



high-value products from agricultural
residues through sustainable chains

Deliverable D5.1

Communication, dissemination and exploitation plan

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Type

R	Document, Report	<input checked="" type="checkbox"/>
DEM	Demonstrator, Pilot, Prototype	<input type="checkbox"/>
DEC	Websites, Patent Fillings, Videos, etc.	<input type="checkbox"/>
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Summary

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WP Leader: Emma Needham, BDC

Person in charge of the deliverable: Emmanuelle Lagendijk, INRAE Transfert

Author(s):

Emma Needham, BDC

Marina Hohl, INRAE Transfert

Serena Mauries, INRAE Transfert

Contributor(s):

AgriLoop Executive Committee

AgriLoop partner: Tomapaint

AgriLoop partner: Bio-Mi

All AgriLoop partners via an interactive session and C&D survey

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Draft strategy for communication, dissemination and exploitation

Contents

1	Executive summary	p3
2	Introduction	p3
3	Objectives of the strategy	p4
4	Target audiences	p5
5	Key messaging and messaging risks	p9
6	Communication activities and materials	p10
7	Dissemination materials and activities	p11
8	Events	p13
9	Training activities	p14
10	Exploitation strategy	p15
11	Networking and collaboration	p21
12	Co-ordination of activities	p22
13	Monitoring & evaluation	p24
14	Legacy	p24
15	Appendices	p24

1. Executive summary

This report defines AgriLoop's strategy to:

- communicate project findings to a large audience and disseminate results to a carefully identified set of stakeholders to help advance their exploitation.
- implement knowledge-transfer and training activities to disseminate best practice to farmers and the bio based sector, and policy recommendations to policy makers and regulators.
- develop and deliver an exploitation plan to optimise the effective commercialisation of project outputs.

Planned communication, dissemination and exploitation (C,D&E) activities will begin at the project's inception, continue throughout the project's four years and make resources accessible after the project is completed. The strategy includes: 1) stakeholder analysis identifying dissemination targets from along the value chain and communication targets for wider audiences; 2) key messages for each stakeholder group and messaging risks; 3) a set of planned activities mapped across key stakeholder audiences; 4) a plan for exploitation; 5) training and knowledge transfer plans; 5) a plan for monitoring and evaluation.

2. Introduction

AgriLoop is a large and complex project that spans multiple partners across Europe and China. It involves the creation of new value chains within the agri-food sector and rapidly growing bio based industries. To ensure maximum impact, the project needs to communicate and disseminate

information effectively from its inception to diverse sets of target audiences across a wide geographical range. Key aspects of communication and dissemination will include: dialogue with growers as part of a multi-actor approach; engaging with end users to guide innovation and fast-track commercial adoption of bio based products; dissemination of scientific results; transfer of best practice; working with policy makers; and participation in debates around relevant issues of public interest. This strategy outlines the approach and activities that will be used to achieve this, with more specific detail on activities for the project's first year. More detail on activities across the later stages of the project will be provided in subsequent reports in M18 and M36, as well as in a final report at M48.

3. Objectives of the strategy

Maximise exploitation of project results

Stakeholder dialogue will be encouraged to ensure that AgriLoop will benefit from technical and business advice and feedback, and that project outputs are fully aligned with end-user requirements. This strategy will also help fast-track the uptake of agricultural best practice and the commercial adoption of technical advances and new products by the bio based products industry. Scientific and technical results will be disseminated through conferences, workshops and publications as well as outreach to sector organisations. Knowledge transfer of best practices will be ensured through training events and the publication of practice abstracts. All these activities will be aligned with the intellectual property (IP) strategy for AgriLoop.

Promote the reputation of project funders and partners

This strategy will enhance the reputation of partners and funders by widely communicating project successes and making clear how the project contributes to issues of public concern such as: sustainable economic growth, economic competitiveness, resource efficiency, climate change and avoidance of plastic pollution. In this way, the project will raise awareness of how the lives of European, UK and Chinese citizens are benefiting from research supported by the funders. Activities will include popular journal articles and press releases. Newsworthy content will be provided to the funders' communication channels and the funders will be clearly acknowledged in all project communications. Potential future funders of follow-on research or commercialisation will also be reached out to.

Support EU and national policy aims regarding on green agenda and sustainable bioeconomy

The project will communicate how the project is contributing to EU and national policy goals with an emphasis on opportunities associated with Green Deal policies, the EU Bioeconomy Strategy, the Farm-to-Fork Strategy and the EU-China Food, Agriculture and Biotechnology (FAB) flagship initiative. It will also engage in dialogue with policy makers to help remove regulatory barriers and create an enabling policy environment for the valorisation of agri-food residues and the commercialisation of bio based products. In addition, it will support the strengthening of co-operation between EU and Chinese policy makers regarding the valorisation of agri-food residues. Activities to achieve this objective include the publication of policy briefing notes and recommendations for a shared EU-CN vision on agri-residue management, direct policy maker interactions and participation in events attended by policy makers.

Enhance the transition to a sustainable, inclusive, circular bioeconomy

To help agriculture and other industry sectors with the transition to a bioeconomy, the project will disseminate project results and learning as widely as possible. The project will also communicate widely to raise support among consumers, environmentalists, and other interested citizens about the benefits of the sustainable bioeconomy and the benefits of using agri-food residues with a Safe and Sustainable by Design approach. The project will also seek to inspire young people and early-stage researchers to pursue careers in the green economy. Activities under this objective will include scientific publications, press releases and public engagement events.

4. Target audiences

This section identifies and describes the stakeholder groups we need to disseminate the project outputs to and wider audiences for communication, in order of priority. A communication and dissemination strategy for each group is outlined in table 1. A summary of communication and dissemination activities mapped across these target audiences is also provided in appendix 1. Gender and social diversity representation will be considered in the production of all communication/dissemination resources and when targeting communication/dissemination activities.

