



D4.1 Dissemination, communication and exploitation plan and reports v1

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List of Abbreviations and Acronyms	
VCU	Variety-centric
NRN	National Rural Networks
ENRD	European Network for Rural Development
AKIS	Agricultural Knowledge and Innovation System
KPIs	Key performance indicators
DEC	Dissemination, Communication, and Exploitation Plan
IPM	Integrated Pest Management
CAP	Common Agricultural Policy
REA	European Research Executive Agency



Executive Summary

The IPMorama Dissemination, Exploitation, and Communication Plan has been thoughtfully developed to serve as a comprehensive guide for effectively carrying out activities related to sharing, utilizing, and communicating the project's goals and results. The purpose of this plan is to achieve the various objectives of the project in a well-rounded manner, including raising awareness about the project within local, European, and global communities, engaging different stakeholder groups, and ensuring that the project's results can be put to practical use.

At its core, this plan is driven by a threefold mission:

Raising Project Awareness: A central aspect the strategy is to increase awareness of the IPMorama project, not just in local areas but also on a broader European and global scale. This involves using a range of communication channels, including both traditional and digital media, as well as targeted marketing efforts to reach a diverse audience.

Engaging Stakeholder Groups: We recognize the importance of stakeholders in the success of any project. Therefore, we are dedicated to engaging with different stakeholder groups. By building relationships with partners, collaborators, and beneficiaries, we aim to gain their support and benefit from their knowledge and resources. The approach is tailored to meet the specific needs and expectations of each group, making sure that their input is valued.

Making Project Outcomes Useful and Exploitable: Ultimately, the success of a project is determined by the practical utility of its outcomes. IPMorama is committed to turning the innovative ideas and research of the IPMorama project into practical solutions that can benefit communities and farmers. This plan outlines a path for effectively sharing these solutions, ensuring they become actionable tools for positive change.

This plan is designed as a detailed framework, providing strategies, timelines, and resource allocations for each element. It includes a variety of communication methods, ranging from traditional press releases and community engagement events to modern digital marketing and social media strategies. The exploitation of project results is an integral part of DEC plan, ensuring that innovative ideas are utilized to their full potential.

With this comprehensive plan as a guide, IPMorama aims to execute these activities with diligence and excellence. This plan reflects commitment to ensuring that the project reaches its full potential, it is communicated in the right way and has a positive and lasting impact on local, European, and global communities.



1. Introduction

1.1. Project summary

IPMorama will improve the state of the art in variety-centric Integrated Pest Management (IPM) for important diseases in **wheat** (rust pathogens), **potatoes** (blight) and the **grain legumes soybean (Diaporthe complex)**, **pea** (broomrape) and **white lupin** (anthracnose). IPMorama seeks to develop the infrastructure for a whole “practice ecosystem”, whereby the more efficient development of IPM-centric varieties is enabled, while at the same time developing tools and resources to exploit these in variety-centric IPM efficiently. The core innovation of IPMorama is to integrate the knowledge of host resistance with the pathogen virulence landscape over space and time, to produce IPM tools (eg. crowdsource apps, vulnerability maps) and strategies, which will be validated at various scales and in conjunction with different farming practices.

IPMorama will achieve these goals by enacting the following five components: 1] Understanding the genetic composition of varietal resistance in target crop/pest systems and developing of tools and resources to allow breeders to target the assembly of resistance components. 2] Understanding and mapping the landscape-level distribution of the target pathogens/pests, especially in terms of their virulence against the available set of resistance and tolerance genes in varieties and breeding lines. 3] Developing specific integrated pest management practices for the optimal exploitation of pest and pathogen resistance in varieties based on the first two components. 4] Developing the knowledge infrastructure for competent use of variety-centric IPM by actors across the variety-related value chain. 5] Understanding opportunities and barriers for variety-centric IPM solutions.

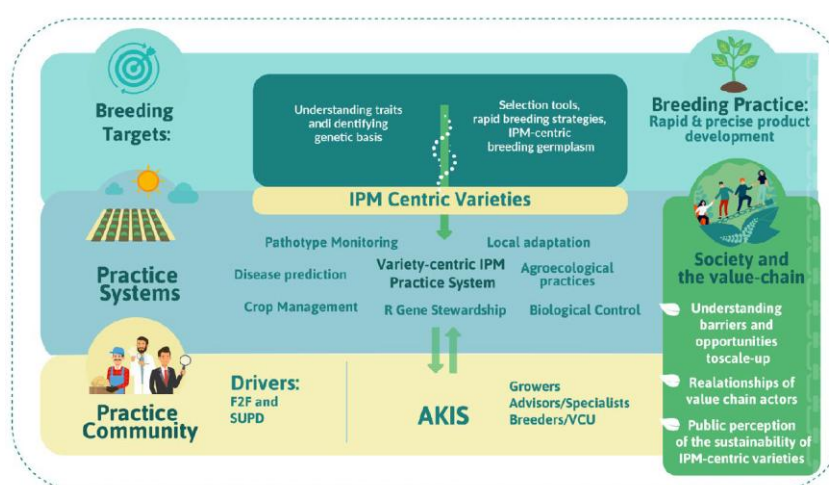


Figure 1: IPMorama Concept

IPMorama brings together a multidisciplinary team of experts in plant genetics, public and private sector breeding, plant pathology, agronomy/agroecology, extension and advisory services, agricultural digitalisation and data integration, and agrifood innovation/communication to create the knowledge resources and tools to enact this concept.

1.2. Document Scope

The initial version of the IPMorama Dissemination, Exploitation, and Communication Plan has been meticulously designed as a comprehensive roadmap to effectively execute activities related to disseminating, exploiting, and communicating the project's objectives. This plan aims to achieve the project's multifaceted goals, which include raising awareness about the project, promoting it within

local, European, and global communities, and ensuring that the project's outcomes are accessible and valuable to various stakeholder groups.

1.3. Document Structure

This document is structured into several chapters:

In **Chapter 1**, a concise summary of the project is presented, as well as the outline of the document's scope, and an overview of its overall structure.

Chapter 2 offers insight into the project's objectives and outcomes as well as details about the dissemination and communication strategy, encompassing timing and target audiences.

Chapter 3 delves into the specifics of dissemination and communication activities, tools, and channels, covering aspects such as visual identity, communication materials, and the mix of communication channels.

Chapter 4 outlines the procedures and tools for reporting and monitoring, with a focus on key performance indicators (KPIs) and the specific activities slated for the project's first year.

Chapter 5 provides an initial evaluation of the project's assets that can be leveraged, exploitation pathways, KPIs and IPR management.

Chapter 6 submits the deliverable's conclusions.

2. Overview

2.1. Project Aims and Outcomes

IPMorama is a 4-year project that began in September 2024 and is set to conclude in August 2028 with the participation of 17 partners from 10 different countries. Its primary aim is to deliver a more sustainable food production system through improving the state of the art in variety-centric Integrated Pest Management (IPM) for important diseases thus reducing reliance on pesticides and boosting organic farming practices across the EU.

IPMorama seeks to achieve 5 major specific objectives:

O1: Understanding the genetic composition of varietal resistance in target crop/pest systems, and development of tools and resources that allow breeders to target the assembly of resistance components

O2: Understanding and mapping the landscape-level distribution of the target pathogens/pests, especially in terms of their virulence against the available set of resistance and tolerance genes in varieties and breeding lines

O3: Developing specific integrated pest management practices for the optimal exploitation of pest and pathogen resistance in varieties based on the first two components

O4: Developing the knowledge infrastructure for competent use of variety-centric IPM by actors across the variety-related value chain

O5: Understanding opportunities and barriers for sustainable exploitation of key experimental results (KERs)



2.2. Methodology

A well-structured Dissemination, Communication, and Exploitation Plan (DEC) is crucial to ensure the effective delivery of project activities aimed at enhancing project visibility and showcasing its outcomes. The DEC serves as a roadmap, outlining how, when, and to whom key messages will be conveyed, along with the best engagement strategies to increase awareness of the project's goals, results and Open days among key stakeholders. The IPMorama DEC plan draws inspiration from the SOSTAC marketing model and encompasses several key elements:

Situation Analysis: This phase focuses on the current status of the project, addressing questions like "Where are we now?" It provides an overview of the project, the existing challenges, the consortium's expertise, and the environmental, social, and economic impacts during and after the project's completion.

Objective Setting: The DEC plan aims to enhance productivity by defining clear and measurable objectives. These objectives will be achieved through tailored communication, dissemination, and exploitation activities.

Stakeholders & Segmented Strategies: This step involves identifying key target stakeholders, crafting effective messages, and developing engagement strategies tailored to each stakeholder group.

Tactic Establishment & Actions: A crucial aspect of the DEC plan is the combination of various tools and channels outlined in the proposal. This section details the activities and involvement of all partners, answering essential questions about the steps required to achieve objectives and who is responsible for each action.

Control: Key Performance Indicators (KPIs) specified in the proposal serve as a foundation for closely monitoring the DEC implementation. Various templates will be employed for internal planning, activity implementation, monitoring, and partner reporting.

In summary, the IPMorama DEC plan, inspired by the **SOSTAC model**, is designed to ensure effective communication, dissemination, and exploitation of project activities, with a focus on clear objectives, tailored strategies for stakeholders, and robust monitoring through KPIs.



Figure 2: SOSTAC model

2.3. Stakeholder Engagement

The IPMorama project is dedicated to enhancing the ecosystem surrounding integrated pest management (IPM) by fostering collaboration among various stakeholders. By prioritizing the involvement of these groups, IPMorama aims to maximize its impact on sustainable agriculture, ensuring that innovative practices are effectively disseminated, adopted, and scaled. This step involves identifying key target stakeholders, crafting effective messages, and developing engagement strategies tailored to each stakeholder group. It will also extend to the creation and implementation of the DEC plan, which means:

Critical Mass for Impact: Engaging a diverse array of stakeholders—from breeders to farmers—helps achieve a critical mass necessary for the widespread adoption of IPM practices. This collective involvement ensures that IPMorama’s initiatives are relevant and impactful across different agricultural settings.

Feedback Loop: Continuous feedback from stakeholders is essential to align project developments with real-world needs. By soliciting input from key groups, IPMorama can refine its approaches, ensuring they are both practical and effective.

Capacity Building: Stakeholder engagement is crucial for upskilling throughout the crop production value chain. This is particularly important for the adoption of variety-centric IPM practices, which require an understanding of both concepts and applications.

Sustainability and Scalability: The success of the project relies on integrating dissemination efforts with exploitation strategies. By understanding stakeholders’ needs, IPMorama can develop sustainable business models that facilitate the long-term viability of its solutions.

Because of the unique context of IPMorama and the “practice ecosystem” that will be created around the project and aims to tackle the whole value chain; IPMorama partners led by WP4 will initiate a two layered mapping of key stakeholders:

1 Mapping on the Value Chain Level

The objective is to identify and categorize key stakeholders along the value chain for each of the selected crops (wheat, potato, soybean, lupin, pea), aiming that every stage of the value chain is covered. Partners with the lead of FSH will participate in this activity. This process will focus and include the following steps and similar ones developed during the project:

1. Leverage Pre-Existing Networks for Crop-Specific Mapping

- Partners will first utilize their **existing networks** to map stakeholders either from previous initiatives (e.g. EuroBlight see section 3.3.6.) or from stakeholder databases present in their organizations that relate to their scope of work. This will help identify key players along the value chain quickly and efficiently and set the basis for further research and scouting.
- If needed additionally research and engagement strategies will be conducted/defined to fill in the gaps of the value chain for the stakeholders that are not well established or present in the existing partner networks and connections. This is especially important at the end of the value chain.

