



R3-MYDAS

Newsletter 10

Exploitation Plans and IPR management for the R3-Mydas Project Results



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❑ What Exploitation and IPR mean in European Research?

In Horizon Europe projects, exploitation refers to the active use of research outputs beyond the project whether through commercial applications, new services, policy recommendations, or knowledge transfer to industry. It is not a final-stage formality, but a process embedded throughout the project's lifecycle, ensuring that every significant result has a clear pathway to generate impact after the project ends.

Intellectual Property Rights (IPR) management underpins this process. Defining who owns which results, how they are protected, and under what conditions they can be shared or licensed is essential for enabling partners to derive lasting value from their work. In a multi-partner consortium such as R3-Mydas, this requires careful coordination between industrial companies, research organizations, SMEs, and universities, each with different motivations, commercial interests, and IP frameworks.

❑ Exploitation strategies and IP protection in R3-Mydas

Based on this assessment, exploitation strategies range from direct commercialization and licensing for technically mature results, to knowledge transfer, standardization contributions, and further research investment for earlier-stage outputs. IP protection measures are calibrated to the nature of each result software tools are protected through copyright and commercial licensing models, novel technical processes through trade secrets and confidentiality frameworks, and select innovations are being evaluated for patent protection where the novelty and industrial application criteria are met.

Joint results those developed collaboratively by two or more partners are governed through bilateral or multilateral exploitation agreements that define ownership, commercialization rights, and revenue arrangements, ensuring that all contributing parties can benefit fairly from shared innovations.

❑ Maximizing impact across the three demo cases and the marketplace

Each demo case has a defined business model anchored in its most commercially ready results. The Oil and Gas crankshaft remanufacturing case is built around a **Remanufacturing-as-a-Service model**, in which digitally assisted repair processes dramatically reduce programming time and improve quality consistency for heavy-duty component repair. The EV Battery case brings together **complementary capabilities in diagnostics, automated disassembly, and data management**, targeting a rapidly growing market for safe and traceable battery remanufacturing. The Wind Turbine Gearbox case positions **advanced repair validation methods** as a premium service offering for operators seeking to extend component lifetime rather than replace entire assemblies.

The R3-Mydas Marketplace integrates all three demo cases into a single digital platform connecting remanufacturers, service providers, and industrial buyers through transparent traceability infrastructure and Digital Product Passport-compatible records directly supporting the EU's circular economy and digital sovereignty objectives.

“Exploitation planning in R3-Mydas is not about what happens after the project, it is about ensuring every result has a credible path to impact from the moment it is identified”

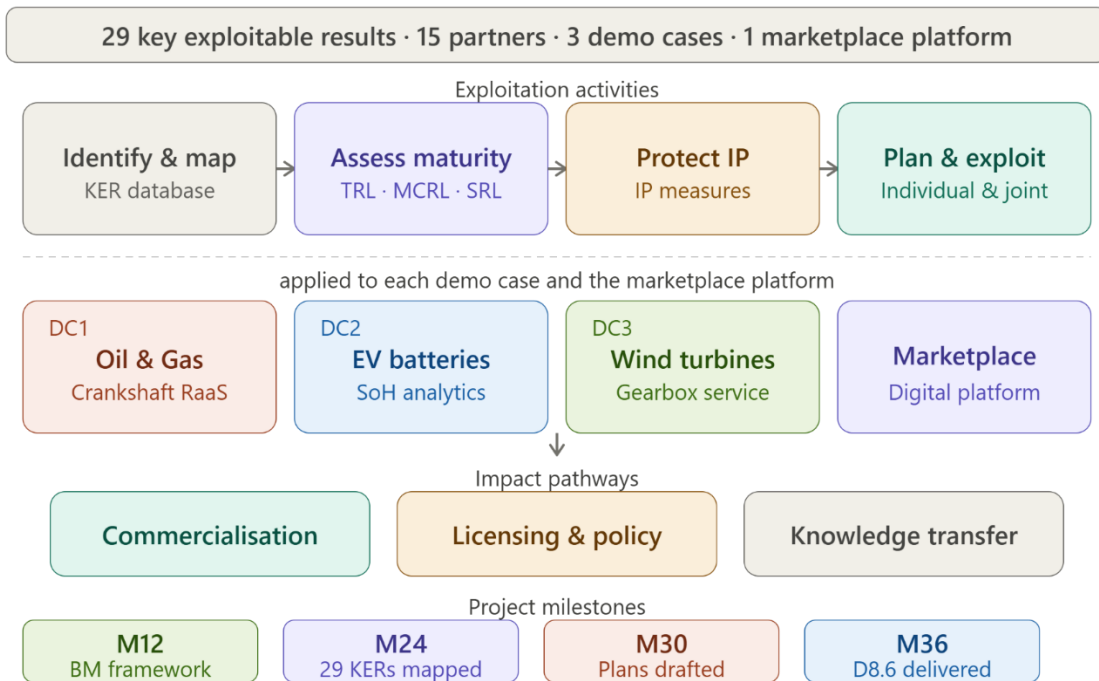


Figure 1 - Exploitation Plans and IPR management for the R3-Mydas Project Results