

**TOPIC:** HORIZON-CL4-2021-HUMAN-01-17

**Type of Action:** CSA

## **Acronym:** ZOOM

**Title:** 3Os and IP awareness raising for collaborative ecosystems

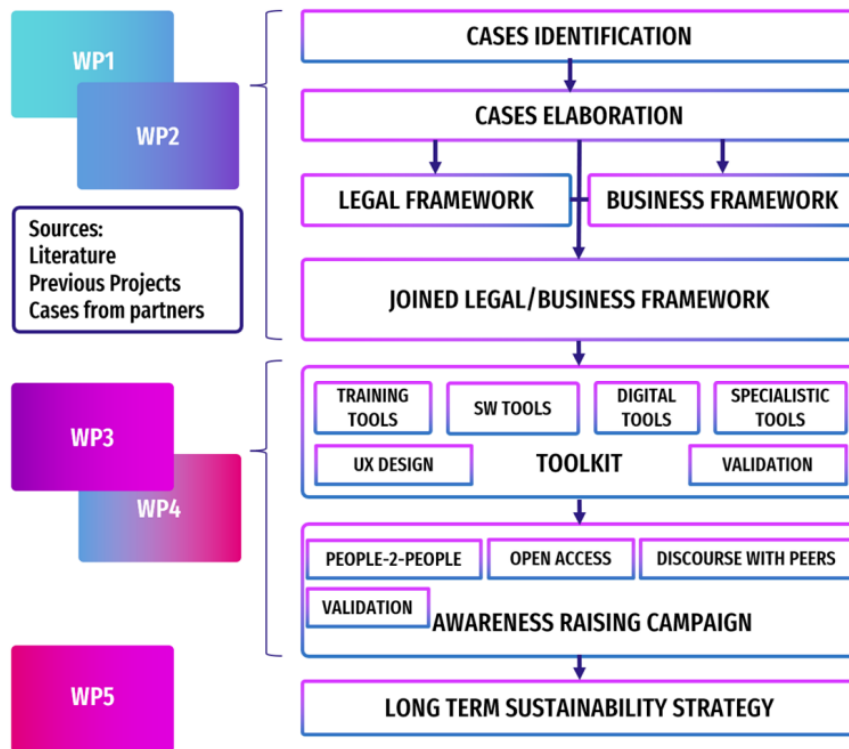
**Abstract:**

ZOOM aims to raise awareness on the importance of IP generation and management in collaborative innovation ecosystems which rely on three key assets, software, hardware and data. Open software, hardware and data are essential for a sustainable, trustworthy and sovereign industrial ecosystem. However, lack of competences in matching business models with appropriate licensing frameworks prevents unlocking the full potential of emerging technologies. ZOOM departs from the concept that achieving strategic autonomy and technological sovereignty is possible through a sound understanding of what open licensing strategies are the best match for specific business models. This includes knowing when and to what degree it makes sense to stay open, and when going proprietary is the best strategy. The project aims to reach three core target groups actors in innovation ecosystems: knowledge generators, innovation support organizations and key stakeholders. Knowledge generators will benefit from tools for learning and supporting everyday development, increase competences on open licensing strategies for IP management, disseminate the concept and facilitate the application of IP management by identifying and suggesting viable business models enabled by open licensing strategies. Supporting organizations will get tools for internal training, support material to empower their clients, identify formats or services able to increase the reach of the IP management concepts and a database of cases analysed under the lens of open licencing and business development. Key stakeholders will benefit from a white book suggesting an integrated EU approach to open licensing of software, hardware, and data as intertwined components of the innovation policy. This will set the basis for further research on the role of open licensing from a joint legal and business perspective, and guide the implementation of IP management and valorisation in collaborative development platforms.

**List of participants:**

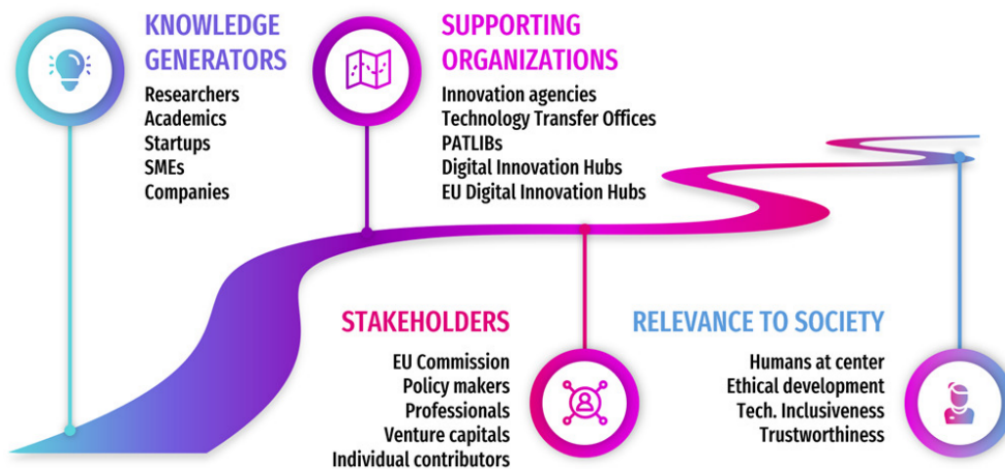
<b>Participant No.</b>	<b>Participant organisation name</b>	<b>Country</b>
1 HIT (Coordinator)	Hub Innovazione Trentino - Fondazione	Italy
2 UNITN	University of Trento	Italy
3 KUL	KU Leuven Centre for IT & IP Law	Belgium
4 FSFE	Free Software Foundation Europe	Germany
5 VTT	Teknologian Tutkimuskeskus Oy	Finland
6 JSI	Jožef Stefan Institute	Slovenia
7 LIBRe	Fondatsiya LIBRe	Bulgaria
8 ITG	Innovations- und Technologietransfer Salzburg GmbH	Austria
9 EITM	EIT Manufacturing South S.R.L.	Italy
10 AAU	Aalborg Universitet	Denmark

