



# MEGASTRAT

**Making Megatrends Applicable For Individual  
Opportunity Forecasts And Strategic Development**

WPD4.1 MegaStrat  
Exploitation & Impact Report



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# MEGA STRAT

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## 1 INTRODUCTION

The exploitation strategy provides the framework for the exploitation mainstreaming of the project results, i.e. for “transferring the successful results of programmes and initiatives to appropriate organisations local, regional, national or European adult education. Multiplication is the planned process of convincing individual end users to adopt and/or apply the results of programmes and initiatives”.

To define the exploitation plan, the MEGASTRAT consortium followed a specific methodology, designed to ensure a proper balance between the overall exploitation and sustainability across the consortium as a whole as well as the individual exploitation needs and demands.

The 2 main features of the methodology are, on the one hand, the exploitable project results, their quality and scope, reaching a significant number of different stakeholders, with different interests and one common goal in direct relation with the strengths and limitations of the project. And on the other the exploitation and sustainability on individual level i.e. within the partners organizations, where each organization will use the results to improve its internal processes and enhance its service, products, positioning and/or competitiveness.

The first step in the exploitation planning has been to analyse in detail the impact of the project on target groups and partners and based upon this analysis identify the exploitable results, were prioritised and described in more detail as with regards to the value proposition, clients and competitors. As a final step and the Business Model Canvas has been developed, and the individual strategies defined. An outreach strategy defines the approach to post-project communication.

## 2 IMPACT EVALUATION

The MEGASTRAT impact report provides insight into the impact the project and its results have generated on the partners and stakeholders already during the lifetime of the project.

Impact assessment is the process of examining the effect of project activity on individuals, organisations and society. The effects could be positive or negative, intentional or accidental, short or long-term.

Impact assessment is important for MEGASTRAT as it allows the consortium to not only evaluate whether the foreseen impacts at the start of the project have been accomplished, but also generate important insights for the exploitation of the results, being on individual as well as consortium level, and can steer further work on the results and their mainstreaming.

Looking at the impact of the project on the targeted organisations and individuals helps us judge whether as a project we have been successful or not, to what extent and in what way. It can help us manage the post-project exploitation and sustainability and contribute to the partner’s future activities.



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### 2.1 Impact on partners

This part of the impact assessment refers to the impact on the partners. It is based upon two types of analysis. Two specific and concrete open questions recollected through a focussed dialogue with 1 representative of each participating organisation.

MegaStrat has provided partners with the capacity to develop new areas of training, education and consulting, clearly enhancing their competitiveness and creating a competitive advantage. It has improved their understanding of the challenges and opportunities related to long-term forecasting and strategic planning.

Particularly relevant is the fact that the project has enabled partners to integrate long-term strategic foresight into their training programmes and activities, supporting students and learners to acquire the skills and knowledge needed to anticipate and respond to future trends and challenges. Those who not provide training or education have enhanced their support services by integrating foresight into strategic planning, innovation roadmaps, and support for sustainable growth strategies.

The collaboration that took place throughout the project between partners and external stakeholders, including (C-)VETs, HEIs, technology hubs, and innovation clusters has allowed them to extend their networks and tap into new knowledge and insights with regards to strategy development. IN particular the educational bodies have been able to integrate the concept into their existing curricula and courses.

### 2.2 External impact: piloting

The quality of the MEGASTRAT training has a specific quality control through the foreseen pilot testing and validation. Here representatives of the direct target group tested the learning content and evaluate its adequacy according to their needs; the relevance of the content and the usefulness in acquiring the foreseen skills.

A full and specific report on the piloting has been developed as part of the activities, as such this report only summarises the main conclusions. These conclusions have been taken into account for the final conclusions for the impact evaluation, on the same level as the internal and external impact evaluation. Chapter 4 briefly summarises the results from the pilot testing and validation, as a full report on the pilot testing is available as a separate document.

The pilot report provides good detail on the results from the testing and validation and the opinion and perceptions of the target group on the MEGASTRAT training and platform. As indicated, full detail on the piloting activity can be found in the dedicated report MEGASTRAT piloting. This section provides a summary of the main conclusions.