2. Stakeholder Categorization

- The stakeholder database (tracking file in the project repository) will be organized into **crop-specific sections (tags or other forms of identifiers)**. The key categories suspected to be used are as follows: **1. Wheat 2. Potato 3. Soybean 4. Lupin 5. Pea and 6. Crop Agnostic** (for cross-cutting stakeholders, or those that interact with multiple crops)
- For each category, stakeholders will be assigned a key stage of the **value chain** such as: **research and development (R&D)** including universities, research institutes, innovation hubs, and R&D labs; **production** including farmers, cooperatives, and agricultural organisations; **processing** focusing on companies or organisations that handle post-harvest processing and storage; **distribution and distributors** including logistics providers, wholesalers, and market intermediaries involved in getting the crop to market; consumers who purchase and use the crop or its by-products and **policy and regulatory** focus on government agencies, industry associations, and



policyholders who shape regulations and standards related to integrated breeding for pest management.

- o The created database (tracking file in the project repository) will also categorize the stakeholders by their engagement categorization level (primary, secondary and tertiary target group calcification) so that adequate timeframes will be established for subsequent steps. After completing this phase of the stakeholder categorisation, the starting point identified in Table 1 will be redefined to include the pre-existing target groups identified and complement them with the outputs of the stakeholder mapping phase. At this stage, the needs and engagement avenues will be fine-tuned with different strategies for interaction and connection tailored to the target groups (seen in section 2.3.1.)

Stakeholders include a broader set of individuals or groups who can influence or are affected by the work in IPMorama along the whole value chain. Target groups can be viewed a subset of stakeholders, specifically those who are users or direct beneficiaries of the scope and work of IPMorama.

II Country Layering

As IPMorama aims to reach European level change the objective here is to identify and categorize key stakeholders along the value chain in each IPMorama country, ensuring that all relevant stakeholders within each region are included in the ecosystem with the level of engagement varying depending on the scope of IPMorama. The project will also leverage relevant AKIS networks to complete such an initiative for the remaining countries of interest.

This approach will build on the previous stage and once again partners will leverage their **existing strategic partnerships** in each country and perform **scanning for new and relevant stakeholders** beyond their established networks, allowing for an initial mapping based on established relationships. Where suitable, stakeholders will each be nested within the subdivision of the above categories to create a comprehensive **country-level mapping** that reflects all relevant actors, whether they are already in the partner network or newly identified.

The aim is that after completing the initial stage of regional and crop mapping, both sets of data will be **integrated** to create a full picture of the ecosystem for IPMorama to leverage who will be assessed based on their influence and position (Figure 4). This will be a living document as the project involves capturing the development of the ecosystem and the population of relevant actors depending on the stage of the project implementation. This integration will ensure that both **country-specific** and **crop-specific** insights are represented, enabling strategic decisions that consider regional dynamics and each crop's value chain.

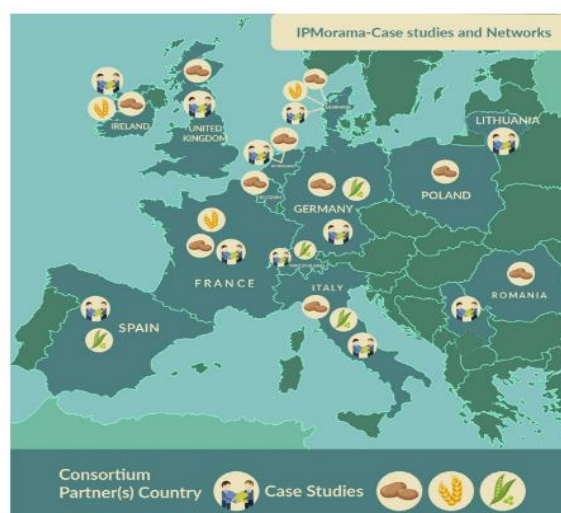


Figure 3: Extended network of IPMorama partner and collaborator trial sites across Europe.

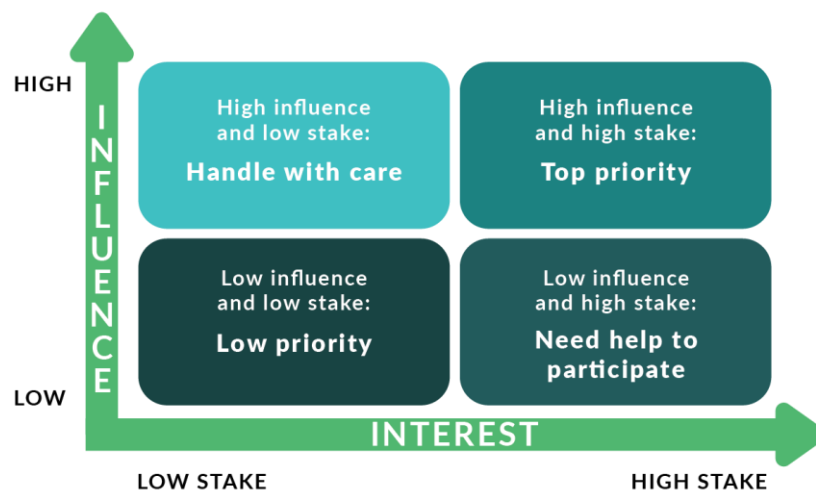


Figure 4: Influences and Interests in IPMorama network

2.3.1. Target Groups

The main goal behind our Dissemination, Exploitation and Communication Plan (D4.1 in M03) is clear: to boost the growth of the IPMorama ecosystem, and to maximise impact among key stakeholders and target groups at the broader social, science, and industry level. Target groups for the IPMorama project are divided into three categories and for each target group the initial needs and engagement avenues have been identified:

Primary group: scientists, breeders, VCU testers, extension specialists, and growers.

Secondary target group: research institutions, policymakers, seed companies, EIP-AGRI network, PPPs producers. The secondary layer as seen is more institutionally oriented and the connection in the primary group will help establish entry points for this type of targeted approach.

Tertiary target group: General public/Consumers, Retailers, National Rural Networks (NRN), European Network for Rural Development (ENRD)

As implementation continues the IPMorama consortium will map out the specific needs per target group as part of the stakeholder scanning and engagement process. In the table below the initial “scene setting” was conducted where the potential key messages were proposed with starting needs and engagement avenues presented. These will be adjusted to fit each specific target group. As stakeholder engagement is a iterative process the current crafted content serves as a basis for the periodic reflection and adaptation of activities, including the identification of stakeholder needs and channels as the project progresses and feedback is gathered.

The interaction between IPMorama and its target groups will be modified based on the progress of the project and adapted based on the SOSTAC model to ensure that the needs and engagement avenues stay relevant for the whole duration of the project. Moreover, apart from the specific pre-identified engagement strategies for each target group category IPMorama will leverage communication tools such as the project website (and its content), newsletters and social media channels so that they can reach all target groups.

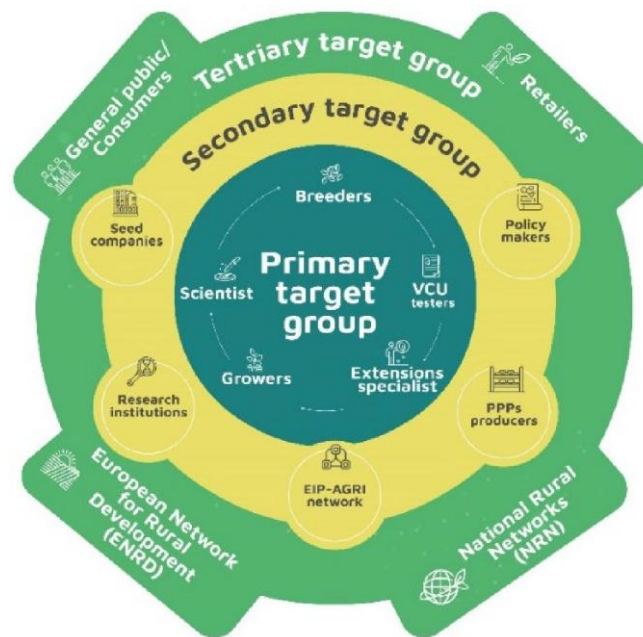


Figure 5: IPMorama target groups

Table 1: Target groups

Target Groups of IPMorama	Example of Key Messages and Narrative	Stakeholder segments & needs	Potential engagement avenues
Scientists, breeders, VCU testers	IPMorama extends to a genuine adoption of the multi-actor approach, in which stakeholders, are engaged directly in activities such as pathogen monitoring, and farmer-based participatory plant breeding activities.	Practical, hands-on knowledge to understand the benefits and implement IPMorama strategies and solutions.	Workshops and trainings, Open days on Trial farms, webinars, practice abstracts.
Extension specialists, growers	With IPMorama, you can adopt innovative, sustainable pest management practices that protect your crops, improve your farm's resilience, and reduce your reliance on chemical pesticides for more sustainable and environmentally friendly food production.		

Research institutions, seed companies	Contribute to co-creative evidence-based solutions to complex challenges and take advantage of interdisciplinary opportunities and collaborations between similar goal-oriented projects and initiatives.	Exchange of information, highlighting of best practices from pest management.	Joint press releases, workshops, policy recommendations, peer-reviewed papers, practice abstracts
Policymakers, EPI-AGRI network, PPPs producers	IPMorama enhances policy and planning by advancing TRL and SRL levels, fostering scalable, socially acceptable business models, and providing value chain stakeholders with accessible tools like apps and vulnerability mapping for sustainable farm management.		
General public/Consumers, Retailers	Involve civil society in the project's activities to ensure IPMorama knowledge and innovative solutions are spread widely. Promote the benefits of integrated pest management and create a supportive climate of opinion. Raise awareness of the benefits of selected sustainable practices.	Dissemination of knowledge and information, raising awareness of the importance of the topic	Events, website, social media, newsletter, press releases
National Rural Networks (NRN), European Network for Rural Development (ENRD)	IPMorama aims to upskill stakeholders across the crop production value chain, creating a cohesive "practice ecosystem" from breeder to consumer to drive impactful, post-project change.		

2.3.2. Key stakeholder segments

IPMorama aims to actively engage stakeholders through a variety of initiatives designed to foster collaboration, disseminate knowledge, and promote the adoption of sustainable agricultural practices.

IPMorama will engage stakeholders through tailored training programs and diverse media content to disseminate knowledge on integrated pest management (IPM) strategies as mentioned above. The project will actively solicit feedback and involve stakeholders in collaborative research to align



developments with real-world needs. Networking opportunities, such as meetings and events, will foster community building, while platforms like the IPMorama Insights Corner will facilitate ongoing dialogue and resource sharing. Additionally, IPMorama will work on scalable solutions and long-term partnerships to support sustainable practices, produce practical resources for accessibility, and develop coaching methodologies for effective implementation. Finally, the project aims to influence agricultural policies by providing evidence-based recommendations to address systemic challenges in the industry.

2.3.3. IPMorama Relevant Networks

As mentioned in the previous section IPMorama will leverage pre-existing networks such as Rustwatch, Euroblight, IPMworks to set the grounds for the engagement. With consortium members interlinked with these networks establishing synergies for results integration, sharing of project updates, and other activities will allow for efficient strategy development. However, as IPMorama needs to expand its network to a country perspective, the project will seek to integrate with AKIS networks for greater reach.

Table 2: Networks relevant to the IPMorama project

Networks	Benefits for IPMorama
RustWatch	Adaptation of tools and services developed during RustWatch e.g., Trap Nursery Data Management system; Maps, tools and charts for the display of wheat rust genotypes and races, Crowdsourcing APP for wheat rust diseases surveillance, Development of the DiverCILand database
IPMworks	An Eu-Wide Farm Network Demonstrating And Promoting Cost-Effective IPM Strategies, https://ipmworks.net/ , developed the standardised protocols for IPM trials used in IPMorama.
EuroBlight	An ongoing potato late & early blight network for Europe; will act as a route for disseminating IPMorama results.