1) Feedstock providers

Farmers, growers, residue traders, primary food processors (Ph. Colin, P.Schiessl, GCIA, Mutti, Rodolfi, Fini Group, Gru Ardo, Bodegas Y Vinedos, Grap'sud) and crop consultants (Agridea) must be engaged throughout the project - not only for the provision of agri-food residues but also as end users of bio based products aimed at agricultural markets. Particular attention will be paid to farmers in key growing regions for AgriLoop's main crops. Multipliers and communication channels include: Co-operatives and farmers' unions (FCAC, Confagricoltura, La Cooperative Agricole-COPAG, Cooperatives Alimentarias de Almeria, SAT Almerifresh, Spanish Agro & Food Cooperatives -CAE, La Coopérative Agricole, Confederação dos Agricultores de Portugal-CAP, Legacoop, CAVIRO, Beijing Shengquan Agricultural Cooperative, Chinese farmers' association, The National Association of Fish and Seafood Canning Manufacturers), professional networks and platforms (COPA-COGECA, EU Association of Agricultural Economists, China Association of Agricultural Economics, EIP-AGRI, Agpress.eu, National soybean industry technology system, European Feed Manufacturers Association as well as their national members, Confagricoltura) trade press (Farmers News, Farmers Journal, La France Agricole, Revue de l'Industrie Agroalimentaire), agricultural shows and trade expos (San Miguel Fair, Agritech, Crops, China Agricultural Exhibition, Guangzhou World Grain and Oil Expo, Bavarian Central Agricultural Festival-ZLF). Dissemination to these audiences will be supplemented with regional training seminars in the local language, as required (see section 9).

2) Bio based process users

It will be important to communicate with potential users of the extraction and conversion technologies and the cascading pathways developed by AgriLoop. This will include: biochemical industries, polymer industries, biotech companies, producers of industrial feedstocks, biomaterial converters, process engineers, biorefineries and other technology operators (e.g. MadeBioetch, Unibio, Paques Biomaterials, Chaincraft, Venvirotech, Biorefine, Biorefinery Sustainable Solutions, Bioefineries Initiative Biometano, De Smet Eng., ENMAT, NaturePlast, Bio-Mi, Spinnova, FuerstPlast,

Mixcycling). Multipliers and communication channels include: industry federations (BBIA, EU Biomaterials Association, Europabio, Federation of EU Speciality Food Ingredients, Association Bioplastiche, China National Food Industry Association, GoPha!, Chinese Society of Biomaterials), bioeconomy clusters (BioVale, IAR, Flanders Food Catalyst), trade press (Bio Based World News, Bioplastics Magazine, Renewable Matter Trade, Biogas Informa), trade shows (Agrotech Alimentaria, China National Feed & Industry Exhibition, European Coating Show), conferences (Renewable Resources and Biorefineries, Plastics update conference).

3) End-users of bio based products

The project will engage with end-users of products to engage them in the research innovation cycle and stimulate their interest in the new products. This will include the agricultural audiences outlined above as end users of products such as mulching films horticultural pots and fertilisers (SDP Rovensa, Aveve, Agaris, Sanac BayWa) as well as food and drink manufacturing companies (Barilla, BioSabor, Ausumgaard, Arla, Nestlé, Duvel moortgat, laChouffe, Roman, ABEnBev, Steenbrugge, Illy Coffee, Soredab), nutritional supplement providers and feed companies (Cargill, Duynie feed, NuScience, Royal Canin, INVE, Nutriforce, Iambers-Seghers, Calombi Salmon, Nutrition Sciences, Monge) and the chemical and packaging industries (SABIO materials, FurstPlast, Pack4Food, Logoplaste, Corepla). Multipliers and communication channels include: professional networks, clusters and platforms (International Agri-Food Network, European Plastic Converters, Flanders' Food Innovation Platform, Cluster Food & Nutrition, Association Nationale de Industries Alimentaires, FoodDrinkEurope, EIP-AGRI, European Bioplastics, IFOAM, FEVIA, Réseau Vrac, Biogas-Netzwerk, Nevedi, OPNV, Impact Forecast), trade press (Agro magazine, Business Green, Packaging Observer, Plastforma, Plastic News Europe, Nuu blog, Revue Innovations Agronomique, Metal Packaging Europe, Pitture e Vernici), trade fairs and expos (Ecomundo, China Environment Expo Agricultural Waste Treatment & Utilisation Expo, Cibus).

4) Scientists

The project will communicate with scientists, researchers (including early-career researchers) and technicians in both academia and private research establishments. The aim is to: generate new partnerships, initiate new projects, co-supervise PhD/Post-doctoral Researcher, advertise job opportunities and to share knowledge and data. Multipliers and communication channels include: open access science and technical journals (Chemical Engineering Journal, Journal of Agriculture and Food Chemistry, Sustainability, Scientia Agricultura Sinica, Journal of Chinese Institute of Food Science & Technology), other EU and national projects (see section 11 of this strategy), science networks (EIP Agri, EIP Raw Materials, the International Association of students in Agricultural and related Sciences, GDR DUMBio network on bio based materials), learned societies (EU Chemical Society, EU Plant Science Organisation China Association for Science and Technology, International Society of Industrial Ecology, Associazione Italiana Agroecologica), science conferences and symposia (EU Bioplastics, Renewable Resources and Biorefineries, Chinese Biomaterials Congress, Symposium for Young Chemists), innovation campuses (BLC3 Association), research pitch contests (Compostela group of universities), webinar series (Loops) data platforms (INRAE ODALIM), communication channels of universities and private sector research institutes (R&D SEGES, BayFor, Bordeaux Sciences Agro, INRAE Odalim platform, Fraunhofer Institutes, CeeBios, Wageningen UR).

5) Policy makers, regulators and funders

The project will share project outcomes with policy makers to inform and influence decisions in policy areas such as end-of-waste regulations, resource efficiency, labelling and certification of bio based products. It will also focus on the transition to a low carbon economy, with a focus on relevance to: EU Green Deal, the Bioeconomy Strategy, the Farm to Fork Strategy and the EU-China Food, Agriculture and Biotechnology (FAB) flagship Initiative. In addition, the project will communicate with regulators to ensure project compliance with standards. It will share project successes to raise the project's reputation with the funders and to encourage them to promote through their own communication channels. It will also raise awareness with possible future funders of further research and commercialisation, including potential investors. This includes European and national policy makers and technical committees and working groups for standardization, departments and ministries for agriculture and environment. Activities will include: contributions to consultations, dissemination of recommendations and briefing papers and participation in workshops or webinars attended by policy makers. Multipliers and communication channels include: EU publications and newsletters (Cordis, eu.Europe, Horizon Magazine, Horizon Results Platform, EU Research and Innovation Success Stories), think tanks and lobby groups (FarmEurope, Good Food Institute), expert associations (FCA, BBIA, Europabio, Chinese Institute of Food Science and Technology), events attended by policy makers (Euroscience, EFIB), food safety and standard bodies (CODEX, ISO, EFSA, ECHA, ANSES, State Administration for Market Regulation), key government departments (UK DEFRA, Ministry of Ecology and Environment of the People's Republic of China), funding organisations (CBE-JU, EU-China FAB), investor networks (EBAN, Business Angels Europe).

