



D4.5: Dissemination, communication and exploitation plan and reports v2

Author(s)/Organisation(s)	Aleksandra Anđelković (FSH), Valentina Cola (FSH), Thomas Gitsoudis (FSH), Milica Kovač (FSH), Tatjana Knežević (FSH), Neda Marković (FSH), Marija Milošević (FSH)
Contributor(s)	Dan Milbourne (Teagasc), Sara Dunny Fox (Teagasc)
Delivery Date (DoA)	M12
Actual Delivery Date	M12 - 28.08.2025.
Dissemination Level	PU – Public, fully open (automatically posted online when approved by the European Commission)
Abstract:	D4.5 is version 2 of the report presenting the Dissemination, Exploitation and Communication (DEC) plan, with guidelines for partners & an action plan on synergies with other initiatives.

Document Revision History			
Date	Version	Author/Contributor/ Reviewer	Summary of main changes
04.07.2025.	ToC	Aleksandra Anđelković, Valentina Cola (FSH)/ Dan Milbourne, Sara Dunny Fox (Teagasc)	ToC sent for review
24.07.2025.	0.1	Aleksandra Anđelković, Valentina Cola, Thomas Gitsoudis (FSH)	Internal review & structure check
01.08.2025.	1.0	Aleksandra Anđelković, Valentina Cola, Thomas Gitsoudis (FSH)	After the internal review, this version sent for review to the project coordinator
21.08.2025.	2.0	Dan Milbourne, Sara Dunny Fox (Teagasc)	Suggested edits
28.08.2025.	Final Version	Aleksandra Anđelković, Valentina Cola, Thomas Gitsoudis (FSH)	File ready for submission



Participant Number	Participant organisation name	Short name	Country
1.	TEAGASC - AGRICULTURE AND FOOD DEVELOPMENT AUTHORITY	TEAGASC	Ireland
2.	AARHUS UNIVERSITET	AU	Denmark
3.	WAGENINGEN UNIVERSITY	WU	Netherlands
4.	STICHTING WAGENINGEN RESEARCH	WR	Netherlands
5.	UDRUZENJE ZA PREDUZETNISTVO I INOVACIJE FOODSCALE HUB	FSH	Serbia
6.	INSTITUT NATIONAL DE RECHERCHE POUR L'AGRICULTURE, L'ALIMENTATION ET L'ENVIRONNEMENT	INRAE	France
7.	AGENCIA ESTATAL CONSEJO SUPERIOR DE INVESTIGACIONES CIENTÍFICAS	CSIC	Spain
8.	CONSIGLIO PER LA RICERCA IN AGRICOLTURA E L'ANALISI DELL'ECONOMIA AGRARIA	CREA	Italy
9.	SAKA PFLANZENZUCHT GMBH & CO. KG	SaKa	Germany
10.	INNOVATION DES PRODUCTEURS DE PLANTS DE POMME DE TERRE	inov3PT	France
11.	S.I.S. SOCIETA ITALIANA SEMENTI S.P.A.	SIS	Italy
12.	BAYERISCHE LANDESANSTALT FÜR LANDWIRTSCHAFT	LfL	Germany,
13.	AgriFood Lithuania DIH	AFL	Lithuania
14.	GROUPE D'ETUDE ET DE CONTRÔLE DES VARIÉTÉS ET DES SEMENCES	GIP GEVES	France
15.	FORSCHUNGSINSTITUT FÜR BIOLOGISCHEN LANDBAU STIFTUNG	FIBL	Switzerland
16.	EIDGENÖSSISCHES DEPARTEMENT FÜR WIRTSCHAFT, BILDUNG UND FORSCHUNG	WBF	Switzerland
17.	THE JAMES HUTTON INSTITUTE	JHI	United Kingdom

Disclaimer

Funded by the European Union. 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.



Title: Integrating breeding for IPM into the deployment landscape for wheat, potatoes and grain legumes

Type of action: HORIZON Research and Innovation Actions

Topic: HORIZON-CL6-2023-BIODIV-01-14

Start date of project: 1 September 2024 • Duration: 48 months

© IPMorama Consortium, 2024

Reproduction is authorised provided the source is acknowledged.



Table of Contents

Executive Summary	7
1. Introduction	8
1.1. Project summary	8
1.2. Document Scope	8
1.3. Document Structure.....	9
2. Overview	10
2.1. Methodology.....	10
2.2. Specific Objectives and Time Plan.....	10
3. Dissemination and Communication channels, tools and activities	12
3.1. Visual Identity	12
3.1.1. Logo and Branding Book	13
3.1.2. European Flag and Funding Statement.....	13
3.1.3. Disclaimer for Publications	13
3.1.4. Templates.....	14
3.2 Communication Materials and Target Groups.....	15
3.3. IPMorama Channel Mix	18
3.3.1. Website	18
3.3.2. Social Media	21
3.3.3. Newsletter.....	25
3.3.4. Press Outreach	26
3.3.5. Publications.....	28
3.3.6. Event Planning	29
3.3.7. Networking and Synergies	30
3.3.8. Videos.....	32
3.3.9. EC Tools	33
4. Stakeholder engagement	34
4.1. Key Stakeholder Segments.....	35
4.2. Key AKIS Networks	35
4.3. Stakeholder mapping results	38
5. Monitoring and evaluation	39
5.1. KPIs.....	39
5.2. Reporting Templates.....	39
6. Coaching methodology for spreading IPMorama solutions through community	41
6.1. Target Group Mapping and Initial Scouting.....	41



6.2. Research on Drivers and end-user adoption of IPMorama Results.....	42
6.3. Strategy for Impact	42
6.4. Multimedia Awareness Raising.....	43
7. Exploitation, IPR Management Strategy & Sustainability.....	44
7.1. Importance of Exploitation	44
7.2. IPMorama Exploitation Strategy.....	45
7.3. Methodological approach.....	46
7.3.1 Exploitation and IP Catalogue	46
7.3.2 Intellectual Property Workshops	48
7.4 Key Exploitable Assets (KEAs)	49
7.5. Portfolio of IPMorama Exploitable Assets (EA).....	51
8. Conclusion.....	52

List of Figures

Figure 1: IPMorama Concept	8
Figure 2: SOSTAC model.....	10
Figure 3: IPMorama DEC funnel.....	11
Figure 4: Examples of Branding material	12
Figure 5: EU emblem used for IPMorama.....	13
Figure 6: SERI emblem used for IPMorama	13
Figure 7: UKRI emblem used for IPMorama	13
Figure 8: Foodscale Hub using PowerPoint template for the IP workshop	15
Figure 9: IPMorama brochure.....	15
Figure 10: IPMorama target groups.....	16
Figure 11: IPMorama landing page	19
Figure 12: IPMorama Insights Corner	20
Figure 13: IPMorama Google Analytics.....	20
Figure 14: Icons presenting IPMorama's social media presence.....	21
Figure 15: LinkedIn post example	22
Figure 16: Facebook post example	23
Figure 17: X post example.....	24
Figure 18: Instagram post example	25
Figure 19: 1st Newsletter.....	26
Figure 20: Press release in French media	27
Figure 21: Practice Abstract #2	28
Figure 22: Foodscale Hub at the International Agriculture Fair in Novi Sad	29
Figure 23: IPMorama Webinar on Legumes and Diseases	30
Figure 24: Synergy in action	32
Figure 25: The channels and value EC tools for IPMorama	33
Figure 26: Influences and Interests in IPMorama network	34
Figure 27: IPMorama Monitoring Workbook	38
Figure 28: IPMorama T4.3 Target Group Mapping.....	42
Figure 29: IPMorama Exploitation Strategy.....	45



Figure 30: Screenshot from the 1st IP Workshop	48
Figure 31: Screenshot from the 1st IP Workshop	49
Figure 32: List of exploitable assets	51

List of Tables

Table 1: List of abbreviations and acronyms	6
Table 2: Target groups	18
Table 3: Project Communication Channel Metric.....	18
Table 4: AKIS Network Overview	38
Table 5: Product Overview of the Vulnerability Mapping Tool	50
Table 6: Product Overview of the Disease Survey Crowdsourcing App	50
Table 7: Product Overview of the Business modelling practice	50
Table 8: Product Overview of the IPMorama Expert Breeding and Cultivar Kit.....	51

List of Abbreviations and Acronyms	
VCU	Value for Cultivation and Use
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

Table 1: List of abbreviations and acronyms



Executive Summary

The IPMorama Dissemination, Exploitation, and Communication (DEC) Plan has been updated to serve as a strategic framework for effectively communicating the project's progress, engaging stakeholders, and supporting the practical uptake of results. This second version of the DEC plan reflects the evolution of activities from project month 3 (M03) to month 12 (M12), incorporating lessons learned, refinements in strategy, and highlights from key initiatives carried out by the consortium.

At its core, the DEC strategy continues to focus on three interlinked objectives:

- **Raising Project Awareness:** Building recognition of IPMorama across Europe and beyond through coordinated outreach efforts using digital platforms, scientific publications, public events, and tailored content for diverse audiences.
- **Engaging Stakeholders:** Strengthening relationships with farmers, breeders, researchers, advisors, policymakers, and civil society through participatory formats and targeted engagement strategies that reflect the project's variety-centric approach to Integrated Pest Management (IPM).
- **Promoting Use and Exploitation of Results:** Translating research and innovation into actionable tools, methodologies, and services that can support sustainable crop production, with an emphasis on stakeholder-driven validation and co-development.

This updated plan provides a synthesis of the dissemination, communication, and exploitation activities implemented in the first project year, along with preliminary KPI achievements and a roadmap for the next implementation phase. It highlights:

- **Updated Methodology and Tools:** Improved monitoring of DEC performance using shared KPI tracking tools, regular partner reporting, and feedback loops to refine tactics and priorities.
- **Activity Highlights and Achievements:** A curated overview of key communication actions, stakeholder engagement moments, and exploitation milestones, including the development of the Exploitation and IP Catalogue and the hosting of the first IP workshop.
- **Forward Planning:** Strategic adjustments for M13–M24, including scaling visibility, deepening stakeholder relationships, and preparing pathways for sustained impact.

Together, these updates demonstrate the consortium's commitment to delivering a well-coordinated, impact-driven DEC strategy aligned with IPMorama's scientific ambition and multi-actor approach.



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 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.

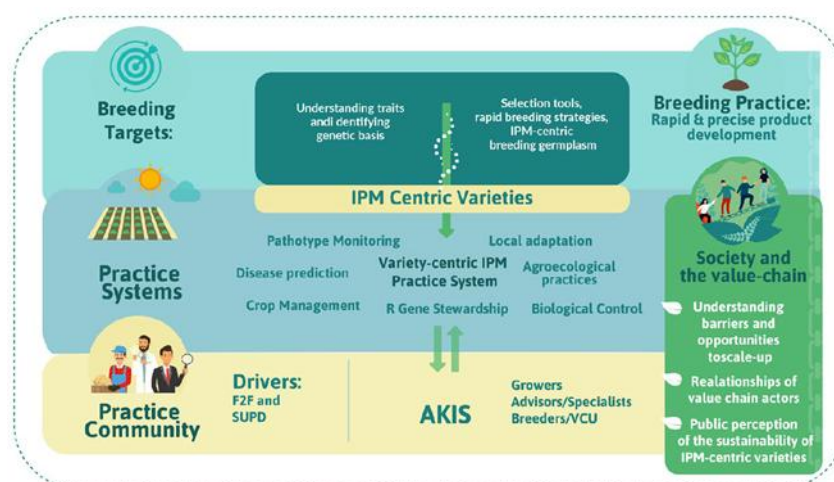


Figure 1: IPMorama Concept

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

This second version of the IPMorama Dissemination, Exploitation, and Communication Plan builds on the framework established in Deliverable D4.1. It refines and expands the strategies for stakeholder engagement, visibility, and uptake of project results, based on the first year of implementation.

The document outlines key updates in communication and dissemination activities, progress on exploitation planning, and preliminary results against defined KPIs. It also incorporates feedback from early engagement efforts and provides a roadmap for activities in the upcoming reporting period.

The aim is to ensure that the DEC strategy remains targeted, effective, and aligned with project objectives, while supporting increased adoption and long-term impact of IPMorama outcomes across the relevant stakeholder landscape.

1.3. Document Structure

This document is organised into eight main sections:

Section 1 introduces the purpose, scope, and structure of the deliverable.

Section 2 provides an overview of the project's aims, methodology, and the specific objectives of the DEC strategy.

Section 3 presents the dissemination and communication channels, tools, and activities implemented during the reporting period, including visual identity, materials, and the full channel mix.

Section 4 details stakeholder engagement activities, including segmentation, relevant networks, and results of the stakeholder mapping process.

Section 5 outlines the monitoring and evaluation approach, with an emphasis on KPIs and reporting templates used to track performance.

Section 6 introduces the coaching methodology developed to support the uptake of IPMorama solutions through community-based engagement.

Section 7 provides an update on the exploitation and IPR strategy, including methodologies, business modelling, and sustainability planning.

