2024

EWC D5.2

EWC

EXPLOITATION STRATEGY

WP5

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1. Revisions

Version	Date	Author	Changes
v1.0	30/09/2023	Annet Steenbergen, Teemu Kääriänen (VM)	Final version reviewed and agreed by contributors and Coordinators.
v2.0	17/10/2024	Annet Steenbergen, Teemu Kääriänen (VM)	Resubmission considering the implementation of the recommendations.

2. Executive Summary

This exploitation strategy defines the strategy for exploiting and promoting the project results that have emerged as part of the EUDI Wallet Consortium with key stakeholders and industry actors. The exploitation strategy places special emphasis on checking the confidentiality of work and information, proof reading it, provide a structured and clear exploitation process, and that all information and work complies with all regulations. The deliverable also addresses the broader stakeholder and industry outreach and utilises the stakeholder management processes defined in D5.1.

The exploitation strategy will be developed by the Lead and Co-Lead of WP5, updated throughout the project period, and approved by the Project Coordinator. The strategy will be reviewed by the Project Management Board.

The exploitation activities are organized into two blocks:

1. **Organise**: The exploitation process is organised and methodised and involves all members of the consortium.
2. **Validate**: The information and work to be published will be validated and checked against different regulations.
3. **Distribute**: The information and work will be channeled according to its type, format, and audience (through stakeholder groups identified in D5.1) by assigning one or more distribution ways described in D5.1.

3. About This Document

This document contains the exploitation strategy for information, work and dissemination materials created by and originated in the EUDI Wallet Consortium. It focuses on the outcome and the value and how this can be exploited in benefit of selected partners, stakeholders, and industries.

To reach this goal, this document also contains information and explanation of methods and tools, assets and work, a not-exhaustive overview of the planned deliverables, and the best channels to distribute them.

4. Confidentiality Check

Every asset and work created by or originated within the EUDI Wallet Consortium must pass a confidentiality check. This check ensures that no information or work, that may harm the interest of any beneficiary, member, or thirds, will be published or violates regulation.

This Confidentiality Check can only provide guidance and cannot prevent human, individual or technical problems that may lead to accidental release.

Every information and work created by or originated within the EUDI Wallet Consortium has to be assigned a confidentiality level. By default, this confidentiality level is set to the highest known confidentiality. This means, that any information or work is for your eyes only.

Author, originator, and creator therefor have to approve that information and work can obtain a lower confidentiality level. Currently five confidentiality level are defined, sorted by the highest to the lowest. Confidentiality levels of EWC deliverables are detailed in EWC Grant Agreement.

1. **Top Secret**: The information or work is restricted to one or a specific group of members of the EUDI Wallet Consortium only. It's must not be published under any circumstances.
2. **Secret**: The information or work is restricted to the members of the work package or board only. It can be published on infrastructure with restricted access by work package or board members.
3. **Private**: The information or work is restricted to the members of the EUDI Wallet Consortium only. It can be published on infrastructure with restricted access to members of the EUDI Wallet Consortium.
4. **Open**: The information or work is open to be accessed by non-members of the EUDI Wallet Consortium, but only via restricted, validated, and authorized access.
5. **Public**: The information or work is public and can be made available with unrestricted access.

5. Publication Check

A publication is an asset, that uses information or work created by or originated within the EUDI Wallet Consortium. Therefor a publication has a form, like text, video, website, code, and so on. A publication also has a designated audience, and lastly at least a channel that brings the form and the audience together.

Every publication must be verified against a list of critical compliance points. Only when all checkpoints are fulfilled, a publication can be made available.

The checkpoints are:

1. **Own Creation**
    The publication is created by or originated within the EUDI Wallet Consortium. It does not contains any material from thirds, that is not intended to be used by the EUDI Wallet Consortium and does not contain work, that was not created for subsequent utilization by EUDI Wallet Consortium.
2. **Confidentiality Check**
    All information and work used that the publication relies on has a confidentiality level according to the audience group. This means a level of private, open, or public.
3. **Intellectual Property**
    The publication does not violates any IPR. This is cross-checked and confirmed by the creator of the publication against the IPR clauses of the EWC consortium agreement
4. **Right of Publication**
    All rights for the publication are available and clarified. This includes, among other things, the use of faces, names and persons who appear or are mentioned in the publication, according to the GDPR or NDRs, the accuracy of citations, logos, and more.
5. **Disclamer**
    The official disclaimer is included, names and logos are used according to the specification, EWC Grant Agreement, and regulation.