6) Wider audiences

The project needs to reach out to a wider set of audiences to: raise awareness of the benefits of the circular bio based economy and the valorisation of agricultural waste and residues (including impacts on human health, rural development, ecosystems, and natural resources); increase citizen interest in the transition to bio based products; help inform debates on issues of societal interest (climate change, plastic pollution); and inspire students to follow careers related to the green economy. Target audiences will include: waste management companies, civic society organisations, consumer organisations, environmentalists and consumers. Younger audiences will be of special importance given their high interest in environmental issues and their potential to be inspired to follow relevant careers. This includes early career researchers and students (biosciences, agronomy, environment, biochemistry and industrial engineers). Younger audiences will be reached via open days, summer schools, researcher nights, science festivals and school science initiatives. Multipliers and communication channels include: science outreach initiatives (European Biotechnology Week, European Researcher Night, Euroscience Open Forum, Café Scientifique, Food and Science Festivals, EU Bioeconomy Youth Ambassadors), EU science communication initiatives (GlobalScape), projects in bioeconomy education (BioBeo), science/environmental news outlets and television programmes (Sci Central, Science Daily, the Conversation, Terra Nuova, Aqui La Tierra, 90 Seconds of Science), science/environment sections of mainstream outlets (El Pais, Midi Libre, La Republica - Green and Blue) science and environmental blogs and podcasts (Il Bioeconomista, Greentech, Ecogeek, Expeditie Transitie, La Nouvelle Eco), eco-awareness initiatives and campaigns (Stop Food Waste Day, Food Waste Action Week, Love Food Hate Waste), NGO alliances (SDG watch Europe, European Environmental Bureau, REAL DEAL Project), and special days (World Bioproduct Day, European Biotech Week).

Table 1: Outline communication and dissemination plan for key target audiences

Target audiences	Communication & dissemination aims	Multipliers	Activities
Farmers/growers as both feedstock providers & end users	Generate awareness/ interest in higher value income streams from residues; engage in a multi-actor approach; share best practice	Co-operatives, farmers' unions, professional networks, trade press, agricultural shows	Coverage in trade press, newsletters & journals; agricultural shows; training; webinars; best practice abstracts; product data sheets; sample exhibitions
Bio based process users	Encourage exploitation of AgriLoop processes, technologies, and cascading pathways	Industry federations, bioeconomy clusters, trade press, trade shows	Coverage in trade press, newsletters & journals; trade shows & conferences; training days & webinars; product data sheets; sample exhibits; best practice abstracts
End-users of bio based products	Stimulate interest in new market opportunities from AgriLoop end products	Professional networks, platforms, trade press, trade fairs, expos	Coverage in trade press, newsletters & journals; trade shows & conferences; training; webinars; product data sheets; sample exhibits; best practice abstracts; surveys
Scientists and other academics	Generate new science partnerships & projects; share knowledge and promote scientific use of project results	Science publications, related projects, learned societies, scientific conferences	Publications in science & technical journals & books; posters & presentations at conferences; educational resources; training days & webinars; product data sheets
Policy makers, regulators, funders, investors	Inform & influence policy, regulation, funding decisions, ensure compliance, & enhance reputation	Funders, think tanks, lobby groups, expert associations, food safety & standard bodies, government departments, investor networks	Direct liaison; participation in policy events; coverage by funder communication channels; policy maker and funder events; policy briefs; case studies
Wider audiences: consumers, environmentalists & the public	Raise awareness of project benefits, increase interest in Bio based products, inspire young people to follow green economy careers	Science outreach & communication initiatives, science news outlets, & blogs, eco awareness campaigns, NGO alliances, special days	Popular articles in mainstream media or science outlets & blogs; public engagement events; social media campaigns; surveys

5. Key messages and messaging risks

The following key messages have been developed and will be used throughout our communications aimed at general audiences.

- Agri-food residues are an underexploited resource for the EU and China and their increased use can bring significant economic, environmental and societal benefits.
- AgriLoop is an EU-funded project developing sustainable processes to convert agri-food residues into high-value, eco-friendly products for use in food, feed and bio based materials.
- AgriLoop will strengthen European/Chinese co-operation, enabling them to join forces to increase agricultural sustainability, grow the bioeconomy and tackle climate change and plastic pollution.

More specific messages, to disseminate to specific stakeholder groups are as follows:

- Developing higher-value uses for agri-food residues will bring about new economic and social opportunities in rural areas.
- Plant polyesters can be key building blocks in the development of novel, bio based & degradable plastics.
- The AgriLoop project will promote European value creation, innovation and skills development.
- The new uses for agri-food residues aim to improve environmental outcomes over current uses, particularly landfill or energy recovery.
- AgriLoop will assess the quantitative potential of protein and biopolymer production from agricultural and processing residual streams.

Project messaging should support decision taking by including information such as estimates of quantitative potential per residue-process-product combination and the total volumetric potential per country and at EU level.

Table 2: Messaging risks and how to counter them

<u>Messaging risk:</u>	<u>Mitigation:</u>
Products made from wastes and residues are perceived of as inferior or risky, compared to conventionally sourced products.	Communications will provide data on the performance and safety attributes of the new products, compared to conventional sources.
Agricultural residues are assumed to always be needed to be returned to the soil to ensure its fertility.	Project communications will stress that environmental sustainability assessments are part of the project.

Bio based products will always be outcompeted in the market by cheaper synthetic alternatives.	Communications will emphasise bio based products' growing share of the market in all sectors.
Use of novel catalysts will make processes more expensive and less acceptable to industry	Bio based process users will be engaged with throughout the project.
AgriLoop's sustainability claims are dismissed as 'greenwashing'	Communications will ensure all sustainability claims are clearly evidenced.

6. Communication materials and activities

Key communication materials will be produced by M4-6 for use by all partners (visual identity, website, brochure, social media feeds). These will be added to with additional materials as the project progresses.

Visual identity. This will ensure the project communicates in a professional and consistent way. It includes a logo (see appendix 3), which will be displayed on all communication materials, along with the EU, CN and UKRI funder acknowledgements and logos. The logo can be accompanied by the following strapline: **"High-value products from agricultural residues through sustainable chains."** There is also a recommended branding palette, images and fonts to use in project communications (see appendix 3). Templates will be provided for posters, presentations and banners to ensure partners can easily produce materials in different languages with consistent branding and funder acknowledgement.