Section 8 concludes the document with final observations and outlines the direction for upcoming DEC activities.



2. Overview

2.1. Methodology

The DEC methodology remains structured around the SOSTAC framework, as introduced in D4.1, but has been refined to reflect early implementation experience and emerging needs from partners and stakeholders.

- **Situation analysis** now includes real-time monitoring of DEC indicators and qualitative feedback from key audiences.
- **Objective setting** has remained aligned with the original strategy but has been adjusted based on the pace of stakeholder engagement and uptake.
- **Stakeholder segmentation** has evolved through ongoing mapping activities and active involvement in events and online platforms.
- **Tactics and actions** have been adapted to increase visibility, ensure accessibility of outputs, and support multi-channel communication.
- **Control mechanisms** such as shared KPI monitoring tools and monthly reporting templates have been integrated to track performance consistently.

This approach ensures coherence across work packages, responsiveness to external developments, and an evidence-based adjustment of tools and messages.



Figure 2: SOSTAC model

2.2. Specific Objectives and Time Plan

For the M03–M12 period, DEC efforts focused on the following specific objectives:

- Strengthening project visibility through coordinated communication on all established channels;
- Supporting partner engagement in events and external initiatives to maximise reach;
- Initiating exploitation planning through the first IP workshop and the development of the IP Catalogue;
- Establishing structured internal processes for tracking DEC progress and outputs.

The DEC Plan has been structured around a four-phase implementation framework, designed to ensure close coordination between the project's technical progress and its external engagement efforts. This structure provides a foundation for maintaining strategic coherence, enabling the efficient execution of tasks, and maximising overall impact throughout the project lifecycle.

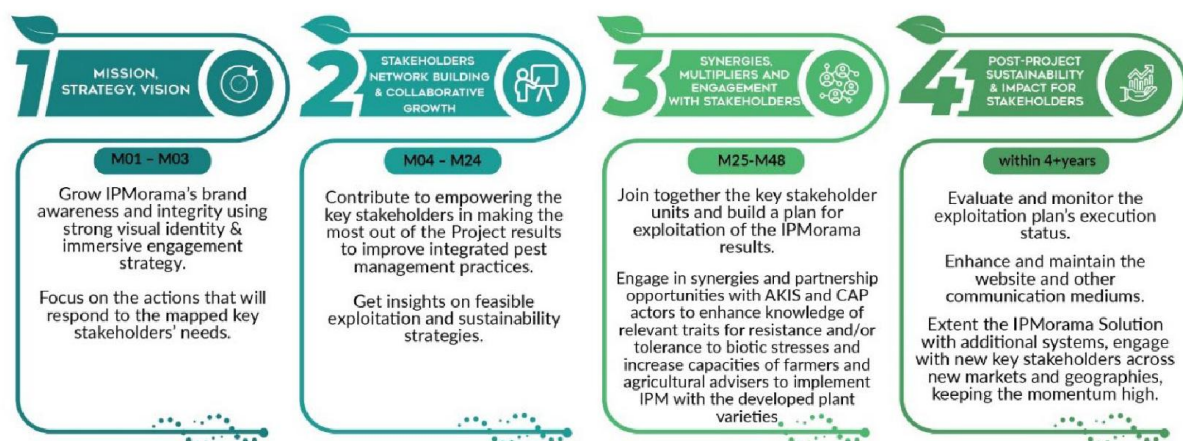


Figure 3: IPMorama DEC funnel

The time plan for M13–M24 foresees a shift toward:

- Increasing end-user engagement through targeted coaching and community-building;
- Promoting early results and insights through publications, videos, and online tools;
- Expanding synergies and clustering with related initiatives;
- Supporting sustainability and exploitation strategy refinement.

3. Dissemination and Communication channels, tools and activities

3.1. Visual Identity

In line with the strategy outlined in the initial DEC Plan, one of the first steps in the IPMorama dissemination and communication efforts was to establish a coherent and recognisable visual identity. The aim was to ensure consistency, increase project visibility, and enable partners to communicate clearly and professionally across all stakeholder groups.

The visual identity combines clean, contemporary design with sector-appropriate visuals, and includes the project logo, full branding guidelines, document templates, and usage instructions. A Visual Identity Book was created and shared with all consortium members to support consistent implementation. These materials are actively used in both physical and digital formats, including social media, the project website, newsletters, and promotional collateral.



Figure 4: Examples of Branding material

The branding package includes:

- The official IPMorama logo and colour palette;
- Templates for PowerPoint presentations, deliverables, press releases, and letters;
- A roll-up banner, project brochure, and social media kit;
- EU, UKRI, and SERI visibility elements and funding statements in line with grant agreement requirements.

These materials have been widely used by partners at local, national, and international events. Several partners have adapted the core visual identity for specific outreach activities, such as local language

adaptations of roll-ups, translated factsheets, or branded visuals for external presentations and field activities.

Since the start of the project, the visual identity has been tested across multiple formats and target groups. Based on feedback and use cases, minor refinements were made to improve clarity and adaptability for local contexts. The overall visual system remains stable and continues to serve as the foundation for all IPMorama communications.

3.1.1. Logo and Branding Book

The IPMorama logo and full branding package were developed and presented in D4.1. These visual elements have been consistently used in all official communication materials, including presentations, posters, social media content, newsletters, and print collateral. No changes have been made to the logo since its introduction. The branding book continues to guide the visual design of communication outputs, ensuring uniformity across channels and formats.

3.1.2. European Flag and Funding Statement

In accordance with Horizon Europe requirements, the European Union flag and funding statement have been included in all dissemination and communication materials produced to date. Where applicable, funding acknowledgements for associated partners (SERI and UKRI) have also been included. The statement is translated into national languages when needed, especially for materials targeted at local stakeholders.



**Funded by
the European Union**

Figure 5: EU emblem used for IPMorama



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
**State Secretariat for Education,
Research and Innovation SERI**

Figure 6: SERI emblem used for IPMorama



**UK Research
and Innovation**

Figure 7: UKRI emblem used for IPMorama

3.1.3. Disclaimer for Publications



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement GA No. 101135348.

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

IPMorama has developed a comprehensive suite of templates to ensure consistency, clarity, and adherence to the visual identity across all communication and dissemination outputs. These include templates for presentations, deliverables, letters, and press materials, which are available to all consortium members via the shared repository.

A PowerPoint presentation template was created in line with the project's graphic identity and has been used by partners during webinars, public presentations, internal meetings, and stakeholder events. The template features key design elements reflecting IPMorama’s themes—such as sustainable agriculture, integrated pest management, and plant breeding—and aligns with the visual tone set in the branding guide. This consistent use across partner activities has strengthened recognition and professional representation of the project.

In addition, a standard deliverable template is in use for all project reporting. It includes:

- A cover page displaying the project acronym and logo;
- Deliverable number and title;
- Document history and dissemination level;
- Legal disclaimer and funding information;
- Pre-formatted sections for structured text, tables, figures, and references.

This layout ensures uniformity and traceability across all technical and administrative reports. All submitted deliverables, including this one, adhere to this format.

To support external communication, templates for official letters and memorandums were also developed. These are used for formal correspondence with stakeholders, event invitations, declarations of interest, and other official project communications.

Throughout the first year of implementation, these templates have been regularly used by consortium partners and continue to support coherent and professional dissemination of project outputs across channels and formats.



Agenda

Time	Topic
10:30 – 10:40	Intellectual Property (IP) and Intellectual Property Rights (IPR)
10:40 – 11:10	IP Protection measures
11:10 – 11:30	IP in EU funded projects / IP Management in IPMorama
11:30 – 11:40	Intellectual property as a business asset
11:40 – 11:50	IPMorama Exploitation and IP Catalogue
11:50 – 12:00	Q & A

Figure 8: Foodscale Hub using PowerPoint template for the IP workshop

3.2 Communication Materials and Target Groups

During this period (M03–M12), the IPMorama consortium developed and disseminated a range of communication materials tailored to key stakeholder groups. These materials aimed to increase visibility, support stakeholder engagement, and raise awareness of the project's scope, goals, and early results.

Printed and digital materials produced to date include:

- A project brochure introducing IPMorama's objectives, methodology, and expected impact;
- A roll-up banner used at physical events, webinars, and partner premises;
- A social media kit containing branded templates for posts and stories;
- Visuals and assets for newsletters, blog posts, and press releases;
- Posters and factsheets tailored for specific events and stakeholder contexts.



Figure 9: IPMorama brochure



The design and content of materials have been adapted to suit a variety of audiences, including scientific communities, farmers, extension services, policy actors, and the general public. Where appropriate, materials were translated into local languages to improve accessibility and relevance at the national and regional level.

Communication assets have been distributed at agricultural fairs, stakeholder workshops, field trials, and conferences. Consortium partners have actively used the materials in their own institutional dissemination activities, further amplifying project visibility.

Target groups have been approached through a combination of direct outreach and broad dissemination tactics, with formats selected based on relevance and channel. For instance:

- Practice-oriented materials were developed with a focus on growers, breeders, and advisors;
- Policy- and research-oriented materials were shared via presentations, newsletters, and position papers;
- General awareness materials, including social media posts and infographics, were crafted to engage the wider public and build broader recognition of the project.

The communication approach has been guided by the stakeholder segmentation and target group analysis defined in the first version of the DEC Plan. For reference, the original classification of IPMorama target groups is presented below:

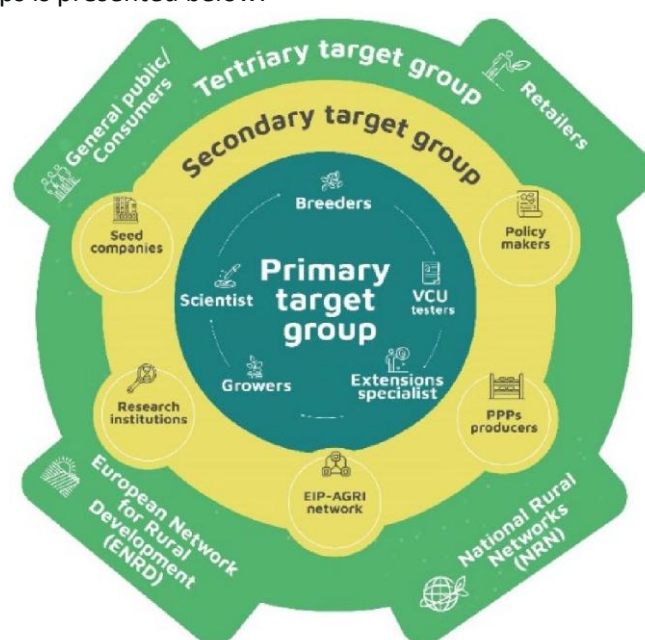


Figure 10: IPMorama target groups

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	Practical, hands-on knowledge to understand the benefits and implement IPMorama strategies and solutions.	Workshops and training, Open days on Trial farms, webinars, practice abstracts.

	breeding activities.		
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.		
Polymakers, 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.	Exchange of information, highlighting of best practices from pest management.	Joint press releases, workshops, policy recommendations, peer-reviewed papers, practice abstracts
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	Dissemination of knowledge and information, raising awareness of the importance of the topic	Events, website, social media, newsletter, press releases



	opinion. Raise awareness of the benefits of selected sustainable practices.		
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.		

Table 2: Target groups

3.3. IPMorama Channel Mix

To maximise visibility and ensure broad and effective outreach, IPMorama has established a multi-channel communication approach. The channel mix includes the project website, social media platforms, newsletters, press and media outreach, scientific publications, and participation in relevant events. This integrated system allows the consortium to reach multiple stakeholder groups with tailored messages and content formats.

The IPMorama channel mix enables timely dissemination of project updates, facilitates engagement with the wider community, and supports the visibility of results. Regular content production and partner involvement across all platforms have been instrumental in maintaining an active communication presence since project launch.

(We will add the metrics close to the submission date of this deliverable in order to be up to date)

PROJECT COMMUNICATION CHANNEL METRIC	ACHIEVED VALUE
Unique website pageviews	7,793
No. of views/downloads (audio-visual material, brochures, etc.) on the website	2,001
Website bounce rate (%)	50,7%
LinkedIn followers	205
Facebook followers	17
X followers	29
Youtube followers	7
Instagram followers	19
Newsletter subscribers	146

Table 3: Project Communication Channel Metric

The following subsections describe the performance, use, and progress of each channel in the reporting period.

3.3.1. Website



The IPMorama website (www.ipmorama.eu) serves as the central hub for project communication and dissemination. It was launched in Month 1 and has been continuously updated with news, publications, event announcements, and other project outputs.