The MegaStrat training and online course is a valuable resources for professionals, both active and future ones, that work in fields related to strategy and innovation. The piloting experience has shown that both the participants in the experience as the facilitators involved, recognise its positive aspects and impact for support businesses and organisations to navigate future challenges and develop long-term strategies for these challenges.





## MEGASTRAT

The comprehensive content and the practical approach are considered of good value and quality, facilitating the necessary tools and knowledge to apply long-term strategic foresight in a practical manner. In particular, the cases and the different (interactive) elements were considered an important element in creating an engaging learning experience.

The feedback from all involved has been positive, even though some areas for improvement were identified. These are related to making the platform more industry specific, something which is not feasible within the timeframe and resources of the project funding, but could be considered for future exploitation possibilities. The other item of improvement is related to the inclusion of more practical examples, which is something which will be taken into consideration for the future.

In conclusion, the MegaStrat Online Course has demonstrated its value in fostering strategic foresight and innovation skills, with the potential to empower individuals and organizations in shaping their future. By incorporating the feedback received during the pilot phases, the program can be further refined to maximize its impact and reach across diverse educational and professional contexts.

### 2.3 External impact: stakeholder dialogues

Partners conducted a series of impact dialogues with representatives of the target groups and stakeholders. The following 3 questions were posed to representatives of these groups:

- Would you recommend MEGASTRAT to other professionals/trainers/teachers/business hub staff?
- How do you think the participation in MEGASTRAT has changed your skills and competences and attitudes towards long term future forecasting?
- Do you think that you will apply on a regular basis what you have learned in your professional/support/teaching/training activities?

This section summarises the outcomes of these dialogues as reported by the partners.

The main target group, including current and future innovation & strategy professionals, highly recommends MEGASTRAT to others. They appreciate the structured approach, the online format, and the practical case studies. They report that MEGASTRAT has transformed their approach to innovation and strategy development by providing a deep understanding of future-oriented thinking. They feel more confident in navigating uncertainty and formulating forward-looking strategies. They plan to regularly apply MEGASTRAT's methodologies in their professional activities.

The secondary target group, including trainers, educators, and business hub representatives, also recommends MEGASTRAT. They see it as an innovative and practical tool for improving foresight and strategic planning education. They appreciate the structured learning approach, real-world application, and the Train-the-Trainer guide. They believe MEGASTRAT has led to a cultural shift towards proactive thinking and long-term planning. They plan to incorporate MEGASTRAT's methodologies into their training programs and support activities.





# MEGASTRAT

Teachers and trainers believe that MEGASTRAT will have a significant positive impact on learners. They feel it will enhance motivation, skill acquisition, and labour market preparation by providing practical tools and knowledge for anticipating and navigating future industry trends.

They see MEGASTRAT as a valuable resource for developing critical thinking, strategic foresight, and scenario-planning competencies. They plan to integrate MEGASTRAT into their courses and programs to equip students with future-proof skills.

Annex I includes a full outline of the impact dialogues per country.

## 3 IMPACT: CONCLUSIONS

The impact on the direct target group or beneficiaries is evidenced through the results from the pilot testing and validation. Based upon the analysis of the pilot experience, in combination with the direct feedback obtained during the evaluations sessions, both the professionals (active and future) as well as the stakeholders perceive an increase in their skills and competencies, and report positively on the experience.

When looking at the impact on participating organisations and in particular with regards to their educational and training related activities it is clear that already within the lifetime MEGASTRAT has generated a relevant impact. However, what is more important is the fact that all partners, and in particular the C-VET & HE institutions, indicate that the project indeed has made a change in the way they address their education and training.

As such, we can conclude that with regards to the impact on the target groups participating organisations that MEGASTRAT has produced results that align with the foreseen impact at the start of the project. The answers provided in the present impact analysis as well as the individual exploitation plans underpin this.

The impact evaluation formed the baseline for the development of the exploitation strategy.

## 4 KEY EXPLOITABLE RESULTS

During a dedicated session, partners brainstormed on the potential exploitable results of MEGASTRAT based upon the deliverables, they identified those that in their opinion provided best opportunities in terms of exploitation and sustainability.