Project website. The project website will be the central communication hub for the project, hosting non-confidential content, with sections for each target stakeholder group and embedded social media feeds. Resources will be added to as the project progresses and external links will be encouraged to build visitor numbers. Website content will ultimately include:

- project overview
- project news and developments, including press releases and links to press coverage
- training materials and recorded webinars
- best practice abstracts
- links to open access, scientific and popular articles written by the partners
- policy briefs
- multimedia resources, such as presentations, videos and animations
- resources for the public on the circular bioeconomy and why it matters
- societal, economic and environmental benefits from the project
- contact addresses to encourage communication and feedback.

Social media. Social media will be used to publicise project developments, engage in dialogue, build relationships with other organisations and EU projects, draw visitors to the website, monitor what is being said about the project and contribute to debates on relevant societal issues. Content will be generated and disseminated via dedicated project feeds (Twitter, LinkedIn, YouTube, WeChat, Weibo) and via the social media channels of the partners. Content will include:

- project developments and successes
- upcoming attendance at conferences, trade shows, public engagement events
- links to new content or resources on the website
- retweets of relevant organisations
- live tweeting from events
- bio based and biorefining news items

The Twitter feed will be embedded in the project website, ensuring regularly updated content for the site. On Twitter, the project will post around 4-5 tweets a week and will seek to attract 350 followers by the end of M12. On LinkedIn the project will post twice a week and seek to attract 220 followers by M12. The feeds will follow and interact with the feeds of funders (@HorizonEU, @REA_research, @EUGreenResearch, @UKRI_news) and related EU projects. Content will be provided for the feeds of partners (e.g. @BDC_org, @INRAE_France). To increase reach of the social media posts hashtags to use include #AgriLoopProject, #HorizonEU, #agriresidues, #biobased, #farming, #food, #feed, #greentech, #health, #products, #sectors, #sustainableagriculture, #sustainablefood, #zerowaste, #circulareconomy.

Press releases. Major project milestones will be marked with a press release. These will be generated centrally by the BDC and IT, approved by IT and disseminated by BDC and by the press offices and communication channels of all the partners, who will translate this content into different languages as required. The project aims to produce around 20 press releases over its entirety and secure six articles in trade press journals or newsletters. The project will also liaise with the media to secure interviews, blog posts, features and newsletter items.

Other communication materials

- project brochure
- flyers and posters
- slide deck and PowerPoint templates
- image library
- multimedia resources such as video interviews and animations
- set of end-product samples
- diagrams and infographics
- display banners

7. Dissemination materials and activities

Scientific publications. In line with the project's commitment to Open Science, the partners will publish their findings in formal reports and scientific articles in green or gold open access, peer-reviewed journals, scientific posters, conference proceedings and book chapters. Examples of possible outlets include: Processes Journal, Chemical Engineering Journal, Journal of Agriculture and Food Chemistry, Sustainability, Scientia Agricultura Sinica, Journal of Chinese Institute of Food Science & Technology, European Biotechnology, Waste Management, Waste and Biomass Valorisation, Journal Environmental Management, Journal Cleaner Production, Environmental Chemical Engineering Journal, New Biotechnology, Foods. A project publication plan will be created

by M6, outlining publication plans for each work package and emphasising opportunities for publications co-authored with other projects.

Best practice abstracts Best practice knowledge from WPs 1-4 will be translated into easily understandable recommendations and communicated via best practice abstracts using the common format developed by EIP-AGRI. These will include: (1) good farming practice documents, each focusing on a particular crop or livestock production system in a specific agri-climatic region, (2) best practice biorefinery recommendations covering the most promising by-product and co-product processing technologies and biorefinery options: organised by product groups (e.g. biomaterials, agricultural supplies, food additives). Around 40 abstracts will be published in three batches throughout the project, with the aim of achieving good representation across EU and CN regions. The abstracts will be published on the project website, via the EIP-AGRI project database and distributed at training workshops and other project events.

Policy briefs Project outcomes relevant to issues of societal concern will be communicated via at least two policy briefs. These will distil relevant project findings into evidence-based policy advice to help readers make informed decisions with an emphasis on opportunities associated with Green Deal policies, the EU Bioeconomy Strategy, the Farm-to-Fork Strategy and the EU-China Food, Agriculture and Biotechnology (FAB) flagship initiative. These will be publicised via the project website, at events attended by policy makers and disseminated directly to key contacts.

Dissemination audiences will also be reached through specific sections of the website, targeted social media content and trade press liaison, training and events.

Table 3: Examples of project outputs for dissemination

Examples of project outcomes outputs for dissemination	Dissemination audiences
Year 1	
Project communication channels created	All
Stakeholder consultations	Farmers, growers, process users, bioproduct users
First scientific reports	Scientists, process users
Year 2	
First best practice abstracts	Farmers, growers, process users
First policy briefs	Policy makers
First science publications	Scientists, process users
Year 3	
Decision on technologies/end products for scale-up	Scientists, process users, bioproduct users
Technical data sheets	Scientists, process users, bioproduct users
Set up of pilot-scale biorefineries	Scientists, process users, bioproduct users
Year 4	
Training days and webinars	Farmers, growers, process users, scientists

LCSA assessments	Scientists, policy makers, process users, bioproduct users
End product samples	Process users, bioproduct users

8. Events

A programme of participation in external events will be developed throughout the project. All partners will look for opportunities to communicate about the project and disseminate its results at: scientific conferences, agricultural shows, trade fairs, exhibitions, events for policy makers, institutional open days and public engagement events. Events with potential for C,D&E have been identified and are summarised in the table below.