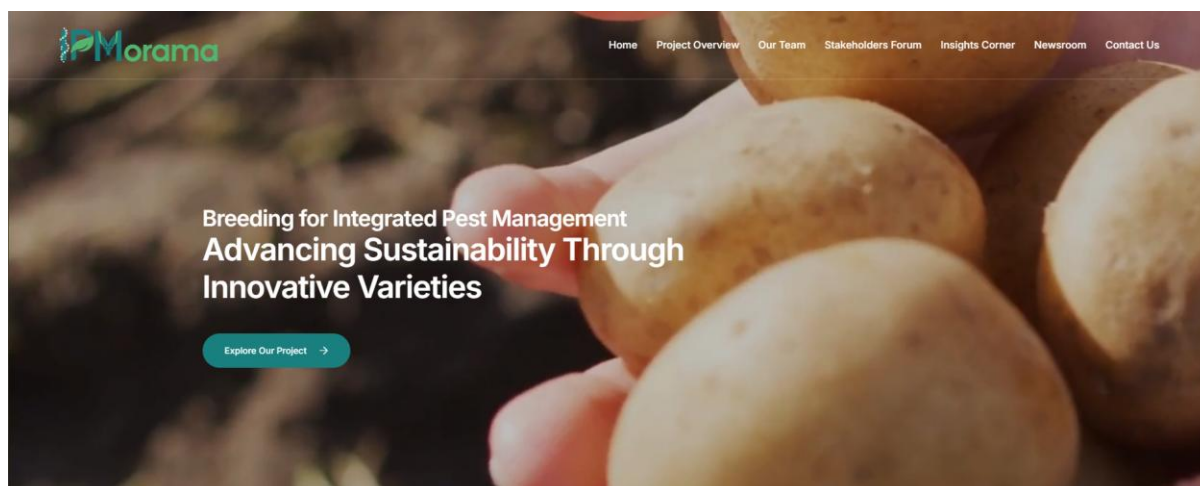


Figure 11: IPMorama landing page

The website structure includes the following main sections:

Home – An overview of the project with quick access to recent updates, social media, and subscription links.

Project Overview – A detailed description of project goals, methodology, and expected outcomes.

Consortium – Profiles of all project partners, their roles, and geographic coverage.

Newsroom – Regular updates in the form of blog posts, press releases, and event recaps.

Results – A section dedicated to public deliverables, practice abstracts, and scientific outputs.

Stakeholder Forum – A space to support interaction with the wider stakeholder community, including event calls and engagement opportunities.

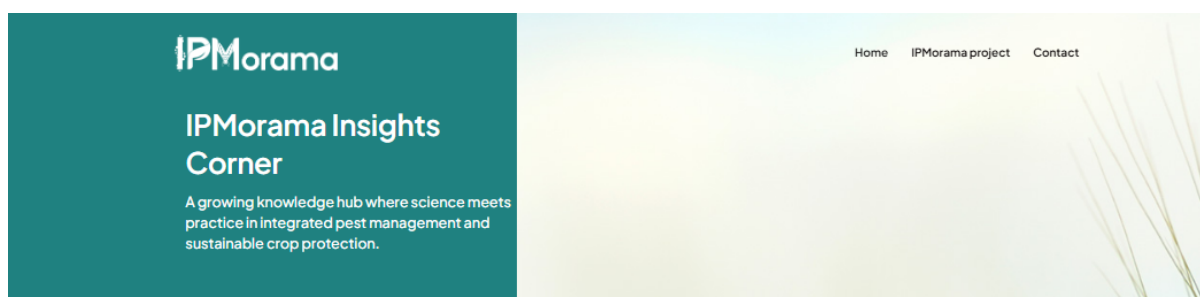
Insights Corner – A newly introduced section that showcases the project’s key concepts, thematic highlights, and visual summaries of practice abstracts, videos, infographics, and tools. It is designed to provide accessible, high-level insights for both practitioners and the general public.

Contact – Information for reaching the consortium, including a general contact form and designated communication focal points.

The website also includes the necessary privacy policy, GDPR compliance statements, and cookie notices. It is accessible in English, and selected content (e.g. brochures, abstracts) has been translated into local languages when needed for stakeholder engagement.

The **Insights Corner**, in particular, has been instrumental in making complex project outputs more digestible and engaging, especially for non-expert audiences. Analytics show steady growth in traffic, with periodic peaks around major dissemination events and newsletter releases.





This space will gradually host key outputs from the IPMorama project, starting with our first practice abstracts, early visuals, and pilot region snapshots. Designed to serve farmers, researchers, advisors, and policy actors, the Insights Corner will evolve into a central access point for understanding and applying IPMorama's findings.

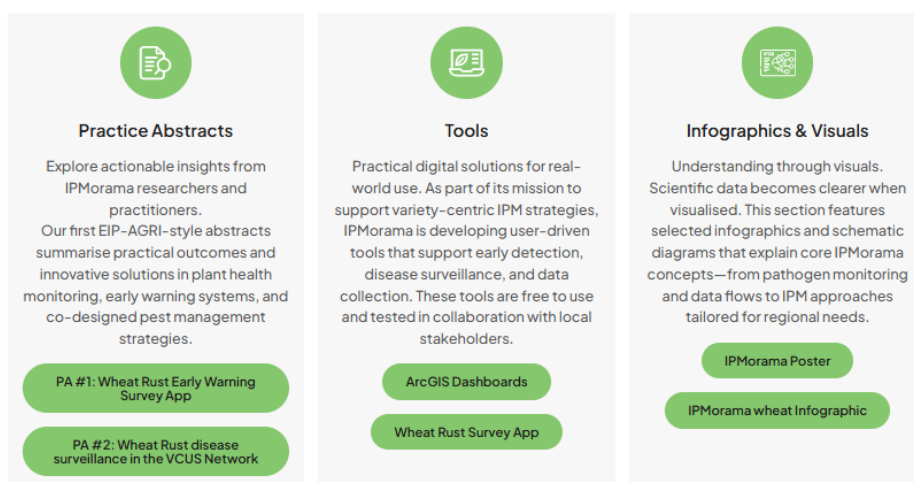


Figure 12: IPMorama Insights Corner

Regular monitoring is conducted to track performance and ensure the website operates efficiently in line with the dissemination and communication strategy. Website analytics are monitored through a dedicated Google Analytics dashboard, providing insights into user behavior, traffic sources, and engagement levels. These indicators show that the website is on track to meet the visibility and engagement goals defined in the Grant Agreement.

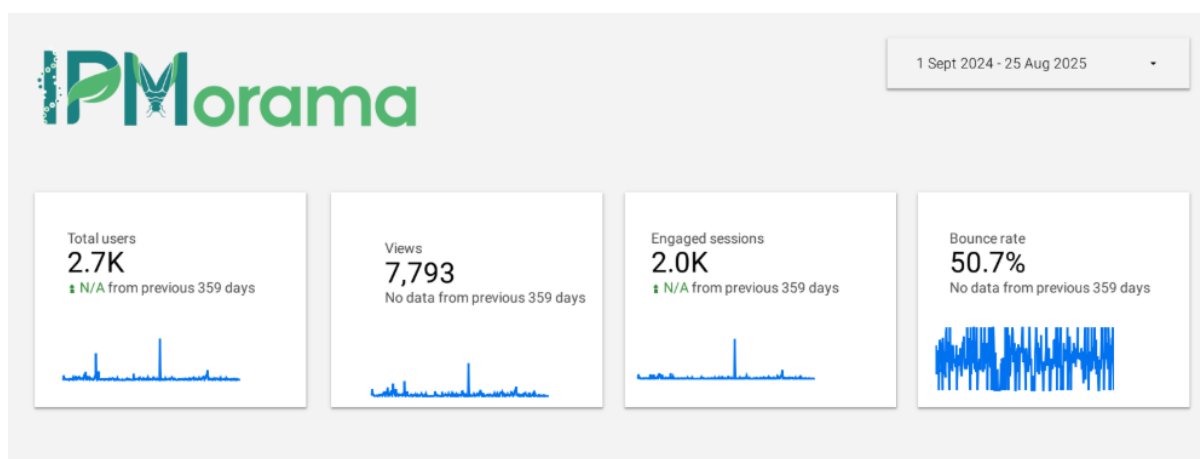


Figure 13: IPMorama Google Analytics

The website will continue to evolve throughout the project, reflecting the progress of fieldwork, stakeholder engagement, and results dissemination.



3.3.2. Social Media

Social media has been a central component of IPMorama’s communication and engagement strategy, enabling the project to reach diverse audiences in real time and on a scale. The social media presence is designed to complement the website by amplifying key messages, promoting project activities, and fostering interaction with stakeholders across sectors and regions.



Figure 14: Icons presenting IPMorama’s social media presence

The project maintains official accounts on the following platforms:

LinkedIn – Used for sharing project updates, partner highlights, event promotion, scientific publications, and policy-relevant news;

X (formerly Twitter) – Focused on real-time dissemination of updates, links to blog posts and articles, and engagement with EU projects, researchers, and policy communities;

Facebook – Used to engage broader audiences including civil society, practitioners, and local networks;

Instagram – A visual-first platform used to promote infographics, field activities, and highlights from consortium events;

YouTube – Hosts IPMorama’s video materials, including promotional videos, stakeholder interviews, and recordings from webinars and workshops.

A unified branding approach is applied across all platforms, supported by a social media kit distributed to partners. Posts are crafted to align with the messaging needs of target groups, combining scientific accuracy with accessible language. Visual content, such as banners, carousels, and short clips, is used to enhance engagement.

Consortium partners have actively contributed by sharing and reposting content, participating in coordinated campaigns, and reporting on their own dissemination actions using project assets.

Platform-specific KPIs are monitored regularly, including:

- Number of followers and impressions per platform;
- Engagement rates (likes, shares, comments);
- Click-through rates to the IPMorama website or related resources.

The project will continue to use social media as a key vehicle for real-time dissemination, stakeholder interaction, and the promotion of results and tools in upcoming phases.

3.3.2.1 LinkedIn

The IPMorama LinkedIn page (<https://www.linkedin.com/company/ipmorama/>) has been actively used to engage with target audiences and promote project activities. As of [insert date], the page has attracted [insert number] followers and remains the primary platform for professional outreach.

Regular updates are published approximately twice per week, covering a wide range of topics, including project milestones, partner activities, blog posts, event participation, and links to tools. Content is designed to be accessible to researchers, advisors, policymakers, and other members of the agricultural innovation ecosystem.

LinkedIn has also served as a valuable platform for monitoring related projects and initiatives, identifying potential collaboration opportunities, and maintaining visibility within Horizon Europe and IPM-related communities.

The tone of content is professional and informative, with a focus on sharing knowledge and highlighting practical results. Engagement levels remain steady, and the platform continues to be used for promotional campaigns linked to major project events and publications.

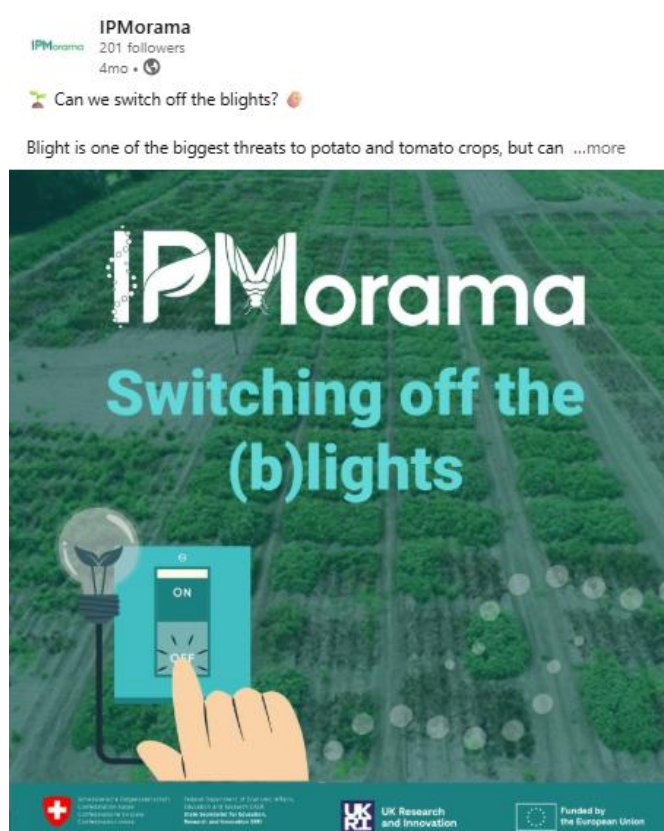


Figure 15: LinkedIn post example

3.3.2.2 Facebook

The IPMorama Facebook page (<https://www.facebook.com/people/IPMorama/61564967853223>) has been established to support broader public engagement and reach stakeholder groups that are more active on mainstream platforms, including farmers, local advisors, educators, and civil society organisations.

Facebook has also proven useful for engaging local networks and for targeted outreach in partner countries. Several partners have shared IPMorama content through their institutional pages, contributing to cross-promotion at the national level.



The platform is updated regularly with materials that complement those shared on LinkedIn and X, but adapted in tone and format to suit a more general audience. Posts are often visually oriented and are accompanied by short, clear captions.

Facebook analytics are monitored to assess reach, engagement, and user interaction, and the platform remains a key tool for inclusive and accessible project communication.



Figure 16: Facebook post example

3.3.2.3 X

The IPMorama X account (<https://twitter.com/IPMorama>) is used to provide real-time updates and to engage with researchers, policy actors, EU-funded projects, and thematic networks in the agriculture and plant health domains.

