

WP8

**Demonstration, dissemination,
exploitation and communication**

**2nd annual online meeting
June 16th 2020**

**Antoaneta G. Kuhar
Helena Valas
Werner Vogt-Kaute**



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367

Takeaway messages after the 1st review meeting in Brussels

„Work on WP8 is progressing as planned, a good overall coverage on local and social media but“:

- „dissemination and exploitation plan in the DoA should be updated and provide KPI to support impact and ensure efficient use of resources“
- „demonstration events (Task 8.4) should effectively involve potential end-users of innovative project results“ – **we're multi-actor**
- „Practice Abstract is not always convincing regarding the content, language and graphic presentations“ – **one size fits all**



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367

Takeaway messages after the 1st review meeting in Brussels (2)

- „the publication list is still quite limited“ – **impact?**
- „several publications do not have the EC disclaimer or do not have correct disclaimer“ – **financial fines!**
- „the Consortium has to publish in gold or green open access“ - **financial fines!**
- „publications and underlying data should be deposited in open access“ – **zenodo (autumn 2018)**
- „achieving a better balance between publication of scientific results and the protection and exploitation of the IP“ - **capitalization**



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367



Plan for Exploitation and Dissemination of Results (PEDR)

Target Group	Results for dissemination			Dissemination activities					
	Core collection information	Improved varieties/populations for direct use	Molecular marker/genotyping data	Breeder field days	Farmer Participatory Trials	Trade fairs/ exhibitions	Training	Scientific conferences/publication	Website/media
Farmers	◆	◆		◆	◆	◆	◆	◇	◆
Farm advisors	◆	◆		◆	◆	◆	◆	◆	◆
Organic sector bodies	◆	◆		◆	◆	◆	◆	◆	◆
Breeders	◆	◆	◆	◆	◆	◆	◆		◆
Processors	◆	◆				◆		◆	◆
Consumers/consumer associations	◆	◆				◆		◆	◆
Gene bank managers/Genetic conservationists	◆	◇	◆					◆	◆
Researchers	◆	◇	◆	◆	◇	◆	◆	◆	◆
Policy makers	◇	◆		◇					◇



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367

Partners duties

- Feeding the social media account: **minimum posts/per year / per partner**
- Dissemination activities: conferences, workshops, congresses (**inform in advance, permission might be needed, costs eligibility**)
- Practice abstracts: **each Task leader provides at least one** (in Y3 only 1!?)
- **Each partner** should write **1 informative or promotional article** signed by an author to be published in a **local newspaper** or broadcasted through **radio or TV**
- **Each partner** prepares **report** on dissemination and communication activities **every 3 months, send them to me.**
- **Publications:** acknowledgement, open access, IP sub-committee, number / WP



IP

- IP sub-committee members
- IP managers/TTO officers at all partnering institutions



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367

Involvement in the WPs

WP8 Demonstration, dissemination, exploitation and communication

- IPR SURVEY and analysis (KIS)
- IPR management (IP sub-committee + all project partners)
- Plan to disseminate project results (KIS + all project partners)
- Development of business plans (KIS + selected project partners)



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367

Main achievements during Y2 of the project

- Draft and distribution of IPR Survey
- Collection and analysis of IPR Survey (collected 21 responses out of 24 project partners – **missing data for: BOKU, NARDI, CAAS**)
- Establishing contact list of IPR managers with project partners
- Draft of deliverable D8.1 Dissemination and IP Transfer Structure and Programme (DTSP)



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367

Plan for Y3

- Selection of project partners planning to commercialize project results
- Draft and distribution of business plan survey
- Development of business plans for selected project partners
- Drafting Interim Plan for Use and Dissemination of the Foreground

Recommendations

More active engagement of project partners!



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367

Task 8.4. Demonstration events

months 25-48 = harvest years 2020, 2021, 2022

Responsible partner: NATUR, partners involved: all, except UVIGO, GS, NARDI, Saatgut A

Each partner 2 events = 40 events

Breeding partners: 18 events

Others: 22 events

Based on the projects field trials.

But other locations are also possible.



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367

Task 8.4. Demonstration events (2)

If you are planning a demonstration event for 2020 please let us know in advance. Special guidelines will be provided in order to have this event and costs as eligible.

At the moment events planned in SK, CZ, DE.



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367

Thank you for your attention 😊



ecobreed
IMPROVING CROPS



Funded by European Union
Horizon 2020
Grant agreement No 771367