A total of 6 Key Exploitable Results, were considered for exploitation by all of the partners. Although additional exploitable results can be identified and exploited on individual partner level, these are not considered for the agreement with regards to the (common) exploitation approach as described in the present exploitation and outreach strategy

Each Key exploitable result was then analysed according to the following items:

<i>Innovativeness introduced or advantage compared to already existing products/services and if possible, the Unique Selling Point (competitive advantages)</i>
<i>Market Trends/Public Acceptance</i>
<i>Product/Service Positioning</i>





## MEGASTRAT

<i>Competitors</i>
<i>Potential Customers</i>
<i>Time to market</i>
<i>Foreseen Product/Service Price</i>
<i>Sources of financing foreseen after the end of the project (venture capital, loans, other grants, etc.)</i>

The Exploitation Roadmap helps to identify and plan activities to be performed after the end of the project, to address this risk, mitigate it and pave a way toward use and a stronger impact. It contains the following elements:

<i>Concrete actions (up to 12 months after project finalization)</i>
<i>Roles of partners involved in the actions defined</i>
<i>List of milestones and KPIs to be used for monitoring the implementation of the actions</i>
<i>Financial costs: Cost estimation to implement planned activities (1 year).</i>
<i>Projected revenues and eventual profits once the KER will be used (1 and 3 years after use)</i>
<i>Other sources of coverage needed to bridge the investment needed to increase TRL and ensure the result is used.</i>

## 5 KEY EXPLOITABLE RESULTS DESCRIPTION

### 5.1 KER1: MEGASTRAT Training programme

#### **Innovativeness introduced or advantage compared to already existing products/services and if possible, the Unique Selling Point (competitive advantages)**

*MEGASTRAT Training programme has several innovative features, which make it stand out with respect to other course or training in the field of (long term) forecasting or strategies.*

- *A la carte/pick a mix: the learner can customise their own learning pathway based on their needs and reality.*
- *Evidence based: the course is solidly rooted in an EU wide research on the topic and the training needs of the target group.*
- *Methods supported/explained by case studies: making the learning content "coming alive" for the learner.*
- *Asynchronous: the content is accessible anywhere/anytime and from multiple types of devices.*
- *Transferable to other educational levels: the content can be used and taken up by different educational institutions who train the innovation professionals of the future.*
- *It addresses topic not yet very present in existing business training & education, while knowing how to navigate today's complex world is a key item in business.*
- *Cost effectiveness: SMEs that use the course can avoid hiring external consultants to do foresight, or if they do are better prepared and need less support.*

#### **Market Trends/Public Acceptance**

*Today's society and consequently the world of business are quickly changing, there is insecurity due to fast changes in technology, and SMEs need to be better prepared to be able to envision different futures, and pick up on opportunities and/or not be left behind.*

*Knowing how to manage different scenarios in relation to the future of investments, work etc. are important. Resources are ever more scarce, not only financial ones, but also staff/talent wise, and it is becoming more and more important to take the right decisions on investments (in equipment, in staff etc.) for the medium and long term. Resources are scarce and it is key to know where to direct these resources*





**MEGASTRAT**

<p><b>Product/Service Positioning</b></p> <p><i>MEGASTRAT course is positioned as a free course, designed for self-learning, through a hands-on &amp; practical approach. ALthough designed for self-learning at the same time it offers the possibility for complementary face-to-face or online tutoring, workshops or topic-focussed sessions, which can be exploited by different types of organisations.</i></p>
<p><b>Competitors</b></p> <ul style="list-style-type: none"> <li>• <i>Educational institutions offering strategy related courses (C-VET, VET or HE)</i></li> <li>• <i>Online training providers offering courses on strategy</i></li> <li>• <i>Consultancy companies offering support services related to strategy</i></li> </ul>
<p><b>Potential Customers</b></p> <ul style="list-style-type: none"> <li>• <i>SME owners/managers</i></li> <li>• <i>Innovation professionals (independent of the type of organisation they are working for)</i></li> <li>• <i>Business associations, business hubs, innovation intermediaries</i></li> <li>• <i>HE &amp; VET educators</i></li> </ul>