Posts are concise and often accompanied by visuals or links to further content. IPMorama adheres to a "less is more" strategy on this platform, focusing on clear messaging and visual content over volume. The account is also used to participate in awareness days and thematic campaigns (e.g. #PlantHealthDay, #EUGreenDeal).

Hashtags such as #IPMorama, #IPM, #PlantHealth, and others are used consistently to improve discoverability and reach. Partner accounts are encouraged to share and amplify content to extend the project's visibility beyond its immediate network.



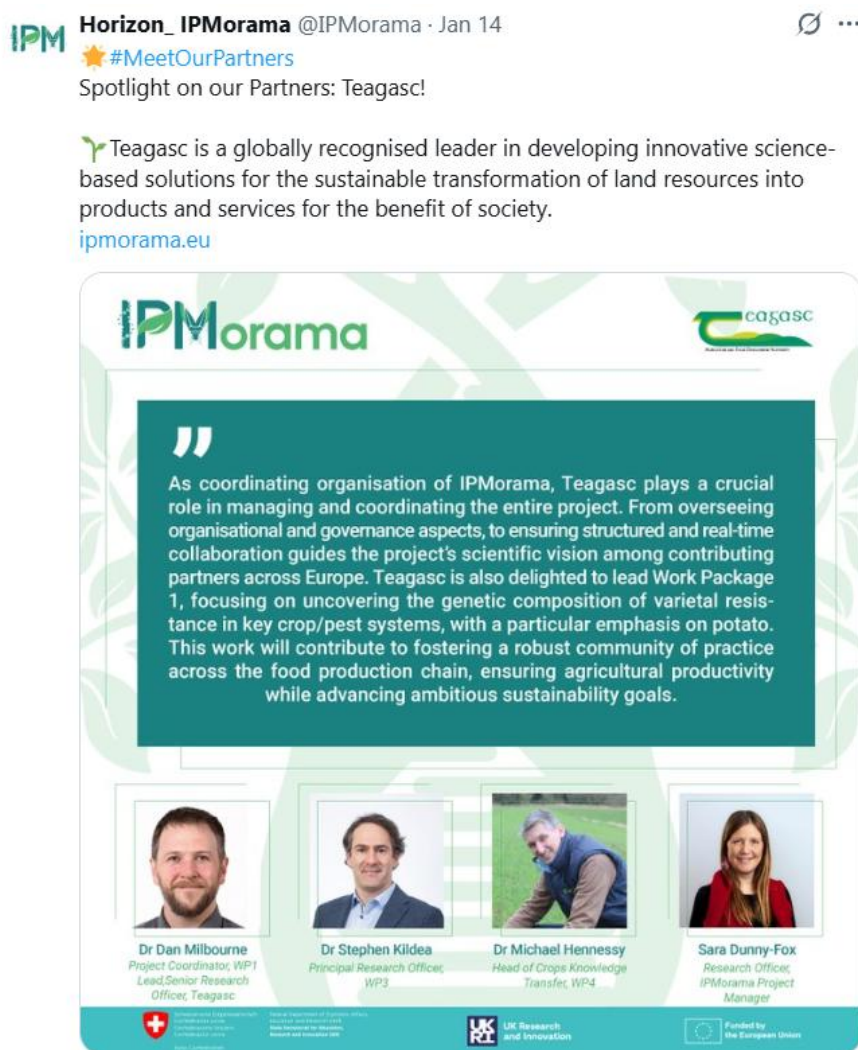


Figure 17: X post example

3.3.2.4 Instagram

The IPMorama Instagram account (<https://www.instagram.com/ipmorama>) is used to share visually engaging content and highlight the project's activities in the field, at events, and across partner institutions. The platform targets a broader, more visual-first audience, including young professionals, students, local actors, and the public.

Instagram complements the project's formal communication channels by offering a more informal and visual narrative of IPMorama's progress. It is particularly effective for raising awareness during campaign periods, international observance days, and community-building efforts.



Figure 18: Instagram post example

3.3.2.5 YouTube

The IPMorama YouTube channel (<https://www.youtube.com/@IPMorama>) has been established as the central platform for hosting project-related video content. While activity on the channel is still in the early stages, it is foreseen to play a key role in the dissemination of audiovisual materials in the upcoming phases of the project.

All videos will follow the project's visual identity and include appropriate funding acknowledgements. Subtitles and translations will be provided when relevant, to support accessibility and multilingual outreach.

In the coming months, video production will be scaled up to complement written dissemination materials and offer an engaging format for communicating with diverse audiences.

3.3.3. Newsletter

In line with the initial DEC plan, IPMorama has launched its biannual electronic newsletter, distributed via Mailchimp. The first issue was published in February 2025 and aimed to provide stakeholders and consortium members with updates on project activities, progress, and upcoming events.

The newsletter follows a standardised structure introduced in the first DEC deliverable and includes:

- **Introduction**
- **Project Highlights** – news from the consortium and project milestones
- **Events** – information on webinars, conferences, and partner participation
- **Featured Outputs** – links to blog posts, deliverables, and media mentions
- **Spotlight** – thematic features or partner contributions



The newsletter is promoted through IPMorama's social media channels and is accessible via a subscription form on the project website. Subscriptions are also collected during partner events, stakeholder engagements, and registration for project webinars.

The editorial process is led by Foodscale Hub, with content contributions from consortium partners. Drafts are circulated for internal review before publication to ensure accuracy and coverage of relevant topics. Each edition is archived and made publicly accessible on the project website for future reference.

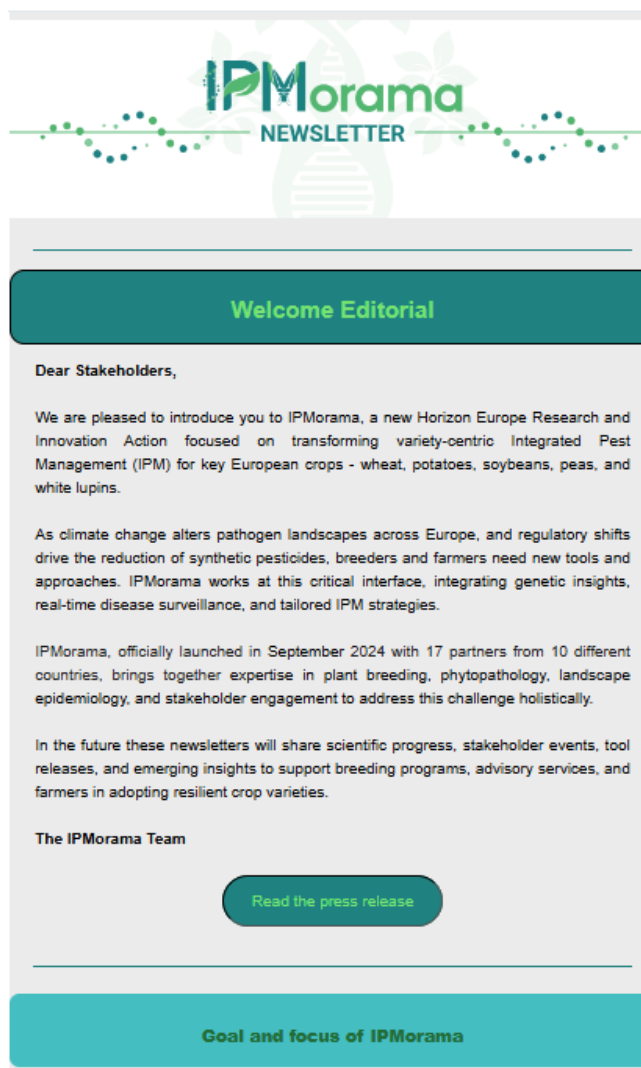


Figure 19: 1st Newsletter

Attention is given to compliance with data protection requirements. All newsletter activities are conducted in full alignment with GDPR, and subscriber data is managed securely through Mailchimp. Consent is explicitly required during the subscription process, and users may opt out or adjust their preferences at any time.

The next edition is planned for release in the second half of 2025 and will highlight early project outcomes, the development of the IP catalogue, and stakeholder engagement activities from the first project year.

3.3.4. Press Outreach



Press outreach activities in IPMorama aim to increase public visibility and strengthen awareness of the project among broader audiences, including regional and national stakeholders, policymakers, and the general public.

During the first year of implementation (M03–M12), the consortium issued a press release to mark the project launch, participation in major events, and webinar announcements. These were disseminated both through the IPMorama website and via targeted distribution lists to media outlets in partner countries.

The initial launch of the project was covered by multiple media outlets, generating broad visibility across research, agriculture, and innovation communities. Notable mentions include:

- *Europa Press* (Spain): “The CSIC participates in a European project for genetic improvement of potatoes, wheat and legumes to combat pests”
- *Seedworld EU*: “Launch of EU IPMorama Project for Integrated Pest Management in Wheat, Potatoes, and Grain Legumes”
- *AgriLand* (Ireland): Two features covering the project start and upcoming experimental activities
- *Irish Farmers Journal*: “Teagasc co-ordinating €5m integrated pest management project in crops”
- *Innovation News Network*: “EU pest management programme set to begin experiments”

Partners were encouraged to localise and translate press materials for national coverage. Several instances of local media engagement were reported, particularly around project presentations at agricultural fairs and stakeholder forums. Articles and interviews were also shared across project social media channels to extend their reach.

46
PLANTS

PROJET EUROPÉEN IPMORAMA
L'IPM CENTRÉE SUR LA VARIÉTÉ

Lancé les 3 et 4 octobre 2024 à Dublin, le projet européen IPMorama réunit dix-sept partenaires pour quatre ans. Son objectif : renforcer la protection intégrée des cultures (IPM) de la pomme de terre, du blé et des légumineuses à grains contre leurs bioagresseurs, en plaçant la variété au cœur des stratégies.

C'est en septembre 2024 que le nouveau projet Horizon Europe IPMorama a démarré. En quelques chiffres, IPMorama, c'est un budget de 5,1 M€, une durée de quatre ans, dix-sept partenaires venant de dix pays européens, trois cultures (pomme de terre, blé et légumineuses à grains) et six maladies (dont le mildiou et l'alternariose pour la pomme de terre).

LA RÉSISTANCE VARIÉTALE COMME LEVIER
Ce projet a pour ambition d'améliorer l'état de l'art en matière de protection intégrée des cultures (IPM), Integrated Pest Management avec la résistance variétale comme levier central de lutte. Côté pomme de terre, les partenaires impliqués sont Teagasc (Irlande), Inov3PT (France), l'université de Wageningen (Pays-Bas), celle d'Aarhus (Danemark), Saka (Allemagne) et James Hutton Institute (Grande-Bretagne). La réunion de lancement du projet a eu lieu dans les locaux de Teagasc à

Dublin, en Irlande, les 3 et 4 octobre 2024. C'était l'occasion pour les différents partenaires de pouvoir discuter de vive voix des différents volets de travaux du projet et de commencer à planifier les expérimentations pour les quatre prochaines années.

CINQ AXES CLÉS
Le projet IPMorama repose sur cinq axes clés pour promouvoir une protection intégrée des cultures durable et efficace :

1. **Avancées génétiques pour les sélectionneurs**, avec notamment la mise au point d'une boîte à outils moléculaires pour aider à la création de variétés de pommes de terre durablement résistantes au mildiou et à d'autres bioagresseurs.
2. **Développement de variétés axées sur l'IPM**, avec pour la pomme de terre la création de nouvelles variétés intégrant des résistances efficaces contre le mildiou.
3. **Cartographie des pathogènes à l'échelle du paysage**, avec l'élaboration de cartes détaillées

de la virulence des souches de mildiou à travers les régions de production.

4. Développement d'outils IPM innovants, pratiques et accessibles, tels que des applications collaboratives et des cartes de vulnérabilité. Ces outils permettront aux agriculteurs et aux acteurs de la filière de surveiller, prévoir et gérer les risques de ravageurs de manière précise dans le temps et l'espace.

5. Engagement des parties prenantes, avec la mise en place d'une infrastructure de connaissances robuste visant à impliquer activement tous les acteurs de la filière (sélectionneurs, producteurs, conseillers, décideurs).

Le projet IPMorama est financé par le programme de recherche et d'innovation de l'Union européenne Horizon Europe. En réunissant innovation variétale, outils pratiques et engagement des acteurs, les différents partenaires du projet vont œuvrer pendant quatre ans pour proposer une approche intégrée pour une agriculture durable, résiliente et adaptée aux défis sanitaires actuels et futurs. /

CHARLOTTE PRODHOMME, Inov3PT

L'objectif du projet IPMorama est de prévoir et gérer les risques de ravageurs, de manière précise dans le temps et l'espace.