An **Agricultural Knowledge and Innovation System (AKIS)** refers to the organized flow of knowledge among individuals, organizations, and institutions involved in agriculture and related fields. It plays a key role in contributing to the Common Agricultural Policy's (CAP) cross-cutting objectives, such as modernization, knowledge sharing, innovation, and digitalization. The concept of AKIS encompasses a wide range of actors, including farmers, foresters, their organizations and cooperatives, advisors, researchers, businesses, and NGOs, all of whom generate, share, and apply knowledge and innovation across sectors like agriculture, rural development, value chains, environment, climate, biodiversity, society, and consumers (EU SCAR, 2012). AKIS can be compared to evolving ecosystems that reflect the specific contexts of individual countries and regions, resulting in unique, context-specific knowledge and governance practices. This offers opportunities to leverage best practices and adapt them to local contexts to improve AKIS governance. The goal of the IPMorama project is to directly engage with pre-existing AKIS networks across the EU, identifying the most impactful ways to collaborate with them while also assessing their potential reach in terms of stakeholder contact. An



efficient avenue for this will be through connection aimed to be established with [ATTRACTISS](#) and [modernAKIS](#) as EU funded initiatives that support the AKIS actors and through their joint platform [AKIS Connect](#) used as a reference for research. Moreover, IPMorama will leverage learnings from H2020 project such as [AgriLink](#) and the EU Cap network for relevant information. Overall, AKIS networks across Europe are vast and their reach can be highly influential for the IPMorama project, depending on their size, scope, and regional presence. Below we give an initial scanning of potential entry points and collaboration avenues for AKIS actors based on the diversity of the system and the complexity of actors present. This approach will be updated in the coming deliverables within WP4.

Table 3: AKIS Network Overview

Country	AKIS Stakeholder Network No / Type	Most relevant engagement mechanism	Potential reach and benefit to the project
Italy	67 - (All types, mainly advisors, farmers, authorities and research and academia, as well as AKIS coordination bodies)	Expert panels, workshops, webinars, publications, summaries, Open days, policy briefs and recommendations, policy and network-oriented events, MoUs	Reaching target groups in the AKIS network can facilitate the IPMorama project's goals by fostering knowledge exchange, enhancing stakeholder collaboration, and helping expand the research field at the national and EU levels. The workshops can also be broadcast via digital platforms for wider reach or events included in the organisation sites to increase the reach.
Spain	46 - (All types, mainly advisors, research and academia, authorities and AKIS coordination bodies)	Pest practices, working groups, publications, Knowledge hub, demo sites	Practical farm management through field trials and practice systems, can effectively engage researchers, policymakers, and technical experts, while building a broad stakeholder network by sharing experiences in working groups, showcasing best practices during open days, and hosting collaborative events.
Netherlands	29 - (Advisors, networks, farmers and AKIS coordination bodies)	Working groups, events and conferences, thematic network, communication platforms, Open days	A wide network of stakeholders can be established by sharing experiences in working groups and events or best practices can be shown on Open days.
Germany	28 - (Different types, mostly advisors, authorities and researchers)	Discussions, round tables, webinars, publications, policy briefs and recommendations	Sharing knowledge and practices can positively influence farmers to apply IPM practices as well as provide a better basis for making policy recommendations.



United Kingdom	28 - (Advisors and research and academia)	Expert panels, discussions, workshops, webinars, publications	Research Institutions and Universities are well-connected with both the scientific community and practical farm management (having filed test and practice systems) and can reach researchers, policymakers, and technical experts.
Lithuania	27 - (Research and academia are a majority, with few advisors, NGOs etc)	Publications, webinars and workshops, Open science platforms, Conferences, MoUs	The experiences of scientific communities and reference laboratories can be significant for obtaining new results and experimental sites.
Ireland	20 - (Network, research and academia, advisors and few farmers)	Conferences and events, social media platforms, Open days, publications and summaries	Facilitating knowledge transfer, and promoting stakeholder engagement through collaborative research, practical field trials, sharing of best practices, and targeted outreach to implement IPM solutions effectively.
France	17 - (Advisors, farmers and research and academia)	Best practices, workshops, Open days, demo sites	Enabling knowledge exchange and fostering stakeholder collaboration through joint research and best practices.
Denmark	5 - (Advisors, financial bodies, research and academia and network)	Round tables, webinars, network events, Knowledge hub	Often work with large numbers of farmers across different value chains extending the practical application of the solution.
Switzerland	3 - (Authorities, advisors and teachers and trainers)	Webinars and workshops, policy briefs and recommendations	Via training, coaching capacity building, education, and outreach activities, IPMorama will involve researchers, farmers, advisors, and other relevant actors to overcome social and technical barriers to adoption.

Data is based on <https://akisconnect.eu/akis-network>

2.4. Specific Objectives and Time Plan

Specific goals of the DEC Plan thus include:

1. Achieve a critical mass of stakeholders and maximize outreach for IPMorama with targeted messaging and customized content.
2. Diffuse scientific and technological knowledge generated and put it to productive use.



3. Obtain feedback from key stakeholders to ensure our developments are going in the right direction.
4. Align and integrate our dissemination, communication, and community-building activities with our exploitation efforts to ensure the sustainability of our reusable assets.

The DEC Plan has been crafted with a structured framework comprising four phases. This deliberate approach ensures perfect alignment between the project's advancement and its dissemination, communication, and exploitation activities. Such synchronization serves as the bedrock for fostering not only a seamless and strategically sound implementation of the project but also for maximizing the overall efficiency and effectiveness throughout its lifecycle.

Moreover, what is important to mention is that the dissemination strategy will be specifically adjusted to be applied to specific countries taking into account the specificities of (i) different plant varieties, (ii) specific plant diseases, and (iii) IPM strategic approach in the context of the pedo-climatic zone.

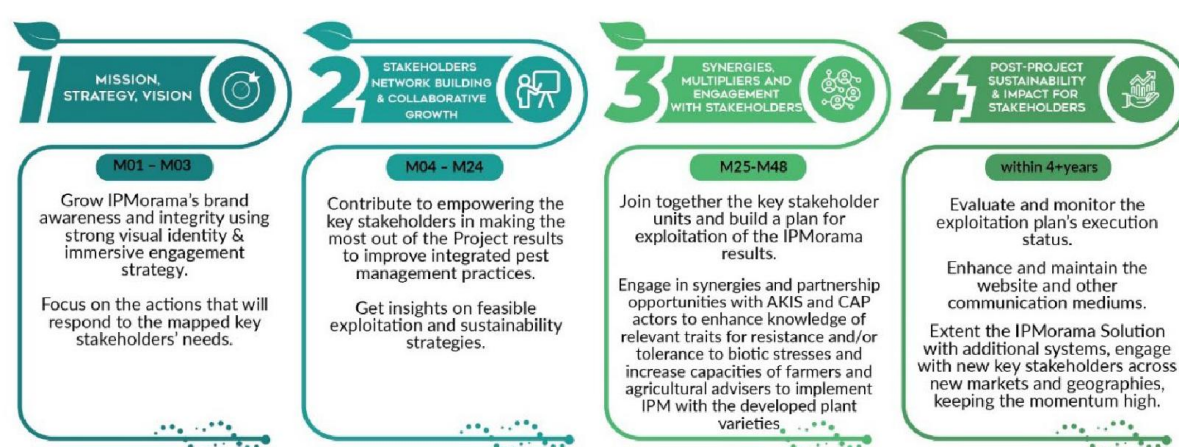


Figure 6: IPMorama DEC funnel

3. Dissemination and Communication channels, tools and activities

IPMorama focuses on a set of interconnected activities related to dissemination and communication. This interconnectedness is seen through the linkages between different work packages and the implementation and execution of such activities.

To ensure that all activities are well mapped with the IPMorama project, partners led by their WP leads will conduct a threefold approach: i) mapping of activities related to their WP and with the dissemination and communication scope, ii) identify on the WP level the relevant target groups that should be engaged to successfully execute the identified activities and iii) co-create the IPMorama engagement framework on a consortium level.

This will be a co-design and iterative process allowing partners to adjust strategies and ensure the effective implementation of the IPMorama dissemination and communication activities.

3.1. Visual Identity

The initial phase of the dissemination and communication efforts for the IPMorama project involves crafting a distinctive and impactful visual identity that fosters recognition within local, European, and global communities. This enduring visual identity is anchored in a central concept, enabling it to

convey a consistent and transparent message about IPMorama's objectives while embodying its fundamental principles. Serving as the project's emblem in both physical and digital spaces, the IPMorama team has thoughtfully developed an accessible visual identity that features a modern aesthetic, harmoniously blending classic and contemporary elements. This visual identity includes a logo, a comprehensive branding guide, templates, and guidelines for partners to ensure the effective utilization of communication components that promote the IPMorama initiative and acknowledge EU funding. Additionally, the project has created a Visual Identity Book, a dedicated website, and an Offline Identity Material Package to further enhance brand visibility and cohesion across all communication platforms

3.1.1. Logo and Branding Book



Figure7: IPMorama logo

The logo will be utilized across various internal and external communication channels, including the project website, presentations, flyers, press releases, and more. This consistent application aims to establish a compelling brand identity and enhance project visibility. Additionally, a comprehensive branding guide and color palette (Figure 6) have been thoughtfully curated to effectively communicate the project's core values and principles.



Figure 8: IPMorama color palette

3.1.2. European Flag and Funding Statement

All IPMorama communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).



Figure 9: EU emblem used for IPMorama

Partners included in the consortium of IPMorama have received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding and The State Secretariat for Education, Research and Innovation (SERI) under the Switzerland government's funding. Where appropriate, the UKRI and SERI emblem will be included.



Figure 10: SERI emblem used for IPMorama



Figure 11: UKRI emblem used for IPMorama

3.1.3. Disclaimer for Publications

In addition to the EU Emblem and where appropriate, all dissemination and communication material will include the following disclaimer (translated into local languages where appropriate):

“This project has received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement GA No.101135348. Associated country partners funded by SERI & UKRI. However, the views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.”



3.1.4. Templates

The IPMorama project will be actively showcased at various events, conferences, webinars, and exhibitions to communicate its developments and outcomes effectively. To facilitate this, a presentation template in PowerPoint format has been meticulously designed to align with the visual identity of IPMorama. This design aims to ensure consistency and enhance project recognition, allowing stakeholders to clearly see the project's contributions to integrated pest management (IPM). Each slide within the template features unique visual elements, including illustrations related to sustainable agriculture and pest management practices, to engage audiences and promote the project's objectives effectively.

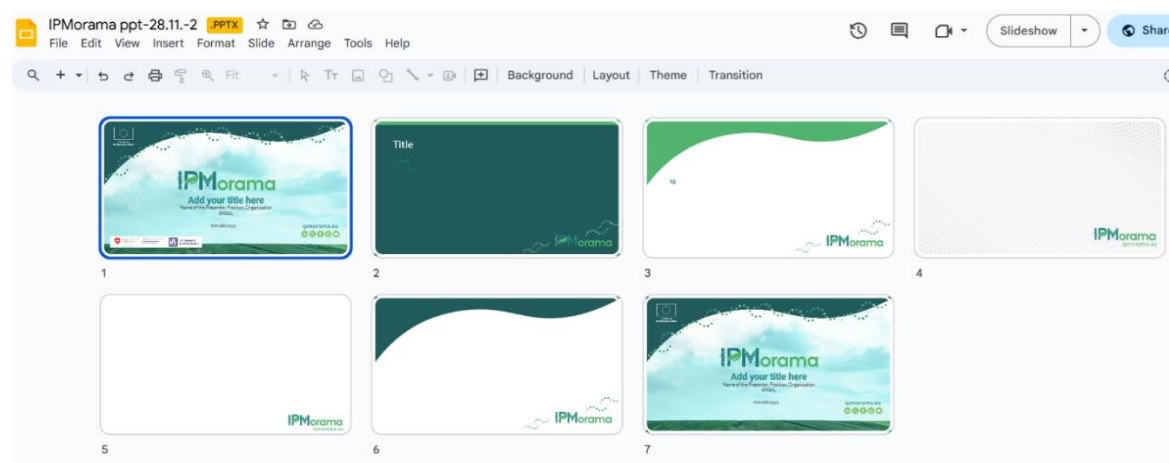


Figure 12: Presentation template for PowerPoint

The IPMorama deliverable template has been carefully crafted to align with the visual identity guidelines established for the project. This template will serve as the standard format for all project partners when creating deliverables. It includes a cover page that prominently features the IPMorama logo, acronym, and essential deliverable details such as the number, full title, work package number, and other relevant information. Additionally, complementary letterhead and social media templates have been developed to ensure cohesive branding across all communications. The template emphasizes clarity and organization, reflecting the professionalism and innovative spirit of the IPMorama project.