**5.2 KER2: MEGASTRAT Support services for SMEs**

<p><b>Innovativeness introduced or advantage compared to already existing products/services and if possible, the Unique Selling Point (competitive advantages)</b></p> <p><i>A suite of support services aimed at SMEs to enhance their resilience, competitiveness, and sustainability. It includes personalized advisory, masterclass, practical workshops, and digital tools designed to strengthen strategic capabilities in a constantly evolving business environment. These solutions empower SMEs to identify innovation opportunities, optimize resource allocation, and make informed medium- and long-term decisions.</i></p> <ul style="list-style-type: none"> <li>• <i>Modular services tailored to the specific needs of SMEs ("a la carte").</i></li> <li>• <i>Utilization of digital tools and evidence-based practical guides for easy implementation.</i></li> <li>• <i>Experiential approach: learning through masterclasses, case studies, and practical workshops.</i></li> <li>• <i>Transferability: adaptable to various sectors and regions.</i></li> <li>• <i>Cost-effective alternative to hiring external consultants.</i></li> </ul>
<p><b>Market Trends/Public Acceptance</b></p> <ul style="list-style-type: none"> <li>• <i>Increasing need for SMEs to prepare for technological and economic disruptions.</i></li> <li>• <i>Growing interest in practical, scalable solutions requiring minimal initial investment.</i></li> <li>• <i>Demand for tools that enable strategic decision-making in times of uncertainty.</i></li> </ul>
<p><b>Product/Service Positioning</b></p> <ul style="list-style-type: none"> <li>• <i>Accessible services available in both in-person and digital (hybrid) formats.</i></li> <li>• <i>Complementary offerings, such as thematic workshops and interactive sessions.</i></li> <li>• <i>Adapted to the time and resource constraints of SME managers.</i></li> </ul>
<p><b>Competitors</b></p> <ul style="list-style-type: none"> <li>• <i>Educational institutions offering business strategy training (C-VET, VET, HE).</i></li> <li>• <i>Online training providers focusing on business strategy.</i></li> <li>• <i>Consultancy firms offering strategic support services.</i></li> </ul>
<p><b>Potential Customers</b></p> <ul style="list-style-type: none"> <li>• <i>SME owners and managers.</i></li> <li>• <i>Business associations and innovation hubs.</i></li> <li>• <i>Innovation professionals interested in enhancing strategic capabilities within businesses.</i></li> <li>• <i>Educators in Higher Education (HE) and Vocational Education and Training (VET) institutions.</i></li> </ul>



**MEGASTRAT****5.3 KER3: MEGASTRAT Train-the-Trainer****Innovativeness introduced or advantage compared to already existing products/services and if possible, the Unique Selling Point (competitive advantages)**

*MegaStrat offers an innovative Train-the-Trainer (TTT) approach that integrates Long-Term Opportunity Foresight (LTOF) into a structured, interactive digital learning platform. This platform combines theoretical foundations, practical tools, scenario-based methods, and case studies to empower SMEs, VET institutions, HEIs, and innovation hubs in strategic foresight.*

- *Unique focus on LTOF as a core element of strategic planning rather than general foresight.*
- *Blended learning approach combining an online self-study course with a tailored TTT guide for SMEs, HEIs and innovation hubs.*
- *Empowering trainers to teach LTOF themes, enhancing organizational foresight and strategic competency.*
- *Scalable, modular, and sustainable content for effective knowledge transfer.*

**Market Trends/Public Acceptance**

*MegaStrat addresses current trends such as the increasing demand for strategic planning and foresight in SMEs and educational institutions. The course supports the application of LTOF through practical methods and tools combined with proven case studies. The Train-the-Trainer Guide benefits from the modular content that enhances acceptance through flexible, online-asynchronous and hybrid learning formats.*

**Product/Service Positioning**

*The MegaStrat TTT approach is positioned as a high-quality educational offering for innovation strategies with tailored applications for SMEs, VETs, HEIs and innovation hubs. The trainers are empowered to bridge the gap between theory and practice in LTOF applications, enhancing strategic planning and innovation development in varied organizational contexts (e.g. strategic planning, innovation development).*