Table 4: Events identified for reaching specific target audiences

Audience	Event
Farmers, growers, feedstock providers	AgriTech, Crops, China Agricultural Exhibition, Guangzhou World Grain and Oil Expo, China Environment Expo, Agrotech Alimentaria, San Miguel (Lleida) Fair, China National Feed & Industry Exhibition, Bavarian Central Agricultural Festival-ZLF, International Congress of Food and Agriculture-ICA, Oko-Feldtage Agriculture Show, Alimentaria, Salon International de l'Agriculture, Lisbon Agriculture Conference, AgroExpo, AgroTech Fair, Tomato World Fair, Conference on the Impact of Climatic changes in the agro-forestry sector, European Symposium on Biopolymers, International Conference on Fiber & Polymer Biotechnology, EU Bioplastics, Tech & Bio
Bio based industries	Agricultural Waste Treatment & Utilisation Expo, Chinese Biomaterials Congress, MMC PHA research workshops, Conference on Biopolymers and Bioplastics, European Bioplastics Conference, European Biomass Conference, Ecomundo, WME-EXPO, World BioMarkets, BIOFACH, International Symposium of BioPolymers & Bioplastics, Symposium on Waste Management, Food4Sustainability CoLab Seminars, International Conference on Waste and Biomass Valorization, International conference on sustainable solid waste management, Gordon conference on Biopolymers, Wastes 2023, Ecomondo
Scientific community	EU Bioplastics, Life Cycle Management Conference, BioTech France, Life Cycle Innovation Conference, SETAC Europe Conference, WEB summit, Green and Sustainable Chemistry Conference, EAAE Congress "Agri-food systems in a changing world", Congreso Nacional de Microbiología Industrial y Biotecnología Microbiana, Insects to Feed the World Conference, International Conference on Materials Science and Engineering, International Symposium on Plant Apoplastic Diffusion Barriers, Renewable Resources and Bio-refineries Conference, Ecomondo
Policy makers	Euroscience, EFIB, European Bioeconomy Conference

Scientifically engaged public	Researcher Nights, Café Scientifique, Beijing Science & Technology Week, Science Festivals, Jam Science, Ciencia en Pangea, Ciencia con Chocolate, CSIC Science Week, Institute Open Days
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The schedule of attendance at external events will be complemented by the organisation of events by AgriLoop. These will include knowledge transfer webinars, stakeholder dialogue meetings, training days and learning workshops in partnership with other EU projects. Partners will be provided with communication materials for these events (posters, banners, flyers, slide sets and videos, product sample collections).

9. Training activities

Three types of training events will be organized through the project: face-to-face actions (8), workshops (3) and online webinars (10). The main objective of these actions is to disseminate the knowledge and results of the project to a wide range of attendants, including farmers, staff linked to the industry, and especially academia: students, and researchers.

A training plan will be defined in which the participation and contributions of the entire consortium will allow the achievement of these objectives. This planning will include the expected dates, place, the title of the activity, the specific objectives and contents, attendants' profiles and the partners that will lead the event.

For face-to-face training actions, the planning will ensure a balanced distribution of its development in as many countries as possible, ensuring a diverse range of knowledge transferred, and the widest possible profiles of attendees. For these face-to-face actions, emphasis will be placed on the transfer of knowledge of the project as a whole, particularly for the contents of WP1 and WP4, but also including content from WP2 and WP3 if needed, according to regional needs or other reasons to ensure higher impact. Academic and RTO partners will be encouraged to hold summer schools and open days targeted at younger audiences, for example, possibly as part of the ITQB NOVA Summer Science weeks.

Although the face-to-face actions will be carried out in a specific country, they will nonetheless involve the collaboration of partners from other countries of the consortium, as required. The workshop actions (3) will be designed very specifically with other projects and initiatives of the EU and CN, and the contributions of all partners will be needed, and especially from those that will be more involved depending on the focus and agenda of the event, according to their role in the WP included in the action. Webinars will be designed mainly to disseminate more specific results and led by the leader of the WP involved and the collaboration of all the partners of this WP.

The training action plan will be made available on the project website and updated as needed and especially to obtain an extension of the impact achieved or the transfer of greater results, either by quantity or by relevance.

Training materials: The presentations created by the partners for the training events will be shared via the website. The webinars will be recorded and placed on the website. All the communication and dissemination materials created by WP5 (such as Best Practice Abstracts and Policy Briefs) will be used in the training events. If possible and according to the contents disseminated during the

event by-products or demo materials obtained during the project will be displayed during the sessions.

10. Exploitation strategy

10.1 Introduction

This document provides a preliminary version of the exploitation strategy, to be detailed and consolidated in a later stage of the project, in particular relying on the advice of the AgriLoop Innovation Management Group (IMG).

Draft Exploitation Plan

AgriLoop will provide multiple exploitable results. The goal of task 5.4 is to set up the Intellectual Property Right (IPR) management strategy to maximize their exploitation. At the time of writing the Plan for CDE, the project has just started. So far, the preliminary exploitation plan is the following one:

Table 5 – AgriLoop draft Exploitation Plan.

International and regional regulators, funders and policy makers	
Main results:	<ul style="list-style-type: none"> An AgriLoop multi-criteria (environmental, health, economic and social) assessment framework (specific and/or grouped assessment methods and decision trees) to obtain a guidance tool for safe and sustainable by-design agri-residue based refineries: early-stage optimisation, stakeholders' preferences aggregation + multi-criteria (environmental, health, economic and social) (DL1.7, DL1.8, DL1.9) Cascading biorefinery prototype (DL1.4, DL1.5, DL1.6, DL4.4, DL2.3, DL2.4, DL3.3) Dataset on estimates of biomass residues volumes, composition, bio based portfolio yields and environmental performances (DL1.4, DL1.5, DL1.6)
Potential use/exploitation:	Feedback to formation of enabling policy, funding and regulation. Ensuring compliance with standards, enhance reputation with funders
Dissemination channels and tools:	<ul style="list-style-type: none"> EU publications and newsletters → Research*EU, Horizon Magazine Think Tanks and Lobby Groups → Farm Europe, Good Food Institute Expert associations → FCA, BBIA, Chinese Institute of Food Science and Technology Events attended by policy makers → Euroscience, EFIB Food safety and standard bodies → CODEX, ISO, EFSA, State Administration for Market Regulation Key government departments → Ministry of Ecology and Environment of the People's Republic of China Funding organisations → CBE-JU, EU-China FAB
Scientific/researcher community, young researchers	
Main results:	