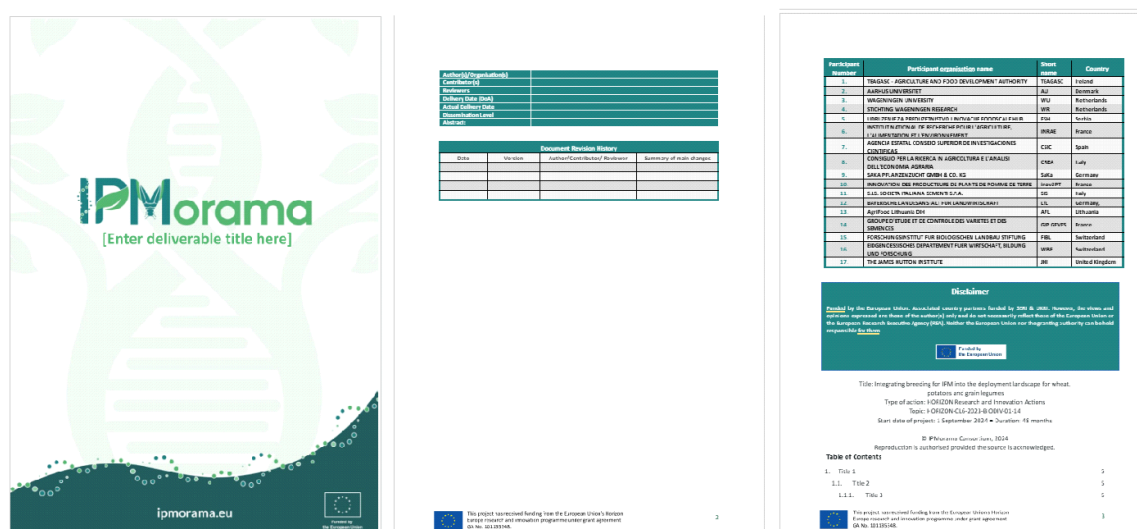


Figure 13: Deliverable template



3.2. Communication Materials

The promotional materials for the IPMorama project have been thoughtfully designed to engage a wide range of audiences, including local, European, and global communities, as well as various public and stakeholder groups. These materials are crafted for both digital and physical platforms, ensuring effective outreach and engagement. To enhance visibility and promote the project's objectives, a dedicated roll-up banner will be featured at events and television appearances. Additionally, a comprehensive promotional kit has been assembled, including T-shirts, folders, stickers, badges, and other branded items to foster recognition and interest in integrated pest management strategies.



Figure 14: Communication materials



Figure 15: IPMorama roll-up



Figure 16: IPMorama brochure



3.3. IPMorama Channel Mix

3.3.1. Website

The IPMorama website (<https://ipmorama.eu/>) has been established, with its landing page launched in the first month (M1). This platform will serve as the primary hub for communication and dissemination, enabling stakeholders to stay informed about project developments, outcomes, and the impact of integrated pest management (IPM) strategies. Continuous updates are crucial, and contributions from all partners are encouraged to keep the content fresh and relevant. The website will host a variety of materials for broad distribution, including news articles, videos, and event announcements, aimed at engaging key stakeholders and promoting the project's objectives.



Figure 17: IPMorama landing page

The website is structured with the following sections/tabs:

Home/Landing Page: Featuring the project logo, images, project graphics, and social media icons (LinkedIn, Instagram, Facebook, Twitter, YouTube, Slideshare), alongside a newsletter sign-up button and a user-friendly navigation menu facilitating access to project information.

Project Overview: Features a more detailed project description and outlines the project's goals, its anticipated impact, and objectives.

Our Team: This segment showcases the consortium partners along with brief descriptions of their expertise and roles within the project.

Results: Features information and links to public project deliverables and results. This section ensures open access to publications generated during the project's duration, enhancing citation counts for academic publications and reports, increasing visibility among practitioners and stakeholders, and facilitating future research building upon project results.

Newsroom: Serving as the primary content hub, featuring press releases, news articles, and blog posts to keep stakeholders informed about project activities, progress, outcomes, and planned initiatives.

IPMorama Insights Corner: Key feature of the IPMorama website that will serve as a digital platform for disseminating the project's scientific, cultural, and societal outputs, offering a centralized hub for



user-friendly, visually-driven content, summarising key IPMorama concepts and results, while also showcasing the links and connections established with AKIS networks.

Contact: Providing comprehensive contact information for easy communication with project partners so that interested stakeholders are easily connected with the project.

Additionally, the website incorporates the Privacy Policy and Terms and Conditions, ensuring adherence to general rules and policies governing visitors' use of the platform.

3.3.2. Social Media

The primary goal of the IPMorama project is to establish a strong presence on social media platforms and facilitate interactive online communication with key target groups and the public. To enhance this engagement, five media platforms have been selected based on specific criteria:



Figure 18: Icons presenting IPMorama's social media presence

1. Consideration of the target audience.
2. Identification of cost-effective channels for sharing project updates promptly with all stakeholders.
3. Selection of the most suitable and influential media channels for disseminating information about integrated pest management (IPM) strategies, thereby showcasing IPMorama's impact on sustainable agriculture.
4. Utilization of popular social media platforms used by IPMorama partners for effective communication and stakeholder engagement.

IPMorama will actively maintain a presence on LinkedIn, Facebook, Twitter, YouTube, Instagram, and other relevant platforms (e.g. trial platforms in WP3, wikifarmer, prowlly etc), with specific metrics established for each to assess their effectiveness. To boost visibility and amplify the project's impact, partners will be encouraged to share, publish, and retweet content from IPMorama's accounts, driving traffic to their own platforms and increasing interest in project-related activities. Partners are also invited to create and disseminate relevant content aligned with the project's initiatives through their channels.



Figure 19: Diagram presenting method for crafting enticing social media content

Key considerations for social media posts include:

Interactivity: Focusing on content that encourages audience engagement, ensuring posts are easily understood by a non-specialist audience.

Relevance and Clarity: Crafting posts that clearly convey essential messages, aligning with the interests and needs of each target group.

Visual Appeal: Utilizing eye-catching visuals and compelling headlines to enhance post conversions.

Additionally, IPMorama will implement memorable and relevant hashtags to strengthen its social media presence. The hashtag #IPMorama will be included in all project-related posts, with the possibility of adjusting other hashtags based on performance and feedback from the consortium.

By leveraging social media effectively, IPMorama aims not only to disseminate project developments but also to foster genuine interactions with its audience, build brand recognition, and establish thought leadership in the field of sustainable agriculture and pest management.



Figure 20: Hashtags selected for more effective project promotion

3.3.2.1. LinkedIn

A LinkedIn page (<https://www.linkedin.com/company/ipmorama/>) has been established to connect with the target audiences of the IPMorama project and promote its initiatives. This LinkedIn profile will serve as a platform for engaging with the research community, agricultural stakeholders, industry representatives, environmental organizations, and other relevant groups. Regular updates and

announcements about the project will be shared on the LinkedIn page, encouraging partners to initiate discussions on specific topics to expand audience reach and foster meaningful engagement. This approach aims to build a strong network around the project and enhance collaboration within the integrated pest management community. Administration responsibilities, including managing other social media platforms, will be overseen by Foodscale Hub, the leader of WP4.

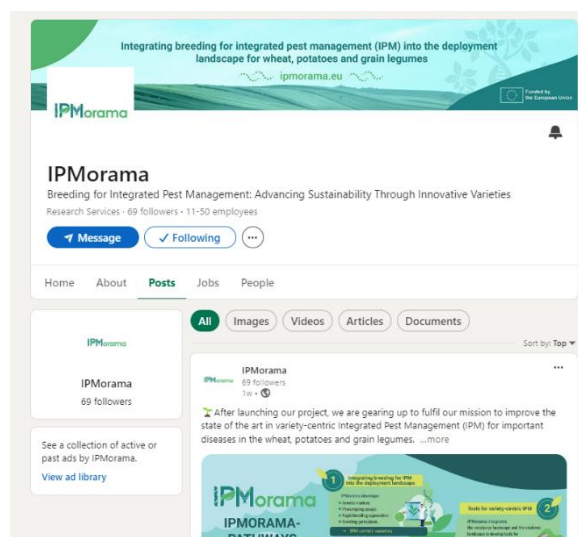


Figure 21: IPMorama LinkedIn Page

3.3.2.2. Facebook

IPMorama has established a Facebook page (<https://www.facebook.com/people/IPMorama/61564967853223/>) to promote awareness of the project among the public, research communities, and the farming sector. The Facebook page features a brief project description, shares valuable information for the public, and highlights relevant resources and links of interest, aiming to foster a strong community around integrated pest management practice.

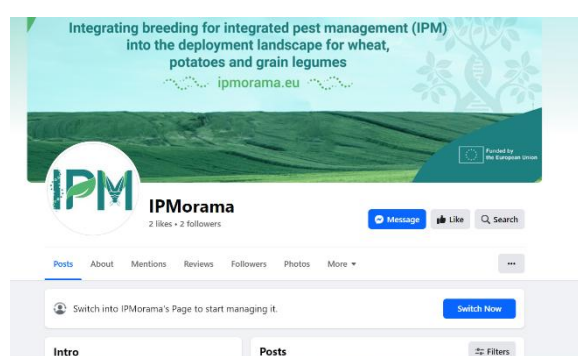


Figure 22: IPMorama Facebook Page

3.3.2.3. Youtube

A YouTube channel (<https://www.youtube.com/channel/Uck295r6wduL7nxJmy7dGkpA>) will be utilized to host and promote a diverse range of video content, including interviews, insights from integrated pest management practices, and highlights from sustainable agriculture initiatives. This



platform will serve as a central hub for sharing valuable resources, ensuring that the project's findings and activities reach a broad audience effectively.

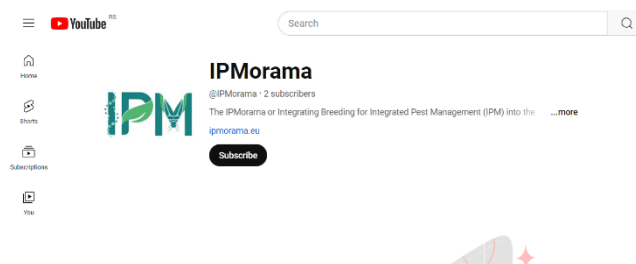


Figure 23: IPMorama YouTube Page

3.3.2.4. X (Twitter)

A Twitter account has been established for IPMorama at <https://twitter.com/IPMorama>, aimed at enhancing the project's visibility and connecting with key audience segments, particularly policymakers and agricultural advisors. IPMorama will embrace the "less is more" approach, utilizing concise messages (under 280 characters) to effectively engage the audience and share project updates, event news, articles, and relevant resources. Twitter's widespread popularity and straightforward format make it a crucial tool for fostering an active community around integrated pest management initiative.