**Competitors**

- *Established training providers offering general strategic or innovation management courses.*
- *Consultancy companies and business associations specializing in strategic planning and foresight.*
- *Educational and academic institutions focusing on traditional foresight research and training.*

**Potential Customers**

- *Innovation professionals in strategic planning and organisational development*
- *Business associations, business hubs and innovation intermediaries seeking LTOF expertise*
- *Educators and trainers in VET and HEI aim to incorporate LTOF into their curricula.*



**MEGA STRAT****5.4 KER4: MEGA STRAT Business Hub Staff Training****Innovativeness introduced or advantage compared to already existing products/services and if possible, the Unique Selling Point (competitive advantages)**

*The MegaStrat framework introduces an innovative combination of foresight tools, such as clustering techniques, science fiction prototyping, and scenario planning, specifically tailored for sustainability-focused hubs. Unlike traditional strategy tools, MegaStrat provides a dynamic, participatory approach that encourages interdisciplinary collaboration and long-term visioning. The unique selling point (USP) of The Megastrat partners' approach lies in its ability to blend creative methodologies with actionable foresight strategies, offering hubs a competitive edge in anticipating and adapting to emerging trends.*

**Market Trends/Public Acceptance**

*The demand for strategic foresight and innovation-driven solutions is growing, particularly with the emergence of sustainability reporting across sectors such as CSRD, CSDDD and ESRS. Organizations are increasingly seeking methodologies that help them navigate uncertainties and capitalize on emerging opportunities. Public acceptance of foresight methodologies, such as scenario planning and design thinking, has risen as businesses and governments recognize their value in addressing complex challenges like climate change, digital transformation, and resource optimization.*

**Product/Service Positioning**

*The Megastrat partners will position the MegaStrat-based services as a premium offering for innovation hubs looking to enhance their strategic capabilities. These services will be marketed as essential tools for hubs aiming to stay ahead of market shifts, foster innovation, and build resilient, future-ready organizations. The Megastrat partners' reputation as a leader in green innovation consultancy will further strengthen the positioning of these services.*

**Competitors**

*Competitors in this space include other strategic foresight consultancies, such as Copenhagen Institute for Futures Studies, Nesta, and futurist organizations offering similar services. However, The Megastrat partners' focus on sustainability and green innovation, coupled with the specific tools and methodologies developed under the MegaStrat project, provides a distinct advantage over more generalist foresight providers.*

**Potential Customers**

- *Niras Green Technology Hub: Focused on sustainable technology and innovation.*
- *Sitra (Finland): A prominent think tank driving sustainable and circular economy initiatives.*
- *Maria01 (Finland): A thriving startup campus that fosters innovation and entrepreneurship.*
- *Wonderful Copenhagen: Known for its focus on sustainable tourism and urban development.*
- *BETA.health (Copenhagen): A hub supporting health-tech startups and digital innovation.*

*These organizations represent ideal partners for deploying the MegaStrat curriculum, fostering impactful collaborations, and driving long-term value through strategic foresight.*



## 5.5 KER5: MEGASTRAT Futures card game

**Innovativeness introduced or advantage compared to already existing products/services and if possible, the Unique Selling Point (competitive advantages)**

*The MegaStrat Futures Card Game is an innovative, interactive learning tool designed to teach long-term foresight (LTF) concepts in a hands-on manner. Drawing directly from the MegaStrat curriculum, this card game incorporates modules on future literacy, trend analysis, scenario creation, and strategic planning. Through collaborative gameplay, players use a mix of physical and mental activities to build scenarios, analyse trends, and make strategic decisions based on foresight principles. The game fosters creativity, critical thinking, and teamwork, encouraging players to actively engage with real-world strategic challenges.*

*The card game bridges theoretical learning with physical interaction, engaging both cognitive and experiential learning styles. Unlike traditional foresight training methods, the game provides an immersive and gamified experience that makes complex concepts accessible and memorable. It stands out by combining serious gaming principles with practical foresight tools, offering a unique blend of entertainment and education.*

