the retrofitting phase monitoring and energy assessment in the operation phase....
16	ANCODARQ SL
	<ul style="list-style-type: none"> As a Spanish construction SME specialized in building rehabilitation works the most important background knowledge is related to the construction sector. The background in the maintenance processes of the HVAC systems will be available for the EcoShopping project according to its objectives.

Table 2. Exploitable foreground list

WP	Exploitable Foreground Description	Timetable	Expected IPR protection	Owner & other partners involved
2	Guide about user needs in shopping centers	June 2014	Public	LAGROSS
2	Development of a sustainable managing approach focused on energy savings	June 2017	Public	IZNAB, AIT, LAG, SOL, ENR, ANC
3	Design of daylighting system	June 2015	Restricted to a group specified by the consortium	NTUST, RED
4	Design and development of a RE powered DC heat pump coupled with radiant ceiling	December 2015	Restricted to a group specified by the consortium	YASAR, SYM, GCD, IZNAB, ANC
4	Prototype of air-water RE powered DC heat pump	September 2015	Public	YASAR
5	Acoustic and environmental data processing units	December 2014	Restricted to a group specified by the	FHG, ISA, NOVA, AIT

			consortium	
5	Interface between acoustic and environmental processing units	September 2015	Restricted to a group specified by the consortium	FHG, ISA, NOVA, AIT
5	Mobile robot platform to monitor environmental values, occupancy level and provide EcoShopping information to clients	September 2015	Restricted to a group specified by the consortium	FHG, ISA, NOVA
5	Web service platform for analysing the real time information on energy consumption	December 2016	Restricted to other programme participants	NOVA, ISA, FHG, AIT
6	Operation and Maintenance Plan	December 2014	Restricted to other programme participants	ANC, SYM, NTUST, YASAR
6	Diagnostic analysis algorithm design to measure abnormal values and identify the problems	December 2015	Restricted to a group specified by the consortium	NOVA, AIT
7	Documentation of EcoShopping best practice implementation procedures for improved replication	June 2016	Public	ENR, ISA, SYM, NOVA, RED, YASAR, NTUSU, ANC, GCD

5. IP MANAGEMENT GROUP

The IP Management group will be chaired by PMB and will advise on Consortium level decisions about patenting or other protection, and publication. It will also help the partners negotiate transparent arrangements between inventors and would be exploiters before going through formal and legal channels.

The members of the IP Management Group are the following:

IP Management Group
IZNAB
Fraunhofer

6. BILATERAL AGREEMENTS

A general model of agreements related to intellectual property (i.e., a consortium-wide IPR Agreement) is included in the EcoShopping Consortium Agreement. Beyond the CA, specific agreements are necessary. This is due to a considerable variety of intellectual property issues (and contractors' agreements on these issues may also vary significantly), ranging from agreements on confidentiality, licensing agreements among the contractors or with third parties, commercialisation agreements, joint ownership agreements, etc. For this reason, every necessity related to IPR issues that may arise along the project will be handled by means of bilateral agreements between the interested parties. Each of the bilateral agreements will require the authorisation by the PMB.

Throughout the project, an up-to-date list of exploitable background will be maintained. Besides, an EcoShopping IPR portfolio will be built up and maintained. The term "portfolio" subsumes in this case the list of IPR products and theoretical achievements.

7. DISSEMINATION OF FOREGROUND

7.1 What do we want to disseminate?

As in any research project, one of the tasks to be developed is the dissemination of the activities and outcomes of the project itself. But what will be disseminated? That list must be completed by the partners of the project themselves, but it is possible to set up an initial list of items:

- The idea behind EcoShopping: Aims and objectives of the project and the final benefits to the end users.
- The innovative technologies derived from the research activities and their applications in the world.
- The scientific achievements resulting from the project.
- The activities of the different research groups, such as publications, seminars, workshops, presentations, trials, showcases, etc.

7.2 Identifying the audience

We can identify a preliminary list of stakeholders considering their relation with the project:

- EcoShopping (internal)
 - Project research staff
 - Partners' department heads and senior staff.
 - Evaluation staff
 - Management staff
- External
 - Off-project researchers
 - Potential clients or users
 - Funding bodies
 - Other research related projects

Taking into account the Awareness, Understanding and Action model, we will plan the content delivered for each group. As the audience's level of involvement evolves; the related information will also progress.