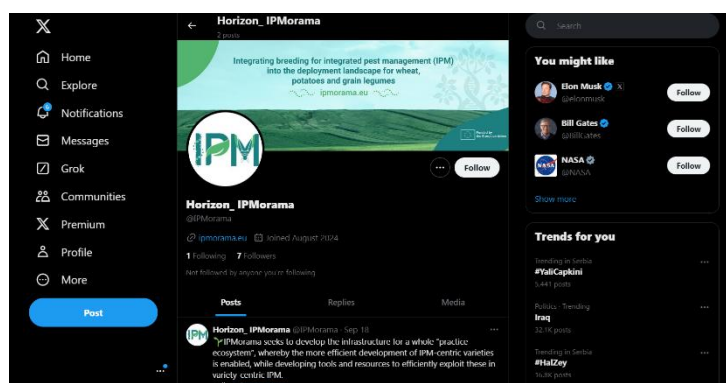


Figure 24: IPMorama X (Twitter) Page

3.3.2.5. Instagram

An Instagram profile (<https://www.instagram.com/ipmorama/>) for IPMorama has been created to engage a diverse audience and expand the project's reach. This platform will be utilized to share images and videos that highlight key meetings, significant events, and impactful case studies related to integrated pest management. Through visually compelling posts, IPMorama aims to effectively communicate its objectives and scope, enhancing outreach and understanding among the public and stakeholders.





Figure 25: IPMorama Instagram Page

3.3.3. Newsletter

An electronic newsletter for IPMorama will be published biannually, once in six months, utilizing Mailchimp as the platform for distribution. This newsletter aims to keep subscribers and consortium members informed about key project developments, pilot results, scientific breakthroughs, activities, and upcoming events such as workshops and demonstrations.

The distribution will prioritize user privacy and data security, fully complying with applicable national, European, and international regulations, including the EU's General Data Protection Regulation (GDPR). Interested parties will be able to subscribe and unsubscribe at any given point from the IPMorama newsletters and all collected data will be securely stored on partner servers, and inaccessible to third parties. To maximize reach and engagement, partners are encouraged to promote the newsletter within their networks.

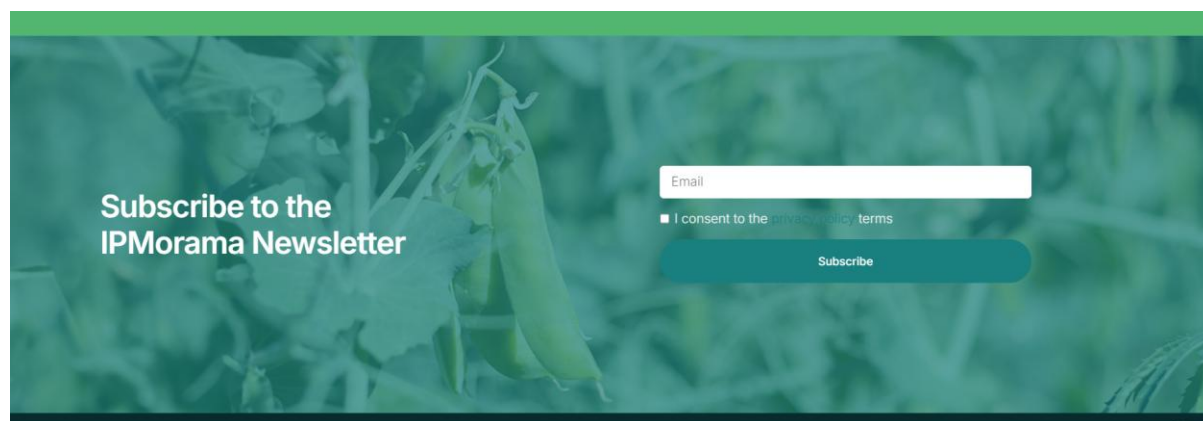


Figure 26: Dedicate newsletter subscription form for IPMorama

A Mailchimp account for IPMorama has been established for newsletter distribution, with subscriptions collected through various channels, including the project website, social media pages, and during events. The initial draft will be prepared by the designated communication team, incorporating contributions from partners, and will undergo a review process before publication.

The tentative structure of each newsletter will include:

- Introduction
- Project Updates and Key News
- Upcoming Events and Activities



- Spotlight Features on Crop Specific Updates
- Further Reading and Resources (recommended by partners)

This structure may evolve based on consortium feedback and the content generated during the project. The goal is to reach at least **500** subscribers by the project's conclusion. An archive of past newsletters will also be maintained on the project website to ensure ongoing access to information.

The first newsletter will be distributed in February 2025 and the newsletter will be translated to local languages when appropriate.

3.3.4. Press Outreach

Press outreach in IPMorama encompasses multiple Communication Key Performance Indicators (KPIs):

- **Press releases**
- **Speeches/interviews, participation in media (TV, radio)**
- **Featured articles in industry magazines**

Press releases will be produced and distributed for publication among national/regional/EU press to further promote the project, its latest activities and developments to a broader audience as well as address more specific stakeholders. The press release will be available on the IPMorama website, and all related publications will be shared on social media channels to disseminate the information. To maximize our influence on local stakeholders, the consortium is advised to translate all press releases into all the consortium partners' languages and where applicable adapt to the socio-economic background of partnering countries. Specifically:

- | | |
|--------------|-----------|
| ● English | ● Dutch |
| ● Swedish | ● Spanish |
| ● Danish | ● German |
| ● French | ● Italian |
| ● Lithuanian | ● Serbian |

3.3.5. Publications

IPMorama will be highly dedicated to producing a) scientific publications in peer-reviewed journals and b) practice abstracts aimed at significantly impacting all stakeholders across the diverse spectrum of IPMorama. This endeavour will contribute to advancing the project and showcasing its groundbreaking achievements.

In line with European Union regulations on Open Access and Open Science, all publications will adhere to the principles of Open Access and open peer review. These publications will be made available through platforms such as Open Research Europe and other open-access journals, whether green or gold. Additionally, the project will strive to share as much of the developed resources and methodologies within its work packages as possible while considering intellectual property sensitivities. Open-source materials will be accessible through platforms like GitHub and the IPMorama Insights Corner.

The availability of project outputs through Open Access will provide several key benefits:

1. Increased citation counts for academic publications and reports.



2. Enhanced visibility and impact among practitioners and the broader stakeholder community, particularly targeting farmers and advisors involved in IPMorama.
3. Improved potential for future research to build upon and reuse project findings, thereby fostering reproducibility and continuity in research efforts.

Through these efforts, IPMorama aims to create a robust foundation for ongoing knowledge sharing and innovation in the field of integrated pest management.

3.3.5.1. Policy Recommendations

In the context of the IPMorama project, **1** set of policy recommendations are integral to the dissemination of Key Performance Indicators (KPIs), specifically categorized under Scientific and Policy Briefs (disKPIs 2). The primary objective of developing a set of policy recommendations is to facilitate the adoption of Integrated Pest Management (IPM) practices, as these practices are pivotal for enhancing the sustainability (economic, environmental, and social) performance and competitiveness of the agricultural sector. Effective policy measures are essential for the uptake of IPM strategies, and these recommendations will serve as a foundation for those measures.

IPMorama will gather insights and evidence through a comprehensive approach that aims to include both bottom-up dialogues with diverse stakeholders and top-down analyses of existing European policy and regulatory frameworks. By producing a set of policy recommendations that keep in mind the revision of the Sustainable Use of Pesticides (see Directive 2009/128/EC) to enhance the provisions of IPM. The policy recommendations will be tailored to address specific contexts in the range of recommendations on sustainability and societal impacts and benefits of the project outputs, ensuring alignment with ongoing initiatives such as the EU Green Deal and the Farm to Fork Strategy, which aim to promote sustainable agricultural practices across Europe.

Members of the consortium will leverage their expertise and experience to ensure that IPMorama's policy recommendations are evidence-based, timely, and actionable with the leadership of Teagasc and the support of WP4 (part of D4.13 delivered in M48). The project aims to make them accessible in language to different layers of society and integrating them in ongoing debate and policy roundtable discussion and the task of the consortium is to well define entry points during the next phase of the project.

3.3.5.2. Technology Code of Conduct

The Technology Code of Conduct is another essential dissemination KPI, similarly classified under Scientific and Policy Briefs (disKPIs 2). The primary goal of this KPI aims to expand upon existing guidelines, such as the "EU Code of Conduct" (Copa-Cogeca et al., 2018), which predominantly focuses on data usage. IPMorama's Technology Code of Conduct aims to introduce a comprehensive perspective that incorporates discussions on farmer use of technology and addresses imbalances within the agricultural sector. This means that the Code will advocate for the ethical handling of innovations and technologies used in IPM, encompassing guidelines, contractual examples, and best practices.

To ensure the relevance and applicability of the planned Code of Conduct, workshops are aimed to be organized with stakeholders across the agricultural spectrum when and if appropriate. These collaborative efforts will facilitate meaningful dialogue and contribute to the development of a Code that reflects the needs and concerns of all parties involved. This activity will be adapted based on the progress of the project and the need of this document in the same.



3.3.5.3. Peer-reviewed Papers and Conference Contributions

IPMorama is committed to publishing a minimum of **20 peer-reviewed papers** and conference contributions. The consortium will target high-impact journals and reputable conferences to share its findings with the scientific community.

Peer-reviewed papers and conference contributions are vital scientific publications that serve as a primary means of disseminating the project's outputs and results, enhancing its credibility within the research field.

Within IPMorama, most of these publications will be produced by partners from research institutions and universities. The publications will cover a range of topics directly aligned with IPMorama's objectives, including Integrated Pest Management (IPM) strategies, innovative pest control technologies, and the socioeconomic impacts of sustainable agricultural practices.

There are three things IPMorama will do with all peer-reviewed, scientific and non-scientific publications, conference presentations and dissemination materials:

1. Add to the project repository:

The abstract/ key information for all publications must be uploaded to the "Article_for_review" folder, within WP4 folder in repository, before publication:

- Peer-reviewed & scientific publications: 45 days prior
- Publication in non-scientific outlets: 20 days prior
- Conference presentations: 20 days prior
- Dissemination materials: 15 days

When it is posted in the Shared folder in the project repository, all partners will be notified by email. If intellectual property or confidential information is at risk, the objection must be sent to the coordinator team in writing (max. 14 days after notification for scientific publication). All information must remain confidential prior to publication.

2. Ensure Open access:

Make sure all publications are available for open access. Peer-reviewed publications need to be freely available online, immediately upon publication.

3. Dissemination tracker:

Add the required information under the appropriate tab:

- Conferences Event
- Publications (scientific and non-scientific)
- Dissemination Materials

A preliminary template for dissemination and communication planning will be outlined in Chapter 4.2, ensuring that the project's findings reach a broad audience and contribute to ongoing discussions in the agricultural research community.

3.3.5.4. Practice abstract

Partners within the project will create end-user material in the form of several summaries for practitioners in the EIP common format ("practice abstracts"). Guidance and templates found on the [EIP-AGRI website](#) will be used to produce the most relevant and influential practice abstracts; and when relevant will investigate possibilities or submitting the consortiums work on the website. A total target number of **15+ practice abstracts** are foreseen for the project. The production and dissemination of practice abstracts will provide a comprehensive and practical understanding of



innovative practices that can be easily applied to various scenarios. The consortium partners will also create **5 joint press releases/statements** with initiatives and networks in relevant sectors to further influence decision-making and development in practice implementation.

3.3.6. Event Planning

The event for IPMorama will be divided into two types of events: *Events where partners will participate*, and *Events organised by consortium*. The event planning process will be organised into three distinct phases, each designed to ensure effective dissemination of project results and engagement with target audiences.

3.3.6.1. Events where partners will participate

These events include live, digital and industry events, like conferences, networking events, symposiums etc.

Phase One requires partners to inform the Project Coordinator and WP4 leader about plans to present IPMorama at various events. A dedicated event planning sheet, available in the project repository, helps partners detail event specifics such as name, website, date, location, target audience, IPMorama's role, and potential collaborations. Suggestions should be submitted at least two months in advance for proper planning, following the guidelines in Figure 27. For additional support or promotional needs, partners must notify WP4 leaders via email.