**Market Trends/Public Acceptance**

*The gamification of learning is a growing trend, particularly in professional training and education. Gamified tools are well-received for their ability to simplify complex subjects, improve retention, and increase learner engagement. Public acceptance of board and card games in professional and educational contexts is growing, especially in fields like innovation and strategy development.*

**Product/Service Positioning**

*Positioned as both a standalone product and a complementary resource for the MegaStrat course, the card game will appeal to SMEs, innovation trainers, and educational institutions. It can be used as a training tool, team-building exercise, or teaching aid in workshops and classrooms.*

**Competitors**

*Potential competitors include generic strategy card games (e.g., "Innovators' Game") and foresight tools offered by other institutions. However, the MegaStrat Futures Card Game's direct alignment with the MegaStrat curriculum provides a niche advantage.*

**Potential Customers**

- *Innovation and strategy professionals in high-tech SMEs*
- *Trainers and facilitators specializing in foresight and strategic innovation*
- *Universities and vocational education institutions offering strategy-related programs*
- *Business hubs and innovation intermediaries*

## 5.6 KER6: MEGASTRAT HEI course

**Innovativeness introduced or advantage compared to already existing products/services and if possible, the Unique Selling Point (competitive advantages)**

*The course is designed to be adaptable to diverse fields of study and applications, with plans to integrate it into various educational and professional contexts. It is intended to form the basis of the upcoming lecture series "Trend and Future Research" in the Bachelor Program for Social Media Marketing and Management, as well as a core component of the "Digital Design" Master's curriculum. In vocational training, the course will be implemented as a microcredential in programs like "Business Innovation" and in dual higher education formats. Looking forward, the course aims to promote future-oriented thinking, supporting long-term entrepreneurial resilience and the testing of future-ready concepts. Additionally, it is envisioned for use in startup accelerator workshops to foster innovation and strategic foresight.*



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### **Market Trends/Public Acceptance**

*Market trends show a growing interest in future studies and long-term strategic thinking, making these skills increasingly relevant in higher education institutions. As society and businesses face rapid technological changes, resource constraints, and economic uncertainty, the need for future professionals equipped with strategic foresight skills is more urgent than ever. In response, the MegaStrat course is designed to be integrated into lectures across a range of HEIs and has the potential to become a compulsory component in various curricula.*

*This course empowers students and future professionals at HEI's to navigate uncertainty, envision alternative futures, and make informed medium- and long-term decisions in their chosen fields. By fostering the ability to manage scenarios and allocate resources effectively, a Module based on MegaStrat prepares graduates to seize emerging opportunities and mitigate risks in a rapidly evolving world. The course's focus on fostering future-oriented thinking and strategic foresight provides students with skills that are highly transferable and valued across industries, offering a competitive edge in uncertain markets.*

### **Product/Service Positioning**

*The MegaStrat course is uniquely positioned to address the diverse needs of higher education institutions by offering high adaptability to time and resource constraints faced by HEI instructors and their audiences. Its scalable design allows for flexible delivery formats, ranging from concise two-hour workshops to comprehensive multi-week lecture series, ensuring it fits seamlessly into various curricula.*

*This flexibility not only enhances accessibility but also makes the course suitable for integration into a broad spectrum of disciplines and professional training programs. Furthermore, its modular structure enables educators to tailor the content to specific learning objectives, audience expertise levels, and institutional priorities.*

### **Competitors**

*The MegaStrat course faces competition from various educational and professional entities offering similar content on strategy and foresight. Higher education institutions may independently develop courses on these topics without relying on the MegaStrat course framework, and some already provide established programs in Future Studies as a dedicated field. Additionally, many institutions, including C-VET, VET, and other HE providers, offer strategy-related courses that overlap with elements of the MegaStrat curriculum.*

*Online training platforms also present strong competition by providing flexible, on-demand courses focused on strategy, leadership, and foresight, appealing to learners who seek convenience and global access.*

### **Potential Customers**

*Potential Customers are*

- *HEI Students and teachers*
- *HEI offering the course*
- *Freelancers and Consultants taking a Course or microcredential offered by a HEI*













# MEGASTRAT

## 6 BUSINESS MODEL CANVAS

The results from the discussions during the meetings was the agreement on the following Business Model Canvas (BMC) to provide the framework for the exploitation towards full roll out of the project and its results. The BMC provides the framework for joint exploitation of the results and the boundaries within which individual exploitation by each of the partners can take place. All individual efforts and activities for exploitation and sustainability should be aligned with the BMC and cannot contradict it.