<ul style="list-style-type: none"> • An AgriLoop multi-criteria (environmental, health, economic and social) assessment framework (specific and/or grouped assessment methods and decision trees) to obtain a guidance tool for safe and sustainable by-design agri-residue based refineries: early-stage optimisation, stakeholders' preferences aggregation + multi-criteria (environmental, health, economic and social) (DL1.7, DL1.8, DL1.9) • A set of tools / models for an early prediction of potential value chains for end product development (DL2.5) • Knowledge based-selection of potential added-value extracts (DL2.3, DL2.4) • Holistic and long-term sustainability approach for collaborative project & business concept development to optimise AgriLoop biorefinery systems and business (DL4.3, DL4.4) • Industrial-scale pilot development of the developed biotech, insect proteins production and PHAs purification (DL3.1, DL3.2, DL3.3) • Dataset on estimates of biomass residues volumes, composition, bio based portfolio yields and environmental performances (DL1.4, DL1.5, DL1.6)
<p>Potential use/exploitation: Generate new partnerships, projects and co-supervision of PhD/Post-doctoral researchers, effective knowledge and data sharing that supports the transition to a green economy in EU and CN.</p>
<p>Dissemination channels and tools:</p> <ul style="list-style-type: none"> • Open access science journals → Chemical Engineering Journal, Journal of Agriculture and Food Chemistry, Sustainability, Scientia Agricultura Sinica, Journal of Chinese Institute of Food Science & Technology • Other EU projects → BBTwins, AleHoop, BioSwitch, Model2Bio • Science networks → EIP Agri, EIP Raw Materials, China Association for Science and Technology • Learned societies → EU Chemical Society, EU Plant Science Organisation • Science conferences → EU Bioplastics, Renewables Resources and Biorefineries, Chinese Biomaterials Congress.
<p>Farmers, growers, primary processing, advisors for key crops, and other feedstock providers</p>
<p>Main results:</p> <ul style="list-style-type: none"> • A multicriteria (environmental, health, economic and social) software for guidance tool (market study) for safe and sustainable by-design agri-residue based refineries: early-stage optimisation, stakeholders' preferences aggregation (DL1.1, DL1.2; DL1.3) • Industrial-scale pilot development of the developed biotech., insect proteins production and PHAs purification (DL3.1, DL3.2, DL3.3) • Optimised MP production from liquid primary and secondary residues (DL3.1, DL3.2, DL4.4)
<p>Potential use/exploitation:</p> <p>Generate awareness and interest in higher value income streams from agricultural waste/residues, added revenues, engage value chain in multi-actor approach, share best practice</p>
<p>Dissemination channels and tools:</p>

- Co-operatives and farmers' unions → FCAC, Confagricoltura, Beijing Shengquan Agricultural Cooperative, Chinese farmers' association
- Professional networks → COPA-COGECA, EU Association of Agricultural Economists, China Association of Agricultural Economics
- Trade press, networks and platforms → EIP-AGRI, Ag-press.eu, National soybean industry technology system
- Agricultural shows → Agritech, Crops, China Agricultural Exhibition, Guangzhou World Grain and Oil Expo

Biochemical industries, industrial feed producers, (bio)material converters, large and small-scale biorefinery platforms, and other technology operators

Main results:

- A multicriteria (environmental, health, economic and social) software for guidance tool (market study) for safe and sustainable by-design agri-residue based refineries: early-stage optimisation, stakeholders' preferences aggregation (DL1.1, DL1.2; DL1.3)
- Dataset on estimates of biomass residues volumes, composition, bio based portfolio yields and environmental performances (DL1.4, DL1.5, DL1.6)
- Knowledge based selection of potential added-value extracts (DL2.3, DL2.4)
- Bioconversion of BSG into biodegradable polyesters (PHAs) by industrial scale validation (DL3.1, DL3.2, DL3.3, DL4.1, DL4.2)
- Industrial-scale pilot development of the developed biotech, insect proteins production and PHAs purification (DL3.1, DL3.2, DL3.3)
- Holistic and long-term sustainability approach for collaborative project & business concept development to optimise AgriLoop biorefinery systems and business (DL4.4)

Potential use/exploitation: Create opportunity for industrial exploitation of AgriLoop developed extraction and conversion technologies and cascading pathways

Dissemination channels and tools:

- Industry federations → BBIA, EU Biomaterials Association, Federation of EU Speciality Food Ingredients, Assobioplastiche, China National Food Industry Association, Chinese Society of Biomaterials
- Bioeconomy clusters → BioVale, IAR, Flanders Food Catalisti
- Trade press → Bio Based World News, Bio-plastics Magazine, Renewable Matter
- Trade shows → Agrotech Alimentaria, San Miguel
- Fair, China National Feed & Industry Exhibition

Animal farming, farmers, food and packaging industries and other end-products users

Main project results:

- Grape residue pre-treatment (fractionation by flotation) by Patent update, industrial plant improvement (DL2.1, DL2.2)
- Knowledge based selection of potential added-value extracts (DL2.3, DL2.4)
- Formulation of PHA-based agri-composites for low-tech and high-tech material applications (DL4.1, DL4.2)
- A set of tools / models for an early prediction of potential value chains for end product development (DL2.5)

<ul style="list-style-type: none"> Holistic and long-term sustainability approach for collaborative project & business concept development to optimise AgriLoop biorefinery systems and business (DL4.4)
Potential use/exploitation: Stimulate interest and use of AgriLoop eco-friendly end-products in their business for new market opportunities
Dissemination channels and tools : <ul style="list-style-type: none"> Co-operatives and animal producers unions → COPA, COGECA, AGRIBIO UNION Professional networks → IAFN, EuPC, EFFAT, ANIA, FoodDrinkEurope Trade press → China Environment Expo Agricultural Waste Treatment & Utilisation Expo Networks → IAAS Platforms → EIP-AGRI
Citizens, Consumers, civic society and the wider public engagement
Main project results: <ul style="list-style-type: none"> Holistic and long-term sustainability approach for collaborative project & business concept development to optimise AgriLoop biorefinery systems and business (DL4.3, DL4.4)
Potential use/exploitation: Roadmaps, guidelines, through their dissemination to citizens/consumers will increase their awareness to promote green behaviour change; widespread acceptance for AgriLoop eco-friendly products Generate and increase the awareness in environmental impacts of agricultural waste/residues valorization including impacts on human health, ecosystem, and natural resources; Raise citizens interest to buy and use bio based products
Dissemination channels and tools : <ul style="list-style-type: none"> EU publications and newsletters → Horizon Magazine Mainstream media, popular science outlets → Wired, New Scientist, Sciencenet.cn Public engagement initiatives → Researcher Nights, Café Scientifique, Beijing Science & Technology Week, Science Festivals Environmental groups Waste reduction campaigns Vegetarian and vegan groups

In Task 5.4, IT will:

- organise IP workshops to raise awareness of partners on IP management and good practices to follow prior to communicating on project results,
- identify and follow the generation of innovative results,
- follow and support the transfer actions of identified innovations by the partners and their Technology Transfer (TT) services,
- interact with TT services of IPR owners to ensure optimal exploitation, and to support such actions.