Only if five critical compliance point have been checked and marked as passed, a publication may be released. These checks must be carried out by the relevant persons and members. Additionally, every publication must be communicated within the EUDI Wallet Consortium in an appropriate forum to ensure, that every member is information and may comment before publication.

6. Planned Exploitations

The following list is a non-exhaustive overview of the currently planned exploitation of information and work. This list is subject of change according to the progress of the continuous work of the EUDI Wallet Consortium.

The list will be updated regularly.

The list also identifies the stakeholder communication groups from D5.1 that are the target audiences for the dissemination activities. The channel column contains the publication channel as defined in chapter 4 of D5.1.

N o	Title	Description	Creator	Type	Audience	Channel
1	End-user pilot report phase 1 (part of D2.6)	Get the Identity basics right. Get PID, use PID, authentication. Pilot with 500 Fans, colleagues and friends to test travel and payment usage scenarios developed for phase 1 with frontrunner wallets connected to issuers and verifiers in basic identification scenarios. Exploration of the eIDAS value proposition with users (e.g. exploration of 'tensions' such as privacy by design v speedier CXs, expectations around UI etc.), or highlighting user concerns / barriers to remove (e.g. trust in public and/or private entities to deliver this).	Gen/Yond er	PDF/ PowerPoint, Quotes, anecdotes, UI and UX feedback, Quantitative evidence	Consortium, Partners and travel and payments stakeholders from following stakeholder groups: 1 Key Stakeholders	Download from Project Website, social media
2	End-user pilot report phase 2 (part of D2.6)	Increase sophistication. Add more credentials ((Q)EAA) to the mix, create compound proofs and increase the presentation value. Pilot with 500 Fans, colleagues and friends to test travel and payment usage scenarios developed for phase 2 with available wallets connected to issuers and verifiers in more complex usage scenarios. Exploration of prototype EUDIWs within pilot scenarios that go beyond PID. Here we are really looking at wallets that hold multiple	Gen/Yond er	PDF/ PowerPoint, Quotes, anecdotes, UI and UX feedback, Quantitative evidence	Consortium, Partners and travel and payments stakeholders from following stakeholder groups: 1 Key Stakeholders	Download from Project Website, social media

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		credentials. For example, a wallet contains a PID, but also an airline ticket. We envision lab-based experimentation of UX, how to encourage in-life use, what users would do if things go wrong etc.) Focus on business and transaction value.				
3	End-user pilot report phase 3 (part of D2.6)	To disseminate the End-user pilot report phase 3, we expect to provide relevant stakeholders with direct access to the materials; intended to continually inspire and keep teams in the loop around the latest user insights. It will provide learnings from the programme so far, deeper dive into end-user reactions, thought pieces from key stakeholders etc. – key content that can be used across multiple platforms	Gen/Yonder	PDF/Powerpoint	Consortium partners and travel and payments stakeholders from following stakeholder groups: 1 Key Stakeholders	Download from Project Website, social media
4	ICAO DTC implementation (part of D2.1)	This deliverable is about the digital representation of the Passport based on the specifications issued by ICAO in the ICAO's Guiding Core Principles for the Development of Digital Travel Credential (DTC). It is clear that the future EUDI wallet must be able to act as a credential container for this very important digital complement to the physical passport. It will enable many different business scenarios for border control but also more broadly in the travel industry, in banking, an so on. We already see a lot of value in various business scenarios (APIS data, …). Also, this credential will hold an ID picture that is not planned in the PID.	SICPA	PDF docs and code	Consortium, Partners, Public, including travel stakeholders from following stakeholder groups: 1 Key Stakeholders 2 Implementation Stakeholders 4 Collaborative Stakeholders	Download from Project Website, social media
5	Booking of flight issuing of a booking credential	Problem statement, Schema for credentials used, Legal considerations, Business model	Amadeus	PDF	Consortium, Partners, Public, including	Download from Project