<p><b>Key Partners</b></p>  <p>Associations that represent SMEs, in particular in high-tech sectors and the fields of mobility and production. Regional/national public administration in charge of economic policies. Organisations &amp; experts in the field of strategy development &amp; forecasting. Experts in the field of innovation, strategy development &amp; forecasting. C-VET, VET and HE education institutions.</p>	<p><b>Key Activities</b></p>  <p>Online learning programme. Easy adaptable for training courses and seminars. Support activities for organisation and bodies working with and for the targeted sectors. Support for SMEs and business hubs in LTOF</p>	<p><b>Value Proposition</b></p>  <p>Evidence and needs based training course focussing specifically designed for SMEs Focus on increasing long-term resilience &amp; competitiveness. Piloted and validated in 3 EU countries. Thin sliced units, no prior specific knowledge needed and pick and mix approach (learn what you need, when you need). Access to wide range of methods and case studies.</p>	<p><b>Customer Relationships</b></p>  <p>On-line platform Social Media Partners as national contact and support points Business association, hubs &amp; innovation intermediaries. Companies &amp; professionals that have participated in the piloting</p>	<p><b>Customer Segments</b></p>  <p>SMEs in in particular in high-tech sectors and the fields of mobility and production. Business associations, innovation intermediaries and hubs. Regional/national public administration in charge of economic policy. Organisations &amp; experts in the field of strategy development &amp; forecasting. Experts in the field of innovation, strategy development &amp; forecasting. C-VET, VET and HE education institutions.</p>
<p><b>Cost Structure</b></p> <p>Maintenance and update of the on-line learning platform and content, Costs related to admin staff and external expert fees. Organization of physical &amp; online courses, seminars &amp; events (logistics, venue, support transport, speakers, staff, etc.) Office admin and related costs (incl. travel) Marketing activities (boosts in social media, focussed media campaigns....)</p>	<p><b>Key Resources</b></p>  <p>Examples and best practices for inspiration Online programme Case studies Exercises &amp; assignments Experts related LTOF</p>	<p><b>Revenue Streams</b></p> <p>Learner registration fees for the updates of the on-line learning platform &amp; content Fees from courses, seminars or workshops Sales of courses, including the development of customised courses for specific organisations Sales of support &amp; coaching for product club methodology Advertising Sponsoring Public grants &amp; funding</p>	<p><b>Channels</b></p>  <p>Social media Events/exhibitions Presentations Personal meetings Own website &amp; email Website of partners</p>	

## 7 OUTREACH STRATEGY

The outreach strategy defines the overall strategy and the concrete tools and channels to be used and mobilised in the short and medium term to extend the impact and transfer of the MEGASTRAT knowledge and experience after the finalisation of the contractual period. It includes the messages to be conveyed and the tools and channels to do so and reach each of the targeted groups and stakeholders. The messages to be conveyed and the channels and tools to be used are based upon the lessons learned from the pilot and dissemination activities which have taken place during the project lifetime.

Several of the tools and channels used by MEGASTRAT during the project lifetime have proven their adequateness and relevance, and as such these will be continued to be used post project as main communication tools and channels. Most of the tools and channels will address and reach a variety of stakeholders, however there are several tools which are more appropriate for a smaller subset of the identified stakeholders.

The different stakeholders have different interests, demands or needs with respect to the MEGATRAT offering, to ensure take up and use of the deliverables beyond the lifetime of the project, it is vital that the messages conveyed are adapted to these specific interests, demands or needs, and bear in mind the main type of communication channels used to access information by the stakeholders.