7.3 Project brand

The communication strategy includes the design of a logo and the establishment of design for communications.

7.4 Development and publishing of a web site

A web site with specific areas targeted to different levels of interest has been created:

<http://www.ecoshopping-project.eu/>

This website will also likely host some datasets generated within EcoShopping and made available to the research community for free, but subject to a signed agreement.

7.5 Promotion of the publication of scientific communications and presentations in conferences

Most developments lead to internal reporting but some of them are made available to the general public through conferences and their proceedings and in reviewed journals. However, the academic partners have the right and duty to publish many research results. This will be the case during the length of the EcoShopping project, as long as it does not hamper the exploitation of foreground by the non-academic partners.

7.6 Design and publish of printed materials

Design and publish of printed materials to disseminate the activities and outcomes of the project in exhibitions and related professional activities.

7.7 Publishing of a newsletter

The number of recipients of the project newsletter will be made available for impact assessment.

7.8 Courses and other teaching and demonstration activities

One of the best ways to disseminate the approaches, technologies and products resulting from the research activities would be by means of teaching activities. Those activities will be publicized through the available dissemination platforms.

7.9 Establishment of relations with other research projects

EcoShopping intends to favour interaction with related European projects by initiating contacts with these projects and inviting their representatives to the EcoShopping trials.

7.10 One-to-one relationships

Establishment and maintenance of one-to-one relationships with key individuals in the industry, media, and academic fields to exchange ideas, initiatives, and strategic validation

7.11 Promotion of the active participation in conferences and fairs

One of the most influential dissemination activities could be the participation in conferences and fairs, demonstrations and trials with members of the user group.

The EcoShopping consortium will stimulate and coordinate relations with potential external users, through interviews, workshop and invitations to participate in trials. All partners will represent the project actively and establish liaisons with other EU and regional projects.

8. MAIN ACTIVITIES

The main elements of the dissemination are:

- Development of a project graphical identity (logo, colour scheme, etc) and production of leaflets and posters early in the project.
- Development of the <http://www.ecoshopping-project.eu/> web portal
- Scientific journals and conferences papers, to present project results and get feedback to/from the international market.
- Design a plan and develop appropriate dissemination tools (*web-site, newsletters, flyer, posters*) with relevant information: A periodically updated website, an online database, assess potential conferences, coordinate and moderate one workshop at the end of the project.
- Development of a business model (Task 8.3) aligned with the project results in order to develop a coherent exploitation results: Clients and customer Requirements, Legal and financial framework, Technical aspects, Geographical and local features
- Generation of benchmarks for the retrofitting technologies implemented in the commercial center.

9. CONTACT DETAILS

EcoShopping key people contact information:

Name of key person	Partner	Telephone	Email
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10. CONCLUSIONS

This deliverable shows the Intellectual Property management in the EcoShopping project and summarizes the general agreement, which was settled in the Consortium Agreement. In the IPR part, it has been created an IPR Management Group that will address the main issues of the IPR management. This report will be updated taking into account the value added methodologies and technologies developed during the project.

The Plan for the use and dissemination of foreground appeared in this report will be used as a brief summary and a preview for the “Deliverable 8.1 The Plan for the Use and Dissemination of Foreground (PUDF)” that will be prepared in the month 6 within the “WP8 Dissemination and training activities” led by IZNAB. This plan will be completed in the D8.1 and also along the life of the project. The dissemination action is based on these three pillars: Dissemination for Awareness, Understanding and Action.

11. ACRONYMS AND TERMS

API.....	Application Programming Interface.
CA	Consortium Agreement.
CFD	Computational Fluid Dynamics.
DC	Direct Current.
FEM.....	Finite Element Method.
EC.....	European Commission.
ESCO.....	Energy Service Company.
EU.....	European Union.
GA.....	Grant Agreement.
HVAC.....	Heating Ventilation and Air Conditioning.
IP	Intellectual Property.
IPR.....	Intellectual Property Rights.
LEED.....	Leadership in Energy & Environmental Design.
PMB.....	Project Management Board.
PUDF.....	Plan for the Use and Dissemination of Foreground.
RE.....	Renewable Energy.
SME.....	Small and Medium Enterprise.