Phase Two focuses on the realisation of the event participation. It will also include the promotion of events, and technical organisation, such as presentation and creation of needed branding material. Figure 27 below lists the tentative guidelines and timeline for the selection of events.



Figure 27: IPMorama guidelines and timeline for events where partners will participate

3.3.6.2. Events organised by consortium

Phase One requires partners to inform the coordinator that the event is planned to be organised, and suggest a type of event, time and place not limited to the ones categorized as high-level events and campaigns. This needs to be done at least three months before the event in order to provide the necessary organisation and ensure that everything is prepared on time. After coordinator approval, the consortium must define the exact time and place of the event and determine which of the partners will be involved in the organisation. In Figure 28 guidelines and timeline for this type of event are presented.

Phase Two includes a promotional campaign, which involves promoting the event on social networks and other platforms, and informing stakeholders via emails and other communication channels. In this

phase, every detail must be determined and confirmed, e.g. who will be speakers, topics, agenda etc. One month before the event, there will be the final check of all details, and active promotion.

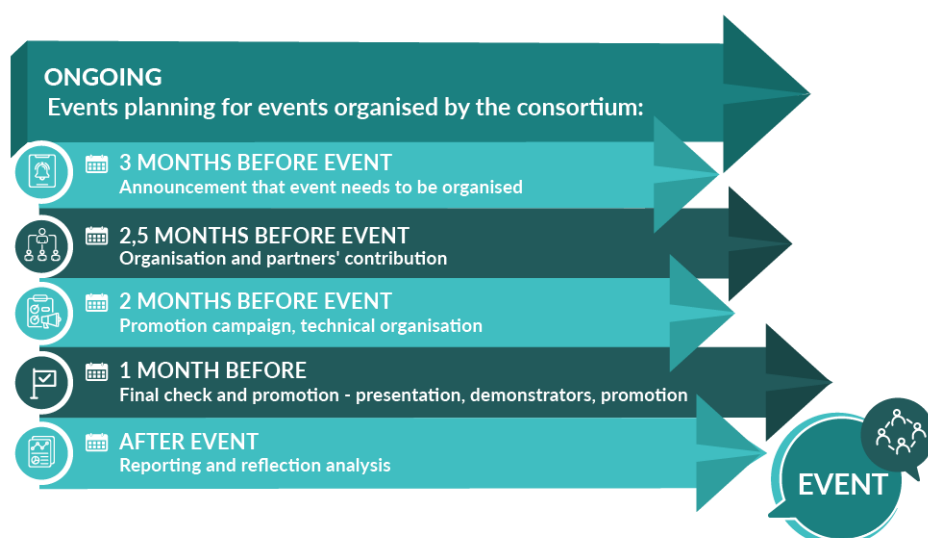


Figure 28: IPMorama guidelines and timeline for events organised by a consortium

Phase Three is the same for both types of events and will involve a comprehensive review of the outcomes from each event participated in. Partners will be required to provide feedback on their experiences, including insights gained, stakeholder engagement, and potential follow-up actions. This feedback will be consolidated and analyzed to inform future event participation strategies, ensuring continuous improvement in the project's outreach efforts.

By following this structured approach, IPMorama aims to maximize its impact and visibility within the agricultural and research communities.

3.3.6. Networking and Synergies

Fostering synergies and expanding the IPMorama ecosystem is the primary objective of the DEC plan. The project will leverage empirical evidence, focusing on the knowledge, insights, and data accumulated by partners in related initiatives. This collaborative approach will follow a strategic four-phase method. To extend the reach of the IPMorama project, partners running experiments will develop content in various media formats (e.g., video content on IPMorama YouTube channel, and thematic newsletters subsequently translated into multiple languages relevant to the consortium) that will be delivered to the relevant networks such as national AKIS networks, IPMworks, EuroBlight, and others. Additionally, IPMorama will extend its impact to extension and industry specialists and growers through the development of tools and strategies to proactively feed information to them, including the development of IPMorama Insights Corner (IPMorama IC), and the development of a specific coaching methodology for spreading IPMorama solutions through the wider community.

Phase 1: Identification

We will begin by identifying areas of shared interest and potential collaborations where potentially mutually beneficial partnerships and synergies will be identified, building on the list provided in the below table.

Table 4: Relevant projects and initiatives

Name of initiative	Summary of project
--------------------	--------------------



RustWatch	RustWatch advances cutting-edge research in diagnostics for rapid identification of invasive pathogen races and examines factors like virulence and temperature adaptation, aiming to revolutionize host resistance phenotyping at the cellular level, crucial for leveraging genomic data from modern breeding technologies.
IPMworks networks	IPMWORKS Networks will gather networks which are dedicated to farm demonstration and peer-to-peer knowledge exchange, and which have recently been established, either at the EU level or at national or local levels, focusing on IPM or on other aspects of farming.
EuroBlight	EuroBlight evaluates the effectiveness of fungicide products/co-formulations for the control of <i>P. infestans</i> based on the highest rate registered in Europe. These ratings are the opinion of the Fungicides Sub-Group and are based on field experiments and experience of the product's performance when used in commercial conditions.
INVITE	INVITE will propose guidelines to policymakers for including new traits and improving harmonisation of DUS and VCU at the EU level and for the testing of heterogeneous plant reproductive material. The outputs of the project will be available to all the relevant stakeholders thanks to an active and open dissemination policy; particularly by delivering a Decision Support System for Variety Choice.
ADOPT- IPM	The ADOPT-IPM project aims to develop, optimize, and implement Integrated Pest Management (IPM) tools and packages across the EU, China, and associated countries to reduce farmers' reliance on chemical pesticides, addressing environmental and health concerns despite existing adoption barriers.
VALPRO Path	In sync with the dynamic European plant protein market, VALPRO Path will customize exclusive business models for each IPS, placing a premium on EU consumer demands for carbon neutrality, authenticity, and traceability. These innovative strategies will also propel the plant protein sector, driving economic growth and societal welfare, in perfect alignment with the European Green Deal.
LIVESEEDING	LIVESEED has covered five main crop categories (legumes, vegetables, fruit trees, cereals and fodder crops) considering different farming systems and pedoclimatic zones across Europe. The project aims to foster the growth of the organic sector and transition towards more sustainable local food systems by delivering high-quality organic seeds of diverse cultivars adjusted to organic farming for a wide range of crops.
BELIS	BELIS aims to increase the competitiveness of the EU and Associated Countries' legume breeding industry by improving the methodologies and the governance structures of the breeding sector and designing conditions that allow efficient delivery of the achieved genetic progress to the breeders and seed industry and the other actors. The project will focus on seven forage crops and seven-grain crops that are currently grown to produce feed, food or to deliver ecosystem services.



Partners will periodically provide this information about their contacts and collaborations with relevant projects and initiatives, that can be beneficial and fruitful for the IPMorama research field and the expansion of the network.

IPMorama will consider both nearing completion projects and those running concurrently. Engaging with projects close to completion will help expand the network for IPMorama while aiding other projects in achieving sustainability. Concurrent initiatives will provide valuable opportunities for strengthening communication pathways and participating in collaborative efforts and initiatives. The project will see to leverage the inclusion of its created knowledge and outputs (results) to initiatives of interest making them more visible and utilized.

Phase 2: Evaluation

To ensure that networks, synergies, and partnerships effectively contribute to IPMorama's success, each potential collaboration will undergo a thorough evaluation. This assessment will consider key qualitative and quantitative indicators, including:

- Relevance
- Added value and impact (such as increased visibility)
- Feasibility (including timelines and resource availability)
- Terms of collaboration

The evaluation findings, along with input from consortium partners, will guide the consortium's collective decision-making regarding these potential collaborations.

Phase 3: Contact

Once relevant projects and initiatives have been identified, the approach for engagement will be tailored to each one, considering their unique characteristics.

Phase 4: Action

Collaborative communication strategies and activities will be developed through consultations involving representatives from selected projects and initiatives, as well as the IPMorama consortium. These activities may include, but are not limited to:

1. Joint communication, dissemination, and exploitation initiatives
2. Collaborative policy events
3. Coordination of research efforts and potential joint publications
4. Sharing of data, inputs, and outputs
5. Participation in each other's events
6. Establishing cross-links to projects and their events on websites and social media platforms

By following this structured approach, IPMorama aims to enhance its impact and foster meaningful collaborations within the agricultural and research communities.

3.3.7. Videos

The IPMorama consortium will actively produce engaging video blogs (vlogs) that highlight key aspects of our project. These vlogs will cover background information, updates on research and implementation activities and Test Farm developments. This will also include image galleries, and video content uploaded to online channels like Vimeo or YouTube.

We will also collaborate with consortium members and experts to create short, impactful educational videos aimed to inform society and all interested parties about Integrated Pest Management and



different varieties. These videos will serve as an engaging resource to inspire the next generation in the field.

3.3.8. EC Tools

IPMorama will seek to utilize various tools provided by the European Commission to facilitate the dissemination, exploitation, and communication of the project's outcomes.

	RESEARCH AND INNOVATION SUCCESS STORIES	IPMorama will publish deliverables, results, and project information on this open repository for EU projects.
	CORDIS	IPMorama will publish deliverables, results, and project information on this open repository for EU projects.
	HORIZON MAGAZINE	IPMorama will submit entries to the Horizon Magazine to feature the project's work among other cutting-edge innovative research projects.
	HORIZON RESULTS PLATFORM	IPMorama will create a page featuring project results on the Horizon results public platform to help bridge the gap between research results and both industry and the public.
	HORIZON DASHBOARD	IPMorama will contribute relevant information to the Horizon Dashboard to support the collection and release of accurate statistics and data.
	INNOVATION RADAR	IPMorama will submit all innovations to the innovation radar to promote the project's results.
	HORIZON IP SCAN	IPMorama will manage and valorize Intellectual Property (IP) in R&I collaborations with the help of IP Scan.

Figure 29: The channels and value EC tools for IPMorama

4. Monitoring and evaluation

4.1. KPIs

Key Performance Indicators (KPIs) are specific, measurable goals used to monitor and assess the progress and success of a project. During the proposal phase, we carefully selected and categorized a set of dissemination and communication KPIs, as shown in the accompanying images.

Table 5: Dissemination & Communication KPIs

Dissemination KPIs		
High-level events and campaigns	Participate in 25+ live, digital and industry events; Organise a total of 3 Open days in the Trial Farms; IPMorama on 3 Policy focused events; Organise 10	All partners



	Webinars; Organise 2+ off-season testing workshops and 3+ alignment workshops.	
Scientific and policy briefs	1 set of policy recommendations and a Technology Code of Conduct; 20 peer-reviewed papers & conferences contributions; 15+ practice abstracts following EIP-AGRI format.	Research & Policy partners
Community & ecosystem building	500+ newsletter subscribers.	All partners
Networking, synergies & liaison activities	5 Joint press releases & statements; 5+ Practice Abstracts; 10+ MoUs/ LoIs with R&I Networks/ Platforms, Industry Associations & Groups.	All partners
Community & ecosystem building	Catalogue of the IPMorama solutions capturing progress from the start; 1 IPMorama Booklet; 3 Exploitation & IP Strategy workshops.	FSH
Communication KPIs		
Full Branding & Web Design	1 (Printable) brand book and guideline. 1 website (incl. chat feature). 5 social media accounts (LinkedIn, Facebook, Twitter, YouTube, Instagram). Coordinated dissemination & communication materials: 1 (posters, brochures, project factsheet), 1 (notebook, folder, roll-ups, banners, stickers), 1 social media kit (feed & story templates, video covers).	FSH, All partners
Digital & Social Media	25,000 unique website pageviews, 1500 no. of views/downloads (audio-visual material, brochures, etc.)(Source: Google Analytics). < 50% bounce rate. 70+ blog posts (incl. infographics and insights from end users, market and policy experts). 2000 social media followers, 20-30% avg. click-to-open rate, 20 editorial backlinks in top-tier online magazine outlets.	FSH, All partners
Press Outreach & Events	10+ press releases. 5+ speeches/interviews (TV, radio). 20 featured articles in magazines.	FSH, All partners

Additionally, a provisional KPI distribution plan has been formulated and will be shared with the partners for feedback and alignment.