## MEGA STRAT

At the same time it is clear that the different components and key exploitable results raise different levels of interest and use depending on the type of stakeholder, so before thinking about the messages and channels, it is necessary to analyse which components fit/match which stakeholders and how. A more detailed description of the KERs in terms of potential customers/ target audiences please has already been provided before.

The messages to be conveyed to the target groups are based upon those used during the project lifetime and adapted to the post-project outreach & communication strategy:

Target	Message to be conveyed	Call to action
SME STRATEGIC FORESIGHT AND INNOVATION PROFESSIONALS	<p>Raise awareness, engage, and encourage commitment to acquire the skills and competences outlined in MegaStrat.</p> <p>The message to be communicated is that in a complex multi-industry environment, relying solely on trend analyses is no longer sufficient to anticipate future developments. Therefore, applying actionable long-term strategies can provide them with a competitive edge in a future time frame spanning more than 10-20 years.</p> <p>Focus is actively engaging participants to maintain their involvement as valued members of the MegaStrat community. Additionally, they will be encouraged to serve as ambassadors of the program, sharing their experiences and advocating for its benefits among fellow professionals.</p>	<p>How about acquiring skills to bridge the present and the far-future and so gaining a competitive advantage in long-term planning? Join the European MegaStrat community and share the knowledge.</p>
EDUCATIONAL BODIES	<p>Creating awareness about the project and the challenges encountered by any educational institution in teaching strategic foresight, with a focus their relevance of MegaStrat for gaining insight on the development of long-term opportunity forecasts (LTOFs)</p>	<p>Explore the wealth of knowledge and insights produced by the MegaStrat Curriculum and discover how you can apply them effectively in your own unique context.</p>
EXPERTS & INNOVATION HUBS	<p>Highlight the innovative nature of MegaStrat, and the impact and challenges of long-term future planning, and how MegaStrat can bridge the gap between futuristic trends and practical implementation, enabling SMEs to proactively plan and adapt to future market dynamics, technological advancements, and societal shifts.</p>	<p>MegaStrat gives insight in developing long-term opportunity forecasts with MegaStrat Online Course.</p>

The table below highlights the tools and channels which will be used for communication post-project, and will highlight the match between these and the stakeholder groups.





	SME STRATEGIC FORESIGHT AND INNOVATION PROFESSIONALS	EDUCATIONAL BODIES	EXPERTS & INNOVATION HUBS	GENERAL PUBLIC
<b>Channels</b>				
MegaStrat online course platform	X	X	X	
Social Media	X	X	X	X
<b>Means</b>				
eNewsletter	X	X	X	X
Presentations	X	X		
Press releases	X	X	X	X
Events & Conferences	X	X	X	X

During the project the website has been the main entry point for information on the project and its results and is also the main landing page for access to the platform. The main content of the website will continue to exist, providing access to the learning space, which will also remain available.

There are many other social media which could be used for communication in relation to outreach and take-up. As mentioned before, for the project lifetime the consortium decided to focus on only LinkedIn, but depending on the specific outlook and target audience of a Key Exploitable Result, the chosen social media will need to vary and be fully adapted to the social media option preferred by this audience.

Events are an ideal way of meeting, networking and forming new professional relationships with other professionals and entities who share a common interest(s). Within the outreach strategy we consider two types of events:

- MEGASTRAT Local/Regional Events are events held with the intention of informing and engaging with the local communities, target groups and stakeholders. Local and regional events are especially important for engaging with the local ecosystem as they allow for a customisation and adaption of the content of the event to the specific characteristics of the ecosystem or local traits.
- Piggybacking on other events taking the advantage of events related to the topic to communicate about MEGASTRAT and widen its reach and thus potential take-up is considered relevant as well, however in these cases they will not be considered as “MEGASTRAT” events but merely as channels for communication.

The events to be recognised as events under the MEGASTRAT umbrella should follow a specific set of criteria with regards to approach and topic. As such they should be:

- Open and interactive,
- Address the issue of strategy development, future forecasting and/or innovation,
- Target one or more of aforementioned the stakeholder groups,
- Following the visual identity and acknowledge the EU funding of the base project.