ZOOM / Le mot du coordinateur
"L'idée centrale du projet IPMorama est de développer ce que nous appelons un véritable « écosystème de pratiques » pour la protection intégrée des cultures (IPM) en utilisant des variétés résistantes. L'objectif est de fournir un cadre apportant des bénéfices concrets aux acteurs tout au long de la chaîne de valeur des cultures. Les sélectionneurs en bénéficieront en ciblant mieux leurs variétés grâce à une meilleure compréhension des menaces émergentes potentielles de maladies. Les producteurs bénéficieront d'une production plus sécurisée. Les consommateurs profiteront d'une alimentation plus durable. Et les décideurs disposeront d'un cadre factuel pour orienter les politiques agricoles durables à venir." Dr Dan Milbourne, du département des sciences végétales de Teagasc, coordinateur du projet.

EN SAVOIR +
www.ipmorama.eu

Figure 20: Press release in French media



In the next reporting period, press outreach will focus on amplifying emerging results, showcasing case study activities, and supporting broader engagement with policy and farming communities.

3.3.5. Publications

Scientific and non-scientific publications are key components of IPMorama's strategy to disseminate knowledge, promote research outputs, and engage stakeholders across the value chain. These include peer-reviewed journal articles, practice abstracts, blog posts, policy briefs, and other written materials aimed at both expert and practitioner audiences.

During the reporting period, initial efforts focused on establishing internal workflows for publication planning, quality assurance, and compliance with Horizon Europe Open Access requirements. A dissemination tracker has been implemented to monitor submission timelines, partner contributions, and review processes.

Two **practice abstracts** were produced and published in the first year of the project:

- *Wheat Rust Early Warning Survey App* – describing the crowdsourcing tool used for data collection across European wheat fields.
- *Wheat Rust Disease Surveillance in the Value for Cultivation, Use, and Sustainability (VCUS) Network* – outlining the integration of surveillance data into variety testing and deployment.



Figure 21: Practice Abstract #2



Both abstracts follow the EIP-AGRI common format and are accessible through the IPMorama website and the Insights Corner. They target breeders, advisors, farmers, and researchers, and will be promoted through relevant networks and platforms.

Scientific publications are currently in preparation, with expected submission in the next reporting period. These will focus on methodological approaches, data integration for IPM strategies, and findings from pilot studies and fieldwork.

All publications adhere to the project's visual identity guidelines and include the required EU funding statement, disclaimer, and partner affiliations. Outputs are made available through open-access channels wherever possible and shared across the project's dissemination channels.

3.3.6. Event Planning

Events represent a key component of IPMorama's dissemination and stakeholder engagement strategy. The project distinguishes between two types of events:

1. **Events where partners participate**, such as conferences, webinars, workshops, and fairs;
2. **Events organised by the consortium**, aimed at promoting project outcomes, facilitating knowledge exchange, and engaging specific target groups.

To support strategic participation, a shared event planning and reporting sheet was developed and made available in the consortium repository. This tool allows partners to document event details, define IPMorama's presence, and record follow-up actions.



Figure 22: Foodscale Hub at the International Agriculture Fair in Novi Sad

During the reporting period (M03–M12), IPMorama partners participated in several relevant events across Europe. These included:

- Scientific and technical conferences focused on plant breeding, integrated pest management, and digital agriculture (e.g. the 20th EAPR & EUCARPIA Joint Meeting in St. Andrews, VI EUCARPIA - Section Organic and Low-Input Agriculture Conference);
- National and regional agricultural fairs (92nd International Agricultural Fair in Novi Sad);



- Webinars organised by related projects and research networks (RustWatch Network Meeting).

In parallel, the consortium organised a **webinar** on legume diseases, gathering researchers, practitioners, and policymakers to discuss early project findings and foster exchange across sectors. The event was promoted via the project's digital channels and received positive feedback from participants.



Figure 23: IPMorama Webinar on Legumes and Diseases

All event-related communication adhered to the project's branding and EU visibility guidelines. Branded presentation templates, roll-ups, brochures, and factsheets were used consistently by partners during external engagements.

A review mechanism has been implemented to evaluate the effectiveness of events in reaching target groups and meeting dissemination objectives. Key metrics include audience type, level of engagement, and relevance to project topics.

In the next period, the project will expand its event portfolio with:

- Additional webinars focused on pilot activities and tools;
- Co-organised events with other Horizon Europe initiatives.

Event planning will remain a coordinated effort, ensuring alignment with project milestones, partner capacity, and stakeholder needs.

3.3.7. Networking and Synergies

Establishing synergies with related projects and networks is a strategic objective of IPMorama's dissemination and exploitation framework. These collaborations aim to enhance knowledge



exchange, avoid duplication of efforts, and ensure that project outcomes contribute to broader EU research and policy agendas.

As outlined in the initial DEC Plan (D4.1), IPMorama follows a structured four-phase approach to synergy development:

1. **Identification** – mapping relevant projects, networks, and platforms;
2. **Evaluation** – assessing alignment, complementarity, and added value;
3. **Contact** – initiating communication with relevant initiatives;
4. **Action** – planning and implementing joint activities.

This framework continues to guide IPMorama’s efforts in building meaningful collaborations.

During the first year of implementation, the consortium initiated several coordination and outreach actions with projects and platforms working in adjacent domains, including:

- Integrated pest management (IPM);
- Plant breeding and variety testing;
- Climate-resilient agriculture;
- Data-driven decision support tools;
- AKIS and stakeholder engagement platforms.

Key synergy-building activities to date include:

- Initial coordination meetings with other Horizon Europe projects, such as **GrapeBread4IPM**, **WheatWatcher** and **PATAFEST**, to explore collaboration on data sharing, communication, and joint stakeholder engagement;
- Participation in clustering initiatives and thematic workshops with networks such as **RustWatch**, **EuroBlight**, **IPMWorks**, and AKIS-related platforms;
- Monitoring and mapping of ongoing EU-funded projects through the Horizon Results Platform and Cordis, with a focus on identifying entry points for communication and policy-level alignment;
- Joint promotion of project outcomes through cross-tagged social media posts, shared mailing lists, and event participation.





Figure 24: Synergy in action

A dedicated **“Synergies”** section will also be included on the IPMorama website to document and showcase collaborative efforts with related initiatives. This space will be further expanded in upcoming months.

Networking efforts are continuously tracked through a shared internal document, where partners report contacts, events, and relevant links. These are evaluated based on relevance, complementarity, and potential impact for the IPMorama community.

In the next phase, synergies will focus on:

- Co-organised events and webinars;
- Joint publications;
- Contribution to shared dissemination outputs such as newsletters and social media;
- Cross-referencing platforms and shared tools.

These efforts ensure that IPMorama’s results are embedded in a wider innovation landscape and increase their potential for uptake and long-term impact.

3.3.8. Videos

Video content forms an important part of IPMorama’s dissemination strategy, offering a dynamic and accessible format to present the project’s objectives, results, and field activities to a broad audience. While the video component of the communication strategy is still in its early stages, foundational planning and initial concept development have taken place during the reporting period.



The IPMorama YouTube channel has been established and will serve as the main repository for all audiovisual content. The channel will host:

- Introductory and explainer videos on core project concepts;
- Recordings of webinars and workshops;
- Interviews with researchers, stakeholders, and practitioners;
- Short-form content highlighting case study activities, field visits, and project milestones.

Initial planning for video production has focused on identifying key themes, storylines, and formats, as well as allocating responsibilities for scriptwriting, filming, and editing. The visual identity and branding guidelines developed in the first phase of the project will be applied to ensure consistency across all video outputs.

The first video materials are scheduled for release in the upcoming reporting period and will be used to support campaign-based dissemination, including stakeholder engagement events, policy outreach, and wider public awareness efforts.

To maximise accessibility and engagement, all videos will include appropriate subtitles and, where relevant, translations. Short video segments will also be repurposed for use on social media platforms such as LinkedIn, Instagram, and Facebook.

Video content will play an increasingly central role as the project progresses, particularly in translating technical results into user-friendly formats for farmers, advisors, and broader audiences across the EU.

3.3.9. 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.



Figure 25: The channels and value EC tools for IPMorama

4. Stakeholder engagement

Stakeholder engagement remains a key component of IPMorama's strategy to ensure relevance, uptake, and sustainability of project outcomes. As detailed in D4.1, the project employs a two-layered mapping framework that captures both **crop-specific** and **country-level** stakeholder networks, ensuring broad and targeted coverage across the EU.

This chapter builds upon the initial classification and engagement framework introduced in the first DEC Plan, focusing on how it has evolved during the reporting period (M03–M12) and setting the stage for further action in the next phase.

In the first year, the project has:

- Continued populating and refining the internal stakeholder database with partner contributions;
- Validated and expanded stakeholder lists across all five focus crops (wheat, potato, soybean, pea, lupin);
- Initiated targeted communication and engagement activities with identified stakeholders, especially those in the primary and secondary groups;
- Used stakeholder input to inform event planning, content design, and preliminary exploitation strategies.

The engagement framework remains aligned with the **SOSTAC-based methodology** defined in D4.1, with special emphasis on:

- Mapping influence and interest across the value chain;
- Tailoring messages and materials based on stakeholder category and role;
- Identifying strategic entry points for dissemination, co-creation, and exploitation.

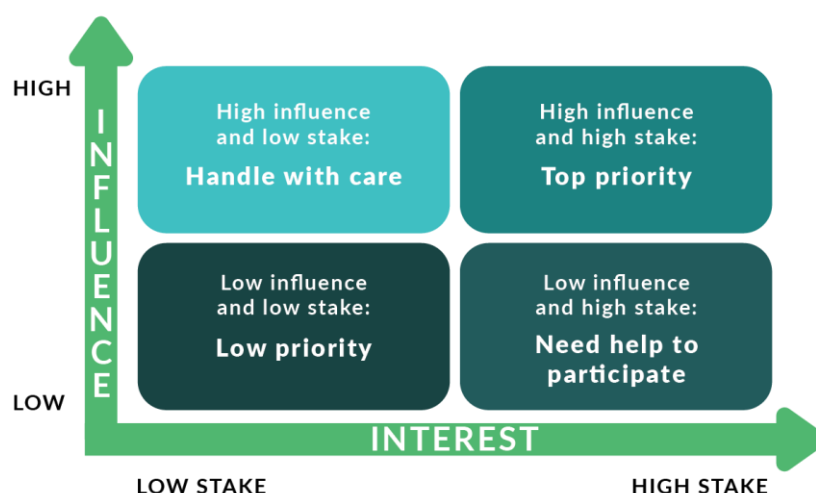


Figure 26: Influences and Interests in IPMorama network

The sections that follow provide:

- A recap and update on the key stakeholder segments identified (Section 4.1);
- An overview of the AKIS networks leveraged for outreach and coordination (Section 4.2);
- Preliminary results of stakeholder mapping and examples of early engagement (Section 4.3).

4.1. Key Stakeholder Segments

As outlined in D4.1, IPMorama classifies stakeholders into three primary target group categories, **primary**, **secondary**, and **tertiary**, based on their proximity to the project's core objectives and their expected level of interaction with project results.

This classification remains valid and has been further refined during this period through ongoing partner input, stakeholder outreach, and event participation. The updated segmentation helps guide the selection of engagement formats, content development, and dissemination priorities.

Primary target group:

This group includes stakeholders directly involved in research, breeding, testing, and cultivation activities:

- Scientists and researchers;
- Plant breeders;
- VCU testers;
- Extension specialists;
- Farmers and grower associations.

Engagement with this group is facilitated through webinars, stakeholder forums, working sessions, and practice-oriented materials (e.g. abstracts, tools, field protocols). Their feedback is critical to validating tools and aligning research with on-farm needs.

Secondary target group:

This group comprises institutional and innovation actors with influence over implementation, policy, and innovation systems:

- Research institutions and seed companies;
- Policymakers;
- EIP-AGRI network members;
- PPPs and technology providers;
- Agricultural advisors and training centres.

This segment is engaged through policy briefs, institutional newsletters, conference presentations, and targeted events. They are essential for supporting scale-up and enabling structural integration of IPMorama results.

Tertiary target group:

This broader category includes actors with indirect, yet important roles in shaping public perception and adoption environments:

- Consumers and civil society;
- Retailers and cooperatives;
- National Rural Networks (NRN);
- Media and the general public.

Content aimed at this group focuses on raising awareness of the project's goals, sustainability contributions, and innovations through public-facing materials, videos, social media, and general outreach campaigns.

4.2. Key AKIS Networks



As outlined in D4.1, Agricultural Knowledge and Innovation Systems (AKIS) are an essential part of IPMorama's strategy to connect research outputs with practice, particularly through advisory services, rural networks, and farming communities.

In the period (M03–M12), no major updates have been made to the AKIS engagement activities presented in the first version of the DEC Plan. However, the existing AKIS network mappings and profiles continue to serve as a reference for stakeholder outreach and future dissemination efforts.

The project remains committed to:

- Engaging with national AKIS coordination structures in partner countries;
- Identifying suitable entry points for practice abstracts and tools within CAP-related networks;
- Establishing synergies with EU-level initiatives such as **modernAKIS** and **ATTRACTISS** at a later stage of implementation.

Further interaction with AKIS actors is expected in the next reporting period, particularly in the context of coaching and uptake activities, and as the first validated project outputs become available for wider use.

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,	A wide network of stakeholders can be established by sharing experiences in working groups and events or best practices can



		communication platforms, Open days	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.