10.2 Good Practices

The project has already defined **the process and the tools** to collect & monitor the results obtained during the project implementation to follow the key innovative results identification. They are available on the [Exploitation](#) page of the AgriLoop collaborative platform:

“I am a partner of AgriLoop, and I am getting a result that might be used” (see the definition of Exploitation below) by a used partner or a third party for another purpose than fulfilling its obligations during the project.

“What should I do?”

During the project, and until ONE YEAR after its end, I have to:

a. Fill an [Exploitable Result Form Step 1](#) , and send it to the WP leader of the WP this result is an outcome of.

Don't wait until your publication is ready! Inform us as soon as possible, in order NOT to delay publication!

It will be discussed during the next Executive Committee and I will be informed whether I should provide more details.

b. Fill an [Exploitable Result Form Step 2](#)

I should inform my legal department/technology transfer department. My organisation remains the owner of the result and takes the final decision as of the protection and transfer mode that will be the most appropriate.

As Work Package leader, I have to inform the Executive Committee of the exploitable results that have or will emerge from AgriLoop activities.

The Executive Committee, with the help of the Innovation Management Group will set-up and regularly review and update [a dashboard](#).”

A reminder of some definitions, such as:

- **Results** - any (tangible or intangible) output of the action such as data, knowledge or information - whatever its form or nature, whether it can be protected or not - that is generated in the action, as well as any rights attached to it, including intellectual property rights (IPR).
- **Exploitation** - the use of the results and/or background by:
 - Using them in further **research activities** (outside the Project), including internal research and academic and educational activities;
 - Developing, creating or marketing a **product of process**;
 - Creating and providing a **service** or using them in **standardization activities (also policies and regulations)**.

The EU Innovation Radar Platform provided by the UE is also available at Innovation Radar > Discover great EU-funded innovations (innoradar.eu) and will showcase cutting-edge EU-funded innovations developed by leading European researchers and innovators.

10.3 The “AgriLoop Exploitable Results Dashboard”

As explained above, the main tool that will be used to follow the exploitable results generated by AgriLoop will be the “AgriLoop Exploitable Results Dashboard”. It will enable us to update this exploitation plan to identify the nature of Innovative results, their owners or co-owners, their potential operators: entities that will make use of such results either for internal or collaborative research purposes, policy making, or companies that will make industrial or commercial use of these results. This dashboard will be regularly updated by the coordinator and the Executive Committee and it will be available on the internal platform [here](#). It will be a tool of communication between the Executive Committee and the Innovation Management Group.

10.4 The AgriLoop Innovation Management Group (IMG)

The task leader (INRAE Transfert) with the help of IP experts among partners the most involved in obtaining innovative results (e.g. INRAE, TOMA, Bio-Mi, AVECOM, ENTO), all forming the Innovation Management Group will:

- provide advice to the ExCom regarding the exploitability of the results, their ownership, protection and measures towards exploitation,
- advise partners to contact their Technology Transfer Opportunity (TTO) when a potentially exploitable result is obtained,
- follow the protection measures and the exploitation
- help the ExCom report to the EC, via the CDE Plan, and indicators.

The IMG will propose solutions to the concerned partners in case of co-ownership issues between different partners having different policies and will endeavour to resolve possible conflicts related to intellectual property rights.

These actions will lead to the regular update of the Exploitation Plan and the optimization of the project’s innovative results uptake by the society.

Each partner will be invited to appoint a representative for its institution to create the IMG after the Kick-Off meeting in January 2023. Then a first IMG meeting will be organized at the 1st Annual Meeting in March 2024.

10.5 Exploitation of the results during the project lifetime

Partners identify all project outcomes (new knowledge, new technology and any data or business information) from the beginning until the end of the project.

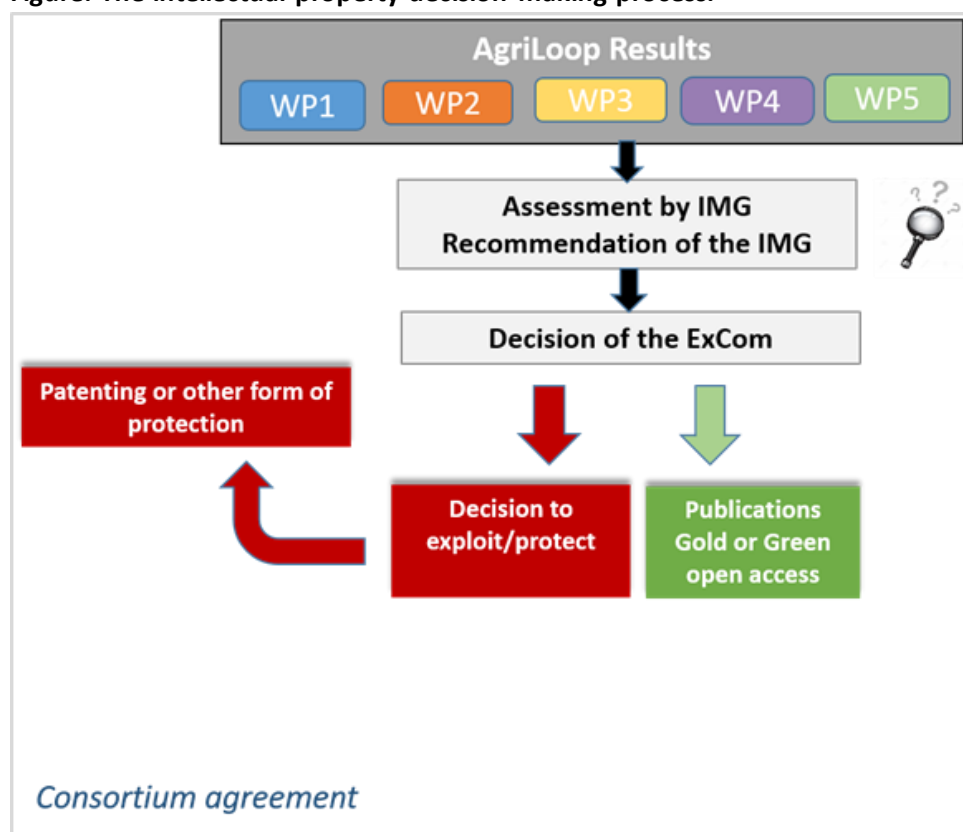
During the project lifetime, AgriLoop results will be widely disseminated by the project partners, which will contribute to their exploitation by a much larger scope of stakeholders than the project consortium. Apart from dissemination, both commercial and non-commercial exploitation activities will also be carried out.