This plan is divided into two sections:

One section outlines the distribution of KPIs per partner, as each partner is responsible for fulfilling specific KPI obligations. The allocation of KPIs to each partner takes into consideration their contributions to WP4, as outlined in the Grant Agreement.

Another section details the distribution of KPIs per reporting period: IPMorama has set certain milestones to ensure the smooth progression of the project. The KPIs have been allocated across the reporting periods: M1-M18, M19-M36, M37-M48.



The KPI distribution sheet will be accessible in the shared IPMorama folder, accessible to all consortium members. Additionally, screenshots of this sheet are provided in the following figure. The KPI distribution plan can be modified based on the learning takeaways and is subject to change.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
1	Dissemination (D), Communication (C) and Exploitation (E)					TARGET	Teagasc	AU	WU	WR	FSH	INRAE	CSIC	CREA	SaKa	inov3PT	SIS	LFL	APL	GIP GEVES	FIBL	WBF	JHI
2	1. Dissemination activities																						
3	Participate in high-level events (live, digital, conferences, cross white, data webinars and on-demand presentations (disKPI 1))					25+																	
4	Organising Open Days					3	3		2								1						
5	Organising live & on-demand webinars					10																	
6	Organising off-season testing workshops					2+		2				1								1			1
7	Organising alignment workshops for reference					3+																	
8	Organising Project solution																						
9	Conduct					1																	
10	Peer-reviewed papers & IP-Morava Practice abstracts					20	1	1	1	1		1	1	1	1	2	1	1	1	2	2	1	1
11	Scientific and policy briefs (disKPI 2)					15																	
12	Community & ecosystem building (disKPI 3)																						
13	Newsletter subscribers					300+					500+												
14	Joint press releases & statements					5																	
15	Networking, synergies & follow-up activities (disKPI 4)																						
16	Practice Abstracts					5+	5				5												
17	Meetings with R&I Networks/ Platforms					10+																	
18	2. Communication activities																						
19	Printable brand book and guideline					1					1												
20	Website					1					1												
21	Social media accounts (LinkedIn, Facebook, Twitter, YouTube, Instagram, etc.)					5					5												
22	Coordinated materials (poster, brochures, fact sheets, etc.)					1					1												
23	Notebook, folder, roll-up, banners and stickers					1					1												
24	Social media kit (feed and story templates, video)					1					1												
25	Unique website pageviews					25000					25000												
26	No. of views/downloads (audio-visual materials)					15000					15000												
27	Digital & Social Media																						
28	Blog posts (incl. editorial infographics and insights)					70+	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
29	Social media followers					2000					2000												
30	Avg. click-to-open rate					20-30%					20-30%												
31	Editorial backlinks in top-tier online magazine					20					20												
32	Press Outreach & Event Planning																						
33	Press releases					10+					10+												
34	Speeches/interviews (TV, radio)					5+					5+												
35	Featured articles in magazines					20					13												
36	3. Exploitation activities																						
37	Catalogue of the IPMorava solutions					1					1												
38	Sustainability & Internal Commms (disKPI 5)																						
39	Exploitation & IP Workshops					1					1												
40	IPMorava Booklets					1					1												

Figure 30: Sheet for KPI distribution per partner in IPMorama

4.2. Reporting Templates

To ensure ongoing oversight of all dissemination and communication activities within WP4, we have created a monthly IPMorama D&C activity report, which is shared with all partners. This report provides a detailed account of events, publications, social media interactions, conference participation, scientific contributions, and more. We will solicit feedback from partners and incorporate it to track the progress of DEC's development, adjust plans as necessary, and uphold accountability among partners.

Partners will periodically provide this information through a dedicated Google Form for reporting dissemination and communication KPIs (for further details, see section 4.2 – Reporting Templates). This ensures the list remains current and includes any new projects that emerge.

Questions Responses Settings



IPMorama - Communication & Dissemination Activity Report

Dear IPMorama partners,

This form will be used for reporting of all activities or events organized/attended/participated by any of IPMorama consortium members. Please, fill in this form with the relevant information requested EACH TIME YOU DO D&C ACTIVITY. This will enable an effective and timely feed of our IPMorama website and social media news.

Thank you.

FSH team

Email *

Valid email address

This form is collecting email addresses. [Change settings](#)

Figure 31: IPMorama D&C reporting form

5. Exploitation, IPR Management Strategy & Sustainability

This chapter provides an introduction to the project's Key Exploitable Results (KERs) – commercial and non-commercial ones - IPMorama's general approach to potential pathways for their exploitation and KPIs for monitoring their impact. To enhance clarity and timeliness in capitalizing on and ensuring the sustainability of IPMorama's results, a more comprehensive approach will be presented in the forthcoming document, D4.3 - Sustainability, Scalability & IPR management strategy scheduled for release in Month 36 of the project implementation, as well as in the upcoming updated versions of this deliverable in Month 12 and 24. These documents will further elaborate on the exploitation component of the DEC plan, providing additional details regarding the project's sustainability beyond IPMorama's 48-month duration. The Exploitation strategy is systematically developed and will be refined through iterative sprints.

5.1. Exploitation Methodology

To ensure widespread adoption of the project outcomes and maximize their impact, it's imperative to strategically plan and develop a robust methodology for Sustainability, Exploitation, and Intellectual Property Rights (IPR) Management. This methodology provides a comprehensive framework for essential activities to be carried out. The forthcoming exploitation and IP-related activities will be based on this methodology, with the flexibility to adapt and refine as necessary to optimize the implementation of the IPMorama solutions.

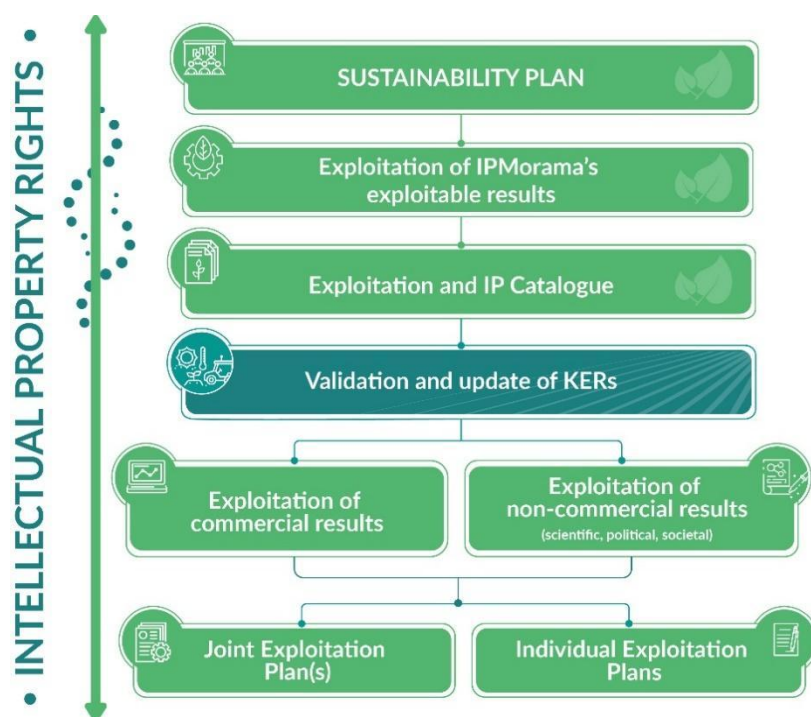


Figure 32: IPMorama Exploitation Strategy

The general approach to Sustainability, IPR management, and Exploitation in the IPMorama project is illustrated in Figure 26, with key segments outlined below.

5.1.1. Sustainability Strategy

The sustainability strategy delineates a specific set of measures and actions to ensure the continued use and exploitation of both commercial and non-commercial outcomes of the project. These actions aim to ensure that project results are utilized by partners and stakeholders, thereby enhancing sustainability and extending impact beyond the project's conclusion. Long-term planning is essential to foster stakeholder engagement and attract potential investors.

5.1.2. Exploitation and IP Catalogue

IPMorama anticipates the development of both commercial and non-commercial outcomes identified during the Proposal Preparation Phase and outlined in the Grant Agreement. It's crucial to systematically capture, monitor, and manage outcomes throughout the project lifecycle. In order to identify and systematically validate Key Exploitable Results (KERs), but also other results that are foreseen in the project, IPMorama will develop an online template - IPMorama Exploitation and IP Catalogue. The aim of the Catalogue is to capture both tangible and intangible outcomes (knowledge or information; commercial and non-commercial) that have a potential to be exploited once the project finishes. It will also cover all potential applications of project results (scientific, societal, and economic) and briefly highlight partners' future exploitation and IP strategies and intentions. Because of the innovation-oriented character of the project, the practice of compiling the Catalogue is envisioned to be a comprehensive, iterative, and continuing process. The final findings will be reported in D4.9 Sustainability, Scalability & IPR management strategy II in M48.

5.1.3. Exploitation of Non-Commercial Results

Non-commercial results are not meant to be exploited on the market; however, their non-profit driven exploitation is very important in order to make them available to target stakeholders who can benefit from them. Therefore, such exploitation routes will also be investigated and elaborated in the context of IPMorama Exploitation strategy. Non-commercial results can provide value to **scientific and research community, policy makers and broader society**:

- **Scientific advances/re-use:** Scientific outputs such as models, methods, prototypes, and any available data generated throughout the course of the project can be utilized by the scientific community for future research.
- **Policy-making:** Project results may provide policy-makers and regulators with evidence-based information that can be useful in the process of forming new policies or changing existing ones.
- **Training and education:** Some of the results can be used to develop education and training programs for students, professionals and/or the general public.
- **Contribution to new standards** related to Integrated Pest Management practices/technologies, etc.

IPMorama scientific breakthroughs are expected to be exploited (i) under other existing research activities, (ii) under new research projects (in collaboration with third parties or not), and/or (iii) for educational/training purposes (specifically in the case of universities aiming to increase higher education attraction and release high quality professionals). Rules or restrictions on scientific exploitation may be posed by the private partners of the project so as to protect their economic interests. Such restrictions (e.g., time scale) will be applied only to the knowledge co-produced by commercial enterprises and research organizations.



5.1.4. Exploitation of Commercial Results

Most of the IPMorama results will be utilized for non-commercial purposes, however, there is also a possibility of achieving commercial interests that will be further investigated during the project.

In order to prepare project partners interested in commercialization of their assets for market entry, the following needs to be elaborated:

- **Market analysis** to understand market dynamics, competition, and stakeholder needs.
- **Go-to-market strategy** focusing on product-market fit, target audience, and distribution channels.
- Exploration of **funding opportunities** to support project beneficiaries in securing funding that can ensure financial sustainability of their business solutions.
- Development of **joint and individual business plans** structured to include value propositions, market insights, operations, IPR considerations, etc.

5.1.5. IPMorama Business Modelling

In the scope of IPMorama Exploitation Strategy **one universal, crop agnostic business model** will be developed, to be applicable at a farm level. The effective business model should motivate external target stakeholders, namely farmers, to apply IPM practices developed in the scope of the project by clearly defining value proposition and highlighting positive environmental, social, and economic benefits. This business model will be based on sustainability principles. Adopted by the large number of farmers across EU, this business model will enable sustainable uptake of IPMorama solutions beyond the end of the project.

65.1. Individual and joint exploitation plans

Individual and joint exploitation plans will be developed for project partners with commercial and non-commercial exploitable results. All project partners are interested in sharing their IP generated during the project with the industry (i.e., agricultural advisory service providers, breeders), but most importantly with the scientific community for further research advancements.