Table 4: AKIS Network Overview

4.3. Stakeholder mapping results

The stakeholder mapping process initiated in the first phase of the project has continued at a steady pace. While no major structural changes were introduced during the reporting period, progress has been made in populating the shared stakeholder tracking file with additional entries and categorisations provided by consortium partners.

The mapping framework remains aligned with the two-layered approach established in D4.1:

- **Crop-specific mapping**, focusing on key actors across the wheat, potato, soybean, pea, and lupin value chains;
- **Country-level mapping**, ensuring national-level representation of stakeholders relevant to IPMorama's implementation and outreach activities.

The internal stakeholder tracking sheet captures the following attributes:

- Name and type of organisation;
- Country and language;
- Crop relevance;
- Value chain position (e.g. research, production, processing, advisory, policy);
- Engagement level (primary, secondary, tertiary);
- Notes on communication preferences or relevance to specific tasks or WPs.

The file is regularly updated by partners and reviewed to ensure completeness and consistency. A snapshot of the current mapping status is shown below:

The screenshot displays the 'IPMorama Monitoring Workbook' which is a comprehensive stakeholder tracking table. The table is organized into several columns: ID, Name, Type, Country, Language, Crop Relevance, Value Chain Position, Engagement Level, and Notes. It lists numerous stakeholders, including research institutions, industry associations, and government bodies, across various countries and languages. The table is color-coded to indicate different categories or statuses for each stakeholder entry.

Figure 27: IPMorama Monitoring Workbook

In the upcoming period, the stakeholder list will serve as the basis for piloting the coaching methodology, promoting exploitation actions, and ensuring alignment with AKIS networks.

Further consolidation and refinement of the stakeholder database is planned for M13–M24, with a focus on closing identified gaps and improving coverage in underrepresented value chain segments or geographic regions.



5. Monitoring and evaluation

5.1. KPIs

Key Performance Indicators (KPIs) serve as specific, measurable benchmarks to monitor the progress and effectiveness of IPMorama's dissemination, communication, and exploitation (DEC) activities. These indicators provide a structured basis for ongoing evaluation and allow the consortium to assess whether engagement efforts are achieving their intended outcomes.

As defined in the initial DEC Plan (D4.1), the project tracks a comprehensive set of DEC-related KPIs aligned with the Grant Agreement. These cover various dimensions, including outreach, content production, stakeholder engagement, visibility, and exploitation planning.

To ensure clarity and accountability, the following distribution plan was established and shared with all partners:

1. **KPI Distribution per Partner** – Each consortium member has defined KPI responsibilities based on their role in WP4 and contributions outlined in the Grant Agreement.
2. **KPI Distribution per Period** – KPIs are allocated across **three implementation periods**, aligned with the project timeline and internal reporting structure: (M1–M18) (M19–M36) (M37–M48)

These time-bound allocations support continuous monitoring and allow strategic adjustments as the project progresses.

The KPI distribution sheet is maintained in the shared consortium repository and is accessible to all partners. It serves as the primary tool for tracking reported outputs, aligning contributions with planned targets, and facilitating reporting for internal and external reviews.

As of the current reporting period (M1–M12), the consortium has made steady progress toward its initial targets. Several KPIs have already been achieved, while others are in progress and expected to reach target values in the M13–M18 timeframe.

KPI monitoring will continue throughout the project, with updates presented in future deliverables.

5.2. Reporting Templates

To ensure consistent tracking and transparent reporting of dissemination, communication, and exploitation activities across the consortium, IPMorama has implemented a set of standardised reporting templates. These templates support ongoing monitoring, internal coordination, and fulfilment of reporting obligations toward the European Commission.

The primary tools (all in the shared WP4 folder) in use include:

Monthly D&C Activity Report Form - Partners are invited to report their communication and dissemination actions on a monthly basis using a shared Google Form. The form collects structured information on activities such as social media posts, event participation, press mentions, stakeholder meetings, and content production (e.g. blog posts, publications).

Event Planning and Follow-Up Template - A dedicated Excel sheet is used to plan participation in upcoming events and record key details post-event. This includes event name, date, format, target audience, IPMorama's role, materials used, and outcomes achieved.



Dissemination Tracker - A central tracker captures all recorded dissemination actions across formats, scientific publications, practice abstracts, press releases, videos, etc., along with partner contributions, publication dates, and links. This tracker supports cross-checking against KPI targets and deliverable preparation.

These templates ensure harmonised reporting and reduce duplication of effort. They are stored in the shared project repository and remain accessible to all consortium members.

Reporting outputs feed directly into internal progress reviews and the compilation of deliverables such as this one. Data from these templates also informs the visual KPI dashboard and supports the evaluation of partner contributions to WP4.

To maintain alignment and quality, reminders are periodically issued to partners, and ad hoc follow-ups are conducted to gather missing or incomplete information. The templates will continue to evolve based on feedback and project needs in the next implementation period.



6. Coaching methodology for spreading IPMorama solutions through community

IPMorama's main goal is to promote sustainable agricultural practices by educating customers about the advantages of resistant varieties of crops and integrated pest management, as well as by providing training to growers. In order to overcome social and technical barriers to adoption, IPMorama will engage researchers, farmers, advisers, and other pertinent actors through tailored-training, coaching capacity building, education, and outreach initiatives.

IPMorama project results rethink food production, gear it towards agroecology and contribute to a pesticide-free farming. For this reason, a proper strategy to understand the **barriers** and **drivers** of adoption for the project's results as well as maximize its impact across the whole value chain is described in this section (T4.3). This will result in creating a replicable coaching methodology aimed at endpoint stakeholders.

By actively engaging future customers and food solution providers through the co-creation approach, a two-way communication is established at an early stage of spreading IPMorama solutions. Solutions that are co-created, ultimately lead to greater acceptance of the developed solutions and significant and appropriate contributions to Europe's visions and goals as set by the EU Green Deal and F2F.

The target group of the task consists of actors belonging to the Primary and Tertiary IPMorama's target group. The main focus is on the endpoint of the value chain, namely **consumers** and **retailers**. Regarding consumers, there's a need to extend the awareness towards the concept of IPM-centric varieties, while concerning the latter, the wish is to explore the drivers at retailer level and of **national food marketing agencies** responsible for promoting sustainable and quality agricultural produce. Furthermore, carrying out demonstration to use the trial platforms developed in WP3 will be the method of impacting **advisors** (eg. Agricultural advisors, Pesticide advisors) and relevant **crop growers**.

6.1. Target Group Mapping and Initial Scouting

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. To address endpoint stakeholders (consumers, retailers), IPMorama's consortium partners experienced in marketing and economics as well as transdisciplinary (e.g. ICT, LCA, circularity) will be involved in this stage.

Firstly, the **consumers, retailers, advisers and growers** will be identified by conducting a series of individual meetings with consortium partners, in coordination with Wageningen Research (WR) leader of WP3. The consortium partners will compile an excel table which differentiates the four target groups, the crop category, the stage of the value chain they are involved in and the country of relevance. The result of this activity will consist of a comprehensive table listing all the four selected groups. A snapshot of the current status of the table is shown below:



IPMorama										
General information										
No.	Name	Website/Link	Consortium	Crop Category	Value Chain Stage	Country (where relevant)	Type of Stakeholder	Contact Person (email)	Means of Contacting	Status
1	Adopt-IPM	https://adopt-ipm.eu/	✓	✓	Cereals	✓	✓	✓	✓	✓
2	AgriPro	https://www.agriproconsortia.it/	✓	ALL L.	✓	✓	✓	✓	✓	✓
3	Agrotonomias	https://www.agrotonomias.lt/	✓	ALL L.	✓	✓	✓	✓	✓	✓
4	Avenir	https://www.avenirbrouwer.nl/	✓	✓	Cereals	✓	✓	✓	✓	✓
5	BO-Alkierbrouwer	https://www.bo-alkierbrouwer.nl/	✓	✓	Potato	✓	✓	✓	✓	✓
6	Breislage Plants Innovation/Breislage Plant	https://www.breislageplants.eu/	✓	✓	Potato	✓	✓	✓	✓	✓
7	BYTETITE	https://ordis.europa.eu/project/id/1011249	✓	✓	✓	✓	✓	✓	✓	✓
8	Copa-Cogeca	https://copa-cogeca.eu/	✓	✓	Crop A.	✓	✓	✓	✓	✓
9	CORTEVA Agriscience (Pioneer)	https://www.corteva.it/	✓	✓	Soybean	✓	✓	✓	✓	✓
10	Danespo	https://www.danespo.eu/	✓	✓	Potato	✓	✓	✓	✓	✓
11	DG Agri	https://www.dgagri.eu/	✓	✓	Cereals	✓	✓	✓	✓	✓
12	DG Sante	https://www.dgsante.eu/	✓	✓	Cereals	✓	✓	✓	✓	✓
13	Donau Soja	https://www.donausoja.org/de/	✓	✓	Soybean	✓	✓	✓	✓	✓
14	EAPR	https://www.eapr.eu/	✓	✓	Potato	✓	✓	✓	✓	✓
15	ERSA Friuli Venezia Giulia	https://www.ersa-fvg.it/	✓	✓	Soybean	✓	✓	✓	✓	✓
16	ERSA Friuli Venezia Giulia	https://www.ersa-fvg.it/	✓	✓	Soybean	✓	✓	✓	✓	✓
17	EUFarmbook	https://welcome.eu/farmbook.eu/	✓	✓	Crop A.	✓	✓	✓	✓	✓
18	EuroBlight	https://agro.au.dk/forakning/international/	✓	✓	Potato	✓	✓	✓	✓	✓
19	Europatat	https://europatat.eu/	✓	✓	Potato	✓	✓	✓	✓	✓
20	Europatent	https://europatent.eu/	✓	✓	Cereals	✓	✓	✓	✓	✓
21	Euroseeds	https://euroseeds.eu/who-we-are/	✓	✓	Crop A.	✓	✓	✓	✓	✓
22	FIAB	https://www.fiab.it/	✓	✓	Lupin	✓	✓	✓	✓	✓
23	Germisopa	https://www.germisopa.eu/	✓	✓	Cereals	✓	✓	✓	✓	✓
24	Groscop/CCS	https://www.groscop.eu/	✓	✓	Potato	✓	✓	✓	✓	✓
25	HCPC	https://www.hcpc.eu/	✓	✓	Cereals	✓	✓	✓	✓	✓
26	IP-Suisse	https://www.ip-suisse.ch/	✓	✓	Cereals	✓	✓	✓	✓	✓
27	IPM Potato Group	https://www.ipm-potato.eu/	✓	✓	Cereals	✓	✓	✓	✓	✓
28	Irish Farmers Association	https://www.ifa.ie/	✓	✓	Crop A.	✓	✓	✓	✓	✓
29	Irish Potato Federation	https://irishpotatofederation.ie/	✓	✓	Potato	✓	✓	✓	✓	✓
30	Joana Gruda	https://www.joanagruda.lt/	✓	✓	Wheat	✓	✓	✓	✓	✓
31	Legume HUB	https://www.legumehub.eu/	✓	✓	ALL L.	✓	✓	✓	✓	✓
32	LeguNet	https://www.legunet.de/	✓	✓	Soybean	✓	✓	✓	✓	✓

Figure 28: IPMorama T4.3 Target Group Mapping

Secondly, FSH will undertake a comprehensive action launching **questionnaires, surveys, interviews, and focus groups** to collect a diverse set of information that will provide valuable input to identify the current drivers and challenges of the IPMorama results adoption. This activity will involve all of the four target groups previously identified and is planned to last six months.

The items will take into consideration the different pedoclimatic regions, crop type, VCU testing sites and relevant literature review. Prior testing on a smaller pilot sample within the consortium will be carried out for each item to ensure they are understandable and well targeted.

Regarding data collection, FSH will use an online survey platform to distribute the questionnaire relying on the vast consortium network and stakeholder identified during the mapping phase.

This activity will result in the issuing of a brief report with the key takeaways which will then serve as the base for the D4.2 and D4.8 “Report on ecosystem building, events and collaboration with relevant Projects, Platforms, Initiatives”.

6.2. Research on Drivers and end-user adoption of IPMorama Results

Once the target group mapping is completed, the results of the questionnaires, surveys, interviews, and focus groups will be thoroughly analyzed. In fact, in this phase, an analysis of existing market research, consumer behavior trends and promotional campaigns related to IPM will be conducted jointly between FSH and AFL.

This stage will require the active involvement of both partners who will create the inventory of barriers and success factors for the new IPM strategy adoption developing a strong methodology for upscaling expert knowledge. Moreover, the key national AKIS Networks identified in the earlier months of the project will be contacted by each partner in the respective country to understand their current content delivery methods.

The collaboration and synergy between T4.2, T4.3, T4.4 and T4.5 task leaders will ensure that overlapping of the target groups - namely growers and advisors - matches IPMorama’s objective as well as avoids redundancy.