**ZOOM project structure:**



**Objective:**

The main objective of the ZOOM project is to raise awareness on the importance of IP generation and management for valorisation strategies in open collaborative and open innovation ecosystems which rely on the three core open technologies (technologies with few constraints or restrictions on their use). ZOOM aims to reach directly and indirectly three target groups: knowledge generators, innovation support organizations and key stakeholders identified as core actors for innovation ecosystems success.



### **Approach on business framework creation:**

The business framework will identify consistent business models, value creation and value capture derived from the use cases. It will identify the possible ways to build a business and licensing strategies based on open software, open hardware and open data and design future business scenarios. In addition to the perspective of a single actor, the business framework will also take into consideration the innovation ecosystems perspective and their role towards emerging technology implementation. The business framework aims to address the heterogeneous business environment from a socioeconomic perspective.

The legal and the business framework are intertwined. They analyse the same cases, literature and information collected. The licensing strategy and business models will be cross-correlated and abstracted by identifying scenarios and working flows. The output will permit linking the licensing strategy with the business models enabled and sets the basis for the core activities. Furthermore, the cross-correlation table will be exploited in software design as a basis for the license tool tracker and licence/business model advisor.

In the project the University of Trento will exploit the empirical results and framework developed by the project to further investigate the potential of innovation ecosystems in supporting more collaborative, participative and sustainable innovation practices. Results will be used moreover for training activities in both master programmes and long-life learning programmes.

### **Previewed Activities in the project:**

- 1. Literature review of business models based on open software, hardware and data**  
This task will be based on an extensive literature review based on international case studies. The team will go through the existing literature collecting theoretical and empirical papers and other sources of information, like reports on the various business models dominating the contemporary value creation and value capture processes. Data collection will focus on cases highlighting the implementation of emerging technologies, and cases applying strategies based on Open Software, Hardware and Data.
- 2. Business model innovation through Case studies based on Open Software, Hardware and Data**  
This task will embark on the collection of primary data to understand current practices in various industries at the crossroad between IPR management and free/open licensing strategies and business model innovation. The data will be used as the primary basis for mapping successful case studies and best practices in various sectors and to provide the basis for successful business model innovation leveraging on free/ open source licensing of blueprints, architectures, products and contents, also considering a platform/ecosystem perspective. The task will delve into building a small sample case study on chosen, relevant industries, EIT innovation projects and open innovation activities. Implementation will include co-creation workshop(s) with selected stakeholders. Case studies will be investigated and compared to build a report mapping opportunities and risks opened by these licencing strategies and the main features of new business models facing such challenges (Deliverable 2.2).
- 3. Innovation Ecosystems - UNITN is Activity leader**  
This task will explore the impacts of different strategies related to Open Software, Hardware and Data on the main features of an innovation ecosystem. Broadening the perspective from individual business strategies to the ecosystem level allows exploring potential for open innovation strategies. Specifically, combining the results of both the literature review and the developed case studies (i.e., 1. and 2.), this task will offer a comprehensive schema on the effects of these strategies on the innovation capability of the heterogeneous set of socio-economic actors taking part in these meso structures (Deliverable 2.3). These strategies might indeed reinforce or block the nonlinear

character of open innovation that support the self-reinforcing mechanisms of these systems. The understanding of the impact of these strategies at an ecosystemic level allows the development of strategies with a long-term view.

4. **Generating Open Software, Hardware and Data based business framework**

This task will combine the knowledge gained from T2.1, T2.2 and T2.3 into a holistic Business Framework for Open Software, Hardware and Data. Task 2.4 will be iteratively developed with the Legal Framework to be created under WP1. The main outcome of Tasks 1.x and 2.4 is an integrated Legal and Business Framework as a joint input for the toolsets to be generated in WP3 (Deliverable 1.2). This ensures that the toolsets are based on real life cases, contemporary business models, emerging regulatory environment and licensing practices.

5. **Support to awareness raising campaign deployment and introduction of the results in the UniTN LLL programs and master programs**

**Contributes or reports:**

- D2.1 Literature review. Report, M6
- D2.2 Case Study report. Report, M11
- D2.3 Innovation Ecosystem. Report, M11
- D1.2 Legal and Business Framework. Report [joint with WP1], M12
- White book on an integrated EU approach to open licensing of software, hardware and data as intertwined components of the innovation policy