The way this exploitation will be achieved will be presented in co-created exploitation plans. During initial discussions among consortium partners, a number of project results have been preliminary identified (i.e., an “off-season” surveillance and testing service, new molecular tools for characterisation of isolates, AU-Biorepository (for yellow and stem rust) & INRAE-Biorepository (for leaf rust), Disease Survey Crowdsourcing APPs) that will allow wide and sustainable exploitation of IPMorama knowledge, technologies and practices to relevant stakeholders.

By project's end, final agreements on exploitation and sustainability for all outcomes (both commercial and non-commercial) will be presented in the final deliverable, D4.9 Sustainability, Scalability & IPR management strategy II in M48.

5.2. IPR Management

As an integral asset of the project, IP needs to be managed and used strategically to ensure smooth cooperation and maximize the impact of project results. Hence, IP management plays an essential part in the entire lifecycle of research and innovation projects funded under the European Commission's Horizon Europe Framework Programme. Overall, IPMorama IPR Management Strategy is expected to:

- Increase the overall IP knowledge of all Consortium Members.
- Identify and provide a clear picture of the partner's existing IP.



- Identify potential ways for IP Protection.
- Facilitate the development of a joint IP management and exploitation strategy.
- Prevent potential IP conflicts between the Consortium Members but also between 3rd parties (e.g., IP infringement).
- Enhance the Project's overall Plan for the Exploitation and Dissemination of Results.

Against this background, IPMorama will adopt a comprehensive IPR Management Strategy taking into account all five distinct project stages/phases identified, working in lockstep with the Exploitation Strategy. The phases of the IPR Management Strategy and the corresponding activities are demonstrated at Figure 27.

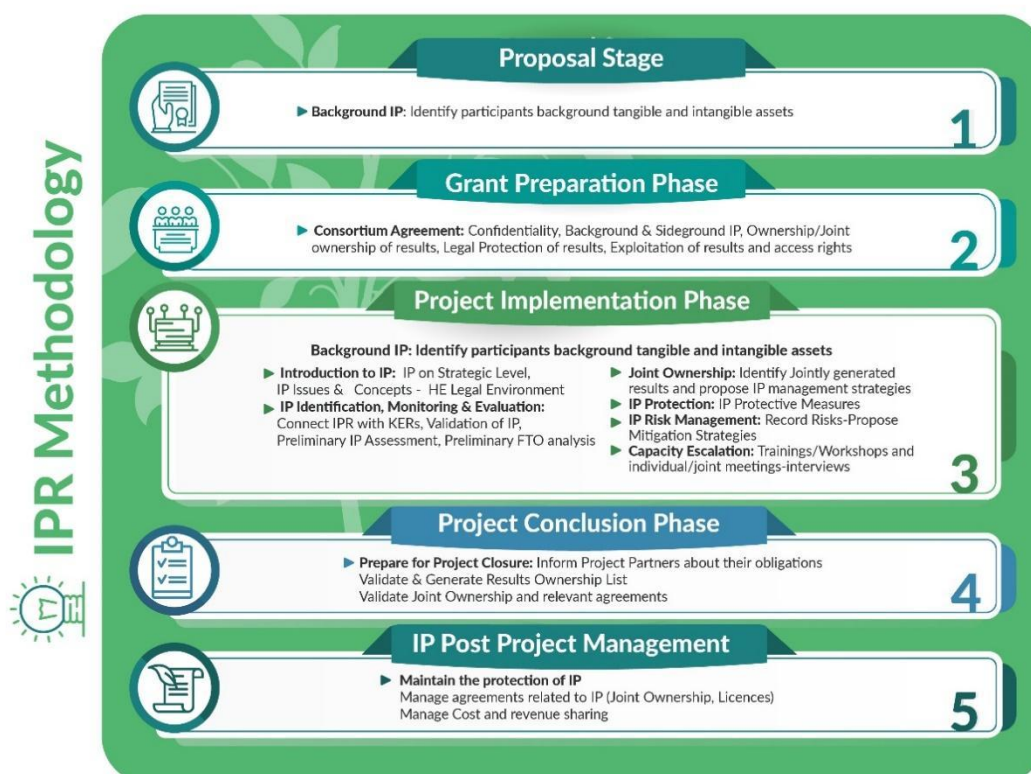


Figure 33: IPR Management strategy

Outlined below are the details of the five distinct project stages/phases:

1. Project Planning / Proposal Stage: All project participants background, tangible and intangible assets (i.e., scientific studies, methods, materials), and the potential IPRs attached to them (i.e., patent, copyright), likely to be needed for the implementation of the project and/or for the use of the expected results subject to IPR have been already taken under consideration during the proposal formulation. Assets of interest gathered, will be used in order to formulate the first Preliminary Results Ownership List.

2. Grant Preparation: Matters related to management of knowledge and IPR handling (Confidentiality, Background & Sideground IP, Ownership/Joint ownership of results, Legal Protection of results, Exploitation of results and access rights) are defined in the Consortium Agreement (CA). Results Ownership: Each participant will own the results it generates. Joint ownership: When results are generated jointly, the partners in question will determine their respective share of the innovation and a Joint Ownership agreement will be signed establishing the basis for future exploitation.

3. Project Implementation: Several activities are foreseen to take place during the implementation of the Project. More specifically, the IP management strategy is expected to focus on the following:

3.1. Introduction to IPR:

At the first stage, all Project Partners will get familiar with the basic concepts of IP and IPR, taking into consideration the following:

- Intellectual Property Concepts and Definitions on Strategic Level;
- Main Intellectual Property Issues & Concepts;
- Legal Environment of Horizon Europe

3.2. IP Identification, Monitoring & Evaluation:

Connecting IP and Key Exploitable Results: The first action will include the further validation of KERs and their connection with IPR activities. Project's KERs will be recorded in IPMorama Exploitation and IP Catalogue. It is crucial to have a clear picture of all the KERs, for instance their nature and type (e.g., software, hardware, service), their commercial potential (e.g., in terms of geographical targeting) in order to align KERs with the IP strategy and provide useful feedback.

IP Identification, Monitoring: Newly generated knowledge/innovations and related new IP, will be constantly recorded and assessed. Overall, the most suitable protection of IP depends on the character of the results. Therefore, it is essential to compile a complete list of the background, side ground and the expected results (foreground) of the project to properly manage IP and support the preparation of the exploitation activities, as well as to provide input for the Results Ownership List needed for the final periodic report.

This will be done in the form of a preliminary **IP Assessment** (using a questionnaire), a systematic review of the IP owned and brought to the project, IP generated during the project including possible joint IP development and joint ownership. Furthermore, a **tailored and individualized analysis** for each project partner will be implemented resulting in the development of **individual IP Profiles**.

Based on these profiles, we will be able to map and assess the current status of each partner in terms of project innovations, internal processes related to IP management (e.g., internal IP policies, security, as well as an internal IP self-assessment), while we can group project partners in terms of maturity and implement customized actions providing individualized information.

3.3. Joint Ownership:

It is crucial to identify jointly generated results and propose IP management strategies. For that reason, the following issues should be identified and tackled accordingly:

- Identification of joint owners
- Allocation of shares (i.e., equally split, split in proportion to individual contributions)
- Conditions of non-commercial use of jointly owned IP
- Conditions of commercial exploitation of jointly used IP
- Rules on licensing/sub-licensing, transfer of shares
- IP protection and maintenance
- IP monitoring and enforcement
- Governing law and jurisdiction

3.4. IP Protection:

Protection of results is essential since effective exploitation depends on it. Thus, IPMorama participants must assess the possibility of protecting their results once these are generated, identified and evaluated in the context of IPR Management Strategy. Should the results be reasonably expected to be commercially or industrially exploited and their protection possible, reasonable and justified,



then participants must provide for adequate protection of the results during an appropriate period and in a suitable territory. Thus, although **IP protection is vital for prospective commercial or industrial exploitation**, on the other hand **it is not always mandatory**.

The choice of the most suitable form of IP protection, as well as the duration and geographical coverage depends on **the results** at stake (e.g., whether it is an invention, software or a database), but also **the business plans** for their exploitation and **legitimate interests** of consortium partners.

In this context, the IPR Management Strategy will establish tools and mechanisms to facilitate Project Partners to make informed decisions about the potential protection of their IP. IPMorama is expected to identify and propose IP protective measures, based on project partner's needs (e.g., Joint ownership), as well as based on different technologies, end-products etc. that will be generated during the project. In the table below, some of the preliminary IP protective measures are presented.

Table 6: Indicative Protection Measures

Subject Matter	Patent	Utility Model	New (Industrial) Design	Copyright	Trademark	Trade Secret
Invention	x	x				
Software	x					
Scientific Article				x		
Design of a product				x		
Name of a product			x	x	x	
Name of a product / Service					x	
Know-how						x
Website			x	x	x	

3.5. IP Risk Management:

Risk is the possibility or likelihood of harm, loss, or less-than-expected returns. The primary reason for risk identification and management is to assure that program decision-makers learn about and deal with important risks before they turn into issues. Risks related to IP fall into multiple categories that can pose threats to program schedules, cost, and scope performance.

Therefore, we need to frame the facts of the risks and determine what actions might mitigate or lessen their impact. For this reason, **potential risks connected with IP will be recorded, analyzed and evaluated**. Based on this analysis, mitigation actions and strategies will be proposed. The IP risk activities will work in lockstep with the overall Project Risk Management, Assessment and Mitigation Strategy.



3.6. Capacity Escalation Activities

will also take place. The first IP workshop on general IP considerations that IPMorama consortium needs to take into account during the implementation of the project, including background/foreground knowledge, access rights, IP protection measures and connections between IP management and exploitation & dissemination activities will take place in M4, while at least two additional workshops will take place towards the middle and close to the end of the Project, where the bulk of information related to IP will be available. In the meantime, FSH as leader of Exploitation and IP activities will be available for individual mentoring support for project partners who might need additional, tailor-made assistance regarding their IP issues.

4. Project Conclusion

Project partners must be aware that obligations concerning IP management and certain provisions in the agreements remain in force after the project conclusion such as confidentiality obligations, transfer of results, obligations to protect results capable of commercial exploitation. In this context, when approaching the end of the Project, all Project Partners will be informed about their obligations and the next steps while they will also **verify the Results Ownership List** in the context of **the 3rd and final IP workshop**.

5. IP Post Project Management: The obligations for project partners also remain active after the end of the project. Therefore, the following issues will be taken into consideration:

- How to maintain the protection of IP.
- How to manage agreements related to IP (Joint Ownership, Licenses).
- How to manage Cost and revenue sharing.

5.3. Exploitation KPIs

The exploitation-related activities will be regularly evaluated and monitored during the implementation of the project. A series of KPIs, related to the exploitation and sustainability of the project's results have been already defined by the IPMorama consortium, as it is described below:

Table 7: Exploitation KPIs and target values

Performance Indicator	Target Value
Exploitation & IP Strategy workshops	3
Universal Business Model	1
Exploitation plans for IPMorama partners	10+



6. Conclusion

The initial IPMorama Dissemination, Exploitation, and Communication (DEC) Plan has been established as a comprehensive guide to support the project's visibility and impact through strategic dissemination, exploitation, and communication activities. This document presents the foundational DEC framework, defining key phases, timelines, and tools for engaging stakeholders. The plan outlines diverse activities aimed at reaching the DEC targets, with preliminary methods for monitoring and reporting progress.

Key tools and channels, such as the IPMorama website, social media platforms, newsletters, and press releases, have been identified to foster awareness among the project's target audiences. This initial DEC plan will be refined based on practical feedback gathered during the project's early stages. All consortium partners are encouraged to actively participate in DEC activities, ensuring a robust engagement and the long-term exploitation of IPMorama's outcomes.

The **Second Dissemination, Exploitation & Communication Plan and Report (D4.5)** is due in M12. It will be presented in the form of a report, providing an updated version of the DEC plan and the relevant activities of tasks T4.3 and T4.4 which are to take place during the 1st year of the project.



7. Annexes

Annex 1 – D&C Branding Material





Annex 2 – Logo Variations



Annex 3 – Activities planning template