6.3. Strategy for Impact

To actively involve endpoint stakeholders, a thorough co-creation methodology will be implemented. Prior to moving on to the coaching methodology stage, co-creation workshops will assist in identifying



suitable and tailored approaches, and survey findings will be used to analyze consumer and retailer drivers and barriers towards IPM usage.

Employing a **multi-actor approach** ensures the involvement of consumers and retailers as well as the contributions from growers, advisors and National marketing agencies.

This stage concerns the creation of 4 targeted messaging frameworks, to educate and raise awareness among the 4 target groups.

The coaching sessions will be organised online and, prior to that, a set of “Guidelines on How to conduct a Coaching Session” and a “Template of the Coaching Session Report” will be created to ensure the smooth running of each session.

Where possible, “in-person” stakeholder groups will be organised, while for the majority of cases, a multimedia-based approach will be put into place to feed messages into the identified local networks. Case studies, results and any other output to build credibility and to increase trust in IPM will be widely spread and presented during and in preparation of the sessions.

The guiding principle is to generate ideas, starting from the drivers and barriers identified in the previous steps, and co-create a comprehensive and replicable IPM-usage booklet.

6.4. Multimedia Awareness Raising

To maximise the visibility and impact of demonstration activities, IPMorama will ensure synergies with WP3. In fact, within the coaching sessions, the use of **Trial Platforms** developed in WP3 will be demonstrated, leveraging its infrastructure for showcasing innovations in practical settings.

A tailored **multimedia content package**, including videos, infographics, and articles, will be developed to resonate with the specific target audiences of each partner country. These outputs will be disseminated through **local digital marketing campaigns** and social media strategies, supported by collaborations with local influencers, food bloggers, and agricultural organisations, enhancing reach and engagement.

Within WP4, FSH will provide partners involved in trial platforms with technical guidance for producing visual content, such as short instructional videos, ensuring that materials are linguistically and contextually adapted to national AKIS networks. This activity will be supported by all partners as the content will be produced and translated in all partner country languages. Finally, the material will be aligned with the IPMorama IPM usage booklet to ensure consistency and reinforce key project messages.



7. Exploitation, IPR Management Strategy & Sustainability

7.1. Importance of Exploitation

Considering that the IPMorama project is funded as a research and innovation action under the Horizon Europe Programme, the commercial aspect of the project is of high importance.

A good exploitation strategy for commercial results has to be precise about the impact that the project results will have on science, industry, society, and governments mostly after the project finishes.

The sustainability of a project relies on dissemination and exploitation activities, ensuring that the project outcomes are widely disseminated beyond the partners' audience (for more details D4.1 Dissemination, communication and exploitation plan and reports v1), as well as effectively exploited. That guarantees the utility of the results after the project ends.

A Sustainability & Exploitation Strategy (that will be fine-tuned during the upcoming months and finalized in M48 (D4.7 Dissemination, communication and exploitation plan and reports v4 and D4.9 Sustainability, Scalability & IPR management strategy), will help the consortium to take the research outcomes to a post-project phase where no EU funding is necessary, and where consortium partners have found a way to ensure the continuity of the project efforts and deriving outcomes beyond the project lifecycle.

Exploitation opportunities that can be sustainable include:

- ❖ To use the project results in further research activities.
- ❖ To develop, create or market products or processes.
- ❖ To create and provide services.
- ❖ To use results in standardisation activities.

For the main IPMorama result – **IPMorama Expert Breeding and Cultivar Kit** – an exploitation strategy, business plan and detailed market analysis will be implemented, while business model canvas and financial projections will be created. For the project results identified as Key Exploitable Assets, namely: 1) **Vulnerability Mapping Tool**, 2) **Disease Survey Crowdsourcing App**, 3) **Business modelling practice** - market analysis, competitive advantages, business plans, business model canvases and financial projections will be developed. Furthermore, for the rest of identified commercially exploitable results of IPMorama, business model canvas and business plans will be created.

The following steps are and will be followed to pursue an efficient and sustainable commercialisation of project's results developed for the market:

- ❖ Identification of all project results and their possible uses.
- ❖ For each result, the ownership is attributed to a partner, responsible for the result generation, application and use.
- ❖ Indication of key beneficiaries on all possible uses per project result (i.e., stakeholders who can benefit from the result and its applications).
- ❖ Identification of the resources (cash, talent, technology, space, training) required the consortium to sustain the strategies and outcomes over time.
- ❖ Preparation of strong joint and individual business plans ensuring steady income generation.
- ❖ Definition of the obstacles to the uptake and mitigation measures.



Commercial results of the project may include:

- ❖ Products (e.g., technologies, platforms, software).
- ❖ Services (e.g., advisory, consulting services, public services).
- ❖ Processes (e.g. innovative processes, public processes).
- ❖ Methodologies (e.g., mathematical, statistical, any research methodologies, data analysis).
- ❖ Training programs.
- ❖ Data generated during the project, etc.
- ❖

7.2. IPMorama Exploitation Strategy

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.

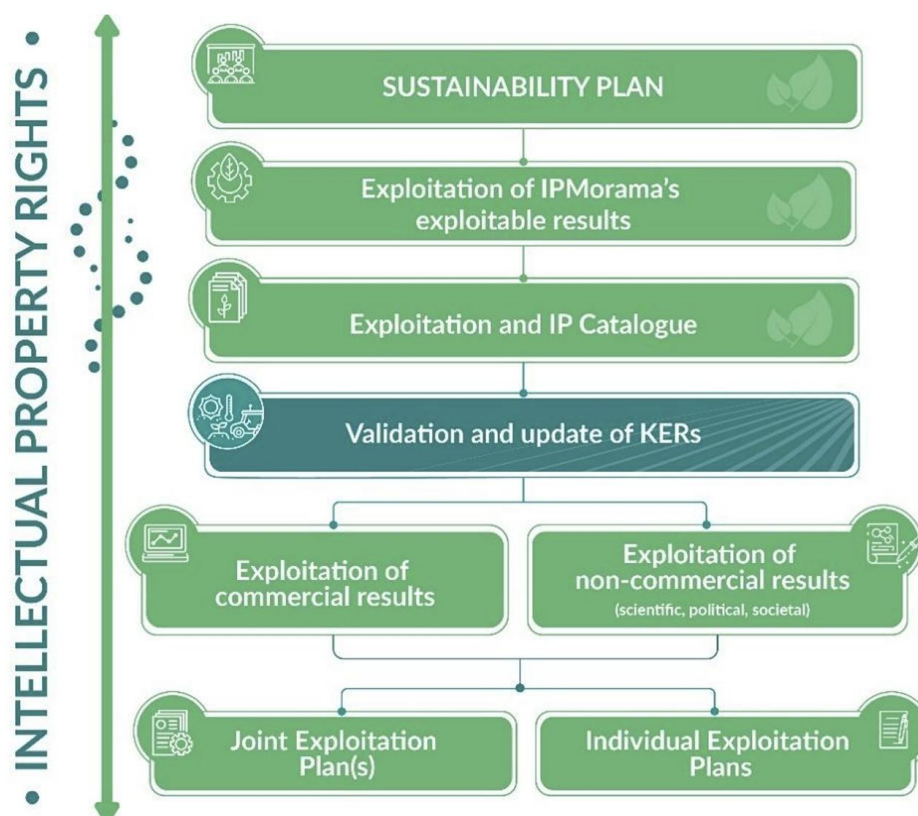


Figure 29: IPMorama Exploitation Strategy

Currently the project is going through the identification and mapping of all the potential exploitable results and assets – commercial and non-commercial ones – and beyond the already Key Exploitable Assets that have been identified during the proposal stage. In parallel, the important aspect of IP management is implemented. It is important to identify partners' expectations and ambitions to

ensure that all involved partners are working together toward the achievement of the same goals. Therefore, an IPR Scan is and will continue being executed, which has and will be followed by an IPR Workshop, thus the appropriate IPR measures could be implemented.

7.3. Methodological approach

To enable the most extensive use of the project outputs and the maximisation of the project impacts, a robust exploitation strategy that was presented in D6.1 Dissemination, Exploitation and Communication Plan I has been followed. The main goal of the IPMorama's exploitation strategy is to develop an effective way to exploit all commercially and non-commercially exploitable assets during and beyond the life of the project.

To that end, the exploitation strategy will be developed based on the following structure:

- ❖ Identification and systematic validation of Exploitable Results foreseen in the project through iterative sprints – with timelines adjusted to follow the timelines of piloting activities.
- ❖ Perform a market analysis to understand the market contexts, challenges, competitive landscape, target markets and the market positioning of the solution and commercially exploited results.
- ❖ Develop joint and individual exploitation plans for project partners to support the business, scientific/societal and/or political exploitation of their project results, taking into account ownership and management of Intellectual Property rights.
- ❖ Explore and develop one universal, crop agnostic business model for the Integrated IPMorama Solution - IPMorama Expert Breeding and Cultivar Kit - to be applicable at a farm level.
- ❖ Outline IPR management strategies guiding the joint and individual exploitation capabilities of the project partners.
- ❖ Plan the main actions to be undertaken by the project's consortium to ensure the sustainability of the project and its findings after the end of the project.

7.3.1 Exploitation and IP Catalogue

To identify and systematically validate project results, an online template of IPMorama Exploitation and IP Catalogue has been developed. The Exploitation and IP Catalogue was prepared, and it serves as a tool for gathering necessary information that facilitates and enhances business plan development. Furthermore, the catalogue serves as a comprehensive inventory of all the exploitable results that are planned to be developed by the partners during the lifetime of the project. It includes both tangible and intangible outcomes (knowledge or information; commercial and non-commercial) that have a potential to be exploited. It also covers all potential applications (scientific, societal, and economic). The purpose of the catalogue is to facilitate the identification, evaluation, and strategic utilization of the exploitable results for the best benefit of the project. The Exploitation and IP Catalogue contains following information:

- Name of Result/Exploitable asset.
- Description of Result/Exploitable asset Individual or Joint result – partners considered other partners' involvement and specified if the result is developed only by one partner (individual) or is shared with more partners (joint). In doing so, they considered the foreground generated.
- Partners involved – partners stated with whom they generated the result.
- Type of result –i.e., product, service, advancement in knowledge, methodology, process, model, networks.



- Marketability – project results can have the potential to be either commercially exploited, to be exploited on the market in order to generate income (e.g., concrete products or services) or non-commercially (e.g., to lay the foundation for further research), or both.
- Type of access to the result – open/public – private/restricted – note that if a result is open does not mean it is not protected. A result can be fully or partially open to the public and that open result can in some cases be protected by some IP measures such as copyright in scientific publications or non-registered soft IP if the owner plans to protect its internal exploitation pathways.
- Intellectual Property (IP) ownership background – The IP asset that each partner is bringing to the project: invention, databases, know-how, secret knowledge, etc.
- IP ownership Result (Foreground) – the outcome generated throughout the project: such as data, knowledge and information, whatever their form or nature, whether or not they can be protected, which are generated in the action.
- Expected measures to protect IP – patent, industrial design, trademark, utility model, copyright, Soft IP Trade secret, Soft IP Confidential information, Soft IP Company know-how.
- Expected TRL advancement per year.
- Year of commercialization/availability – Partners indicated the planned year to start commercialization and/or to make the result available. All non-commercial results will be available before the end of the project, while commercial results can be available on the market some time after the project ends.
- Replicability/Upscaling – indicating the results' replicability potential.
- Planned use: partners exploitation strategy - Partners are requested to provide a short qualitative description of how they want to exploit the result after the project's end for their scientific, political, research or economic/commercial purposes (partner's own purposes). All exploitation possibilities should be considered, including for example launch of products and/or services, but also new university courses, new publications, upscaling, and replicability of results in other areas or regions, leverage for further R&D and research projects, etc. In general, planned use is not how the society and consumers will exploit the result and neither a general description of the result, but it shows how partners plan to use the result in the market for their own purpose. Planned use should be aligned with what was indicated in the marketability question.
- Target stakeholders/end-users - Partners provided a list of key target stakeholders/end-users, covering all stakeholders they intend to reach (e.g., citizens, companies, universities, academia, regions).
- Stakeholders/end-users usage of result - Partners provided a brief description of how the stakeholders can use the result/solution/innovation/development.
- Channels - partners indicated the channels they intend to leverage to exploit the result. If the result has a commercial nature, channels are described as sale channels. For example: manufacturing portfolio, research/scientific, advertising channels, publications, demonstrations, etc.
- Key messages (value proposition) - present the pitch of the project result to the potential customers. This only refers to commercial results (e.g. benefits, problems solved, needs satisfied).
- Exploitation risks - partners listed all the risks they foresee in exploiting the result. Risks can be both from an internal perspective, so referred to the result itself (e.g., high costs, technical constraints, weak assumptions for a methodology), and from an external perspective, and so referred to the market of reference (e.g., high competition, more innovative products in the market, market not ready for a specific solution).