#	Name	Description		Format	Audience	Distribution
	(part of D2.2)	considerations, Pilot results. Press release or social media post by Amadeus and other partners : at the end of the pilot.			travel stakeholders from following stakeholder groups: 1 Key Stakeholders 2 Implementation Stakeholders 4 Collaborative Stakeholders	Websitesocial media
6	Advance Passenger Information (part of D2.3)	Problem statement, Schema for credentials used, Legal considerations, Business model considerations, Pilot results. Press release or social media post by involved airlines, Amadeus and other partners : at the end of the first pilot iteration. TBC: video recording of the demonstration in lab environments, to be published on social media and consortium website.	Amadeus	PDF	Consortium, Partners, Public, including travel stakeholders from following stakeholder groups: 1 Key Stakeholders 2 Implementation Stakeholders 4 Collaborative Stakeholders	Download from Project Website
7	Hotel Guest registration form data filling (and signing) (part of D2.4)	Problem statement, Schema for credentials used, Legal considerations, Business model considerations, Pilot results. Press release or social media post by involved hotels, Amadeus: TBC: video recording of the demonstration, to be published on social media and consortium website.	Amadeus	PDF	Consortium, Partners, Public, including travel stakeholders from following stakeholder groups: 4 Collaborative Stakeholders	Download from ProjectWebsite, social media
8	Passenger Identification at the	Problem statement, Collaboration Model explored with Airlines and Airports/Airport Biometric providers, Schema for	Amadeus	PDF, video	Consortium, Partners, Public, including travel	Download, Website, Social Media

	airport (part of D2.4)	credentials used during the pilots, Legal considerations, Business model considerations, Pilot results. Press release or social media post by involved airlines, Amadeus and other partners : at the end of the first pilot iteration. TBC: video recording of the demonstration in lab environments, to be published on social media and consortium website.			stakeholders from following stakeholder groups: 1 Key Stakeholders 2 Implementati on Stakeholders 4 Collaborative Stakeholders	
9	Report (part of D2.5)	Insights and lessons learned from a live pilot for selected payment use cases (SCA, …)	Visa	PDF/Word doc	Consortium, Partners, including payment stakeholders from following stakeholder groups: 1 Key Stakeholders 2 Implementati on Stakeholders	Download, Website, social media
10	Rulebooks for payments	Documents that describe the business specifications from a user and roles perspective, and includes technical flows	Visa	PDF/Word doc	Consortium, Partners, Public, including payment stakeholders from following stakeholder groups: 1 Key Stakeholders 2 Implementati on Stakeholders	Download, Website, Social Media
11	Technical specification s (Payment-related RFCs)	Detailed technical specifications that can be used by a developer to start coding	Visa	PDF/Word doc	Consortium, Partners, Public, including payment stakeholders from	Download, from Project Repository (Github),

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					following stakeholder groups: 1 Key Stakeholders 2 Implementation Stakeholders	social media
12	Fast Ferries Use case description	High level description of booking a Ferry Trip, issuing a boarding pass and embarking on a Ferry via the EUDI Wallet	UAegean	PDF	Consortium, Partners, including travel stakeholders from following stakeholder groups: 4 Collaborative Stakeholders	Download, Website, social media
13	ITB integration strategy (as RFC)	Document detailing the use of Digit ITB suite to implement EUDI Wallet conformance testing and ensure interoperability	UAegean	PDF	public, including stakeholders from following stakeholder groups: 1 Key Stakeholders 2 Implementation Stakeholders	Download from Project Repository (Github), social media
14	Buda Castle use case description	High level description of the Buda Castle Age Verification use case	Rockwood	PDF	Consortium, Partners, including stakeholders from following stakeholder groups: 2 Implementation Stakeholders	Download from Project Website, social media
15	Use Case Campaign (depending	Advocacy, education and awareness of the EUDIW to the general public through the storyline of 'Hannah	TBD	TBD (video, animation)	General public, including stakeholders	Social media,

on GA amendment)	travels Europe' that will explain a selection of the use cases EWC is working on.			from following stakeholder groups: 1 Key Stakeholders 2 Implementati on Stakeholders	Project Website