The overarching aim of the catalogue is to provide an overview of the assets available that can contribute to informed strategic decision-making. Furthermore, it facilitates the identification of opportunities, measures to protect developed assets, aligning partners' objectives with the assets that have the highest potential for generating value. The Catalogue supported the development of a systematic joint exploitation strategy, enhancing the analysis of the potential markets, customers, or industries where the Integrated IPMorama Solution and KERs, can be applied. Additionally, the exploitation catalogue plays a significant role in managing intellectual property, by supporting the definition of protection measures, ownerships, legal status, and aspects intertwined with IP management. Another purpose of the Catalogue is to identify opportunities for collaboration and mutually beneficial partnerships. This further facilitates recognition of potential synergies or complementary capabilities that can be leveraged for developing new licensing agreements, joint ventures, or strategic alliances. The utilisation of the Catalogue enhanced the credibility, demonstrating the unique value proposition and competitive advantage deriving from the identified exploitable assets.

The timing of the Catalogue verification is updated regularly in accordance with the timeline of project activities. With this type of verification, as well as with the consortium feedback, IP protection measures and exploitation pathways will be explored and suggested in a timely manner. Additionally, exploitation routes and IP protection measures will be taken into consideration for each organization, based on their market positions, strategies and usage of the business models.

7.3.2 Intellectual Property Workshops

Intellectual property workshops provide information and best practices regarding the protection of project results, as well as inform about the best way to enable sustainability of results after the end of the project.

The 1st Workshop introduced the basics of Intellectual Property (IP) and Intellectual Property Rights (IPRs), the importance of protecting IP, different types of IP measures, where and how to protect results and other useful information.



Figure 30: Screenshot from the 1st IP Workshop



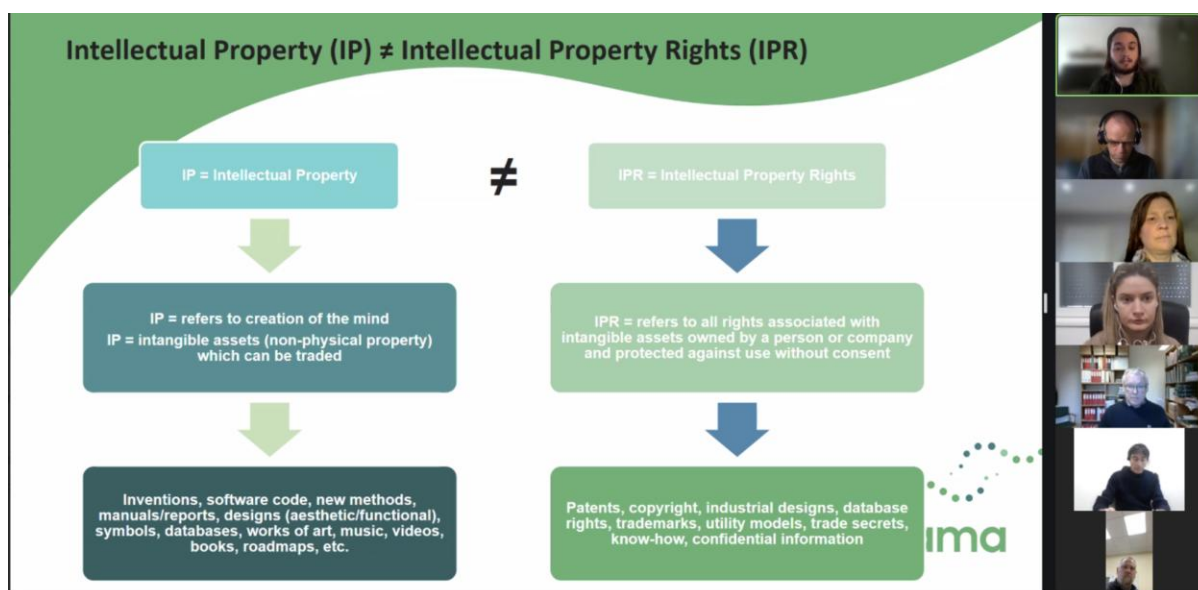


Figure 31: Screenshot from the 1st IP Workshop

7.4 Key Exploitable Assets (KEAs)

During the proposal stage, IPMorama has already identified 4 Key Exploitable Assets with the aim to put them on the market. Within the so far implementation of the project, WP4 explored partners' expectations and ambitions of the key exploitable results. All collected information so far is reported per each KEA, and it is grouped in the Product Overview Table. It needs to be taken into account that the information is prone to change, due to the timeline of the project, and development maturity of the developed KEAs. All changes and final updates will be reported in the final deliverable D4.9 Sustainability, Scalability & IPR Management Strategy II. The Product Overview Table serves as an “identity card” of each KEA, providing the following information: Owner(s) of the result; Problem addressed; Replicability/Upscaling potential; Value proposition.

OWNER(S) OF THE RESULT: WR, WU, AU, INRAE
PROBLEM ADDRESSED: The vulnerability mapping tool will be developed for wheat rust diseases and potato late blight by: a) combining landscape level information about pathogen virulence prevalence and varietal and host resistance deployment i.e., affection rate tables (race × variety), and weather based risk models, b) developing a public and GIS web based version of the tool (three GIS layers: variety distribution × affection rates × weather based risk for disease development), c) documenting the vulnerability mapping tool enabling implementation of additional pathosystems
REPLICABILITY/UPSCALING POTENTIAL: Similar models can be developed and applied for other crops and areas as additional features in the existing vulnerability tool.
VALUE PROPOSITION: This vulnerability mapping tool provides real-time, actionable insights to combat wheat rust and potato late blight by integrating pathogen virulence data, varietal resistance, and weather-based risk models. Its public GIS web platform visualizes high-risk zones (via layered maps),

enabling rapid response to emerging disease strains. By incorporating dynamic updates from pathogen monitoring, it identifies vulnerable regions across Europe, helping farmers and policymakers deploy resistant varieties and preventive measures efficiently. The tool is scalable to other pathosystems, supported by existing databases (RustWatch, EuroBlight), and promotes collaboration via a non-profit, stakeholder-driven model. Training ensures effective adoption, maximizing crop protection and yield security.

Table 5: Product Overview of the Vulnerability Mapping Tool

OWNER(S) OF THE RESULT:
AU, CREA

PROBLEM ADDRESSED:
Based the RustSurvey crowdsource APP for wheat rust disease surveillance developed and used successfully in RustWatch, similar apps and GIS-based dashboards will be developed to cover potato late blight, early blight, as well as soybean diseases.

REPLICABILITY/UPSCALING POTENTIAL:
Similar apps can be developed and applied for additional diseases in different crops and areas.

VALUE PROPOSITION:
The Disease Survey Crowdsource App enables real-time, field-level surveillance of wheat rust, potato late blight, and soybean diseases via a public GIS dashboard, empowering farmers, researchers, and agronomists to track outbreaks efficiently. By adapting the proven RustWatch model, it ensures rapid disease reporting and visualization, supporting early intervention. Data feeds into IPM strategy testing and vulnerability mapping, improving predictive accuracy.

Table 6: Product Overview of the Disease Survey Crowdsource App

OWNER OF THE RESULT:
FSH

PROBLEM ADDRESSED:
The availability of cheap pesticides is considered to be a constraint even if farmers find IPM effective. In order to overcome this barrier IPMorama will investigate growers' business models and strategies and adjust them to the newly developed IPM approach. This way, financial benefits from the application of IPMorama variety-centric IPM production will be captured and presented to farmers who will be encouraged to apply our IPM concept.

REPLICABILITY/UPSCALING POTENTIAL:
The research and development of appropriate business models can be adapted to the needs of the respective end-user, while taking into account any societal, geographical, economical and environmental restrictions.

VALUE PROPOSITION:
IPMorama tackles the barrier of cheap pesticides by analyzing and adapting farmers' business models to align with cost-effective, variety-centric IPM strategies. We demonstrate the financial benefits of reduced pesticide use - such as lower input costs, healthier crops and premium market opportunities - to incentivize IPM adoption. By proving that sustainable farming can be profitable, we empower growers to transition from chemical dependence to resilient, economically viable IPM practices, ensuring long-term productivity and environmental sustainability.

Table 7: Product Overview of the Business modelling practice



OWNER(S) OF THE RESULT: WR,WU, AU, INRAE, CREA, FSH
PROBLEM ADDRESSED: Reduce the pesticide usage in conventional agricultural system, and enable the viable expansion of organic systems by development of a “practice ecosystem” that supports the breeding, deployment and uptake of varieties that are designed to underpin Integrated Pest Management (IPM) approaches for important diseases/pests in wheat, potatoes and grain legume species (soybean, white lupin and pea) in Europe.
REPLICABILITY/UPSCALING POTENTIAL: Built on modular design, the kit can expand beyond wheat, potato and soybean to include other crops and emerging diseases by updating pathogen databases and resistance profiles.
VALUE PROPOSITION: The IPMorama Kit integrates disease surveillance, vulnerability mapping, and optimized IPM business models into a one-stop digital solution for smarter crop protection. By combining real-time pathogen tracking, risk prediction and economic insights, it helps breeders develop resistant varieties and guides farmers in implementing cost-effective, sustainable IPM strategies. This data-driven toolkit boosts yields, reduces pesticide reliance and strengthens Europe’s resilience against crop diseases - bridging the gap between cutting-edge science and practical, profitable farming.

Table 8: Product Overview of the IPMorama Expert Breeding and Cultivar Kit

7.5. Portfolio of IPMorama Exploitable Assets (EA)

IPMorama’s results to be exploited during the project or after it finishes including any tangible or intangible outcomes of the project, such as data, knowledge and information, whatever their form or nature is. All outcomes are and will be captured in the Exploitation and IP Catalogue will be updated regularly. Furthermore, the catalogue will be updated until the end of the project and will be aligned with its development during the project’s lifetime. All currently captured exploitable assets are presented below.

Partner	Name of Result/Exploitable asset	Description of Result/Exploitable asset	Individual or Joint result	Partners involved	Type of result
AU	Potato late blight pathogen genotype results	Results from IPMorama on P. infestans gen	Joint	AU, WU, WR, INRAE, JHI	Service (e.g., advisory, ci)
CREA	Soybean germplasm and selection tools for improved resistance to	Development of more resistant varieties, in I	Individual		Product (e.g., technologi
CREA	Organic soybean seed treatment against Diaporthe Seed Decay	Development of protocols for soybean seed	Joint	CREA, SIS	Advancement in knowle
CSIC	Elite pea breeding lines resistant to Orobanche crenata	Orobanche crenata is a root parasitic weed	Individual		Product (e.g., technologi
AFL	Scalability Assessment Tool	To furthersupportsustainable exploitation as	Joint	FSH, AFL	Advancement in knowle
Innov3PT	Validation of the potato resistance markers set	Technical validation of the markers in a pan	Joint	TEAGASC, SAKA, Innov3	Methodology (e.g., math
Innov3PT	R gene genotyping in recently registered varieties (and breeding line	Genotypic data of the screening of the mark	Joint	TEAGASC, Innov3PT, GE	Advancement in knowle
Innov3PT	Variety centric IPM validation trials in NW France	Phenotypic data of the IPM validation trial ir	Joint	TEAGASC, AU, WR, SAK/	Methodology (e.g., math
GEVES	Creation of a sentinelle set for 3 rusts	a wheat & triticale set of cultivar sentinelles	Joint	AU, INRAE, GEVES	Service (e.g., advisory, ci)
GEVES	Creation of indicators of resistance vulnerability	Compilation of data coming from resistance	Joint	TEAGASC, AU, WU, WR, I	Service (e.g., advisory, ci)
GEVES	Define the characteristics of the best variety mixture for a better sus	Define a protocole to optimize the variety m	Joint	INRAE, SIS, GEVES, WBF	Service (e.g., advisory, ci)
TEAGASC	Advanced potato breeding lines	A collection of potato breeding lines combir	Joint	TEAGASC, SAKA	Product (e.g., technologi
SAKA	Advanced potato breeding clones	A collection of potato breeding clones comt	Joint	TEAGASC, SAKA	Product (e.g., technologi
SAKA	Production method for commercial-scale IPM in potato	One collated set of yield, financial and mane	Joint	WR, SAKA	Advancement in knowle

Figure 32: List of exploitable assets



8. Conclusion

This second version of the Dissemination, Communication, and Exploitation (DEC) Plan builds on the foundation established in D4.1 and reflects the progress achieved during the first 12 months of the IPMorama project. The updated plan provides an overview of the activities implemented to date, assesses progress toward key performance indicators, and outlines the methodologies used to engage stakeholders, monitor impact, and prepare for exploitation of results.

The DEC activities have remained closely aligned with the project's overall objectives and timeline. Notable achievements include the establishment of a strong visual identity, successful launch of digital channels, production of the first practice abstracts, initiation of targeted stakeholder engagement, and the implementation of internal monitoring mechanisms. The introduction of the Insights Corner and further development of synergies with related projects demonstrate the consortium's commitment to accessibility, transparency, and impact.

Looking ahead, the consortium will focus on scaling up community-based engagement through coaching, intensifying stakeholder mobilisation, and preparing for the dissemination and uptake of emerging project results. The strategic direction and tools outlined in this deliverable will continue to guide the DEC efforts in the next implementation phase.