All the project partners are committed to exploit the project outcomes and findings after the end of the project through activities which depend, on the one hand on the results that they produced in the project, and on the other hand on the nature and activities of their organisation. All the main project results will be exploited in one way or another.

10.6 IPR Management

AgriLoop partners will follow the rules for IP set out by the European Commission and outlined in the Grant Agreement. In addition, the project's Consortium Agreement follows the standard rules as outlined in the DESCA (Development of a Simplified Consortium Agreement) model for Horizon Europe, which defines the main approach regarding the ownership, protection and access to key knowledge like IPR and data. These approaches will allow AgriLoop to collectively and individually pursue market opportunities arising from the project's results. IPR protection issues will be dealt with by beneficiaries licensing officers and Technology Transfer offices.

Figure: The intellectual property decision-making process.



Identification of exploitable results will be implemented through the screening of Exploitable Results Forms, as well as deliverables, publications, reports, etc. An evaluation of the exploitation potential will be made by the IMG who will also advise concerned parties and give recommendations to the Executive Committee on protection of the result.

11. Networking and collaboration

The project will interact with the other projects and groups working in related fields to exchange information and contacts and to utilise their communication channels to further extend our dissemination reach across the green economy community. AgriLoop will feed into the communication and dissemination activities of these initiatives by: attending their events; looking for opportunities to co-host learning workshops; co-author publications; providing them with newsletter content and blog posts; and by interacting with them on social media. Many of the project partners are also members of related projects, which will facilitate cooperation and integration. EU-funded resources and opportunities for communications will be used to support AgriLoop wherever possible (Euroscience Open Forum, CommBeBiz, CORDIS Wire, Horizon magazine, Research*EU magazine). Such groups include:

- Horizon Europe projects in related areas: [RUSTICA](#) [GO-GRASS TAKE OFF](#) [Mix-Up: BioICEP](#) [INGREEN PROMICON](#) [CAFIPLA](#) [SINFONIA](#) [Preserve](#) [CircularFoodPack](#), [Agro2Circular](#), [Star4BBS](#), [BIORECER](#), [CoRoSect](#), [URBIOFIN](#), [Fertimanure](#) [CircularBioCarbon](#), Ellipse (BBI)
- other EU-funded projects: [ECOVAL SUDOE \(Interreg\)](#) [ALQUIMIA](#) [PROTECT](#) [CELL4CHEM](#) [CIRC4Bio](#) CIPROMED ([PRIMA](#))
- public private partnerships: [Biobased Industries Consortium](#) [Climate-KIC](#)
- European clusters: [IAR](#) [Circular BioBased Delta](#) [BioVale](#) [Viratec](#) [Cluster Food & Nutrition](#) [ART-ER](#)
- EU-China joint actions: [ADOPT-IPM](#)
- EU networks: [EIP-AGRI](#) [ERA-Net](#)
- European Technology Platforms: HYPERLINK "http://www.suschem.org/" \h[SUSChem](#)
- Bioeconomy Education Projects: [BigBio](#)
- Other Projects: [ECOPOLYVER](#) [Fair Carbon](#) [eINRAE-Better](#) [BBNet](#) Habitat Cariverona project

The project will also work closely on C,D&E with the Chinese partners. Communication, dissemination and training materials will be shared with the them for translation and dissemination through Chinese channels and vice versa.

12. Coordination of activities

All project partners have an important role to play in communicating with their regional and sector-specific contacts. AgriLoop can rely on their contacts with multiple application owners and industrial customers in different applications (food ingredients, feed, packaging, cosmetic, pharmaceutical or bio materials), and on their industrial networks and extensive communication and dissemination to assure awareness and assess interest. For example, FCAC has links through their membership to around 200 AFPW generators in Spain, while the BDC runs the BioVale cluster, which currently has 880 members with an interest in the circular bioeconomy. Many of the partners have press offices or other forms of communication support as well as dedicated social media feeds and their own newsletters (see table 6). Partners will also contribute to communications and dissemination through media liaison, publications and attendance at events. In China, SME Partners include leading “green” companies that provide products and solutions for circular economy needs and agri-residue valorisation.

Table 6: Examples of partner communication channels

Partner	Website	Press office/ comms support	Newsletter/ magazine	Social Media Feeds
AVECOM	Y	N	N	Twitter, LinkedIn
CSIC	Y	Y	Y	Facebook, Twitter, YouTube
WR	Y	N	N	Twitter, LinkedIn
ECOZEPT	Y	N	N	-
ENTO	Y	N	N	-
FCAC	Y	Y	Y	-
FHNW	Y	Y	N	-
INRAE	Y	Y	N	Facebook, Twitter, YouTube, LinkedIn, Instagram
ITQB	Y	Y	N	Facebook, Twitter, YouTube, LinkedIn, Instagram
NID	Y	N	N	Facebook, Twitter, YouTube
TOMA	Y	Y	N	LinkedIn, Facebook
UGENT	Y	Y	N	Twitter, LinkedIn
UNIBO	Y	Y	Y	Facebook, Twitter, YouTube, LinkedIn, Instagram
UNIVR	Y	Y	Y	LinkedIn
UNIROMA	Y	N	N	-
BDC	Y	Y	N	Facebook, Twitter, YouTube, LinkedIn
SDU	Y	N	N	LinkedIn
BIO-MI	Y	N	N	Twitter. LinkedIn

IT and BDC will coordinate these activities to ensure they are accurate, timely, consistent, and professional. This will be facilitated with the help of the following tools. During the project and for one year afterwards; press releases scientific publications and oral and written presentations will be cleared following a communication and dissemination **clearance procedure** (appendix 4) developed under WP5, which will ensure data disseminated is aligned with EC rights, rules & obligations and does not compromise patents or journal publications (as ruled by article 8.4 of the Consortium Agreement and by article 17 of General Agreement) A **communication and dissemination log** has been created on the project's SharePoint platform, enabling all partners to easily record their C,D&E activities centrally as well as seeking approval from the rest of the consortium on communication and dissemination activities. This will create a record of the communication activities of all the project partners and assess the audience numbers reached for each stakeholder group. Internal **communication updates**, produced by the BDC will be shared with the partners every 4 months to keep them informed of C,D&E activities and outcomes, alert them to new communication materials or opportunities and remind them of their communication obligations. The project has produced a

set of **communication, dissemination and branding guidelines** (see appendix 3) which provide partners with guidance on how to:

- use the AgriLoop logo and tagline
- acknowledge the project funders and their logos
- refer to the project (key messages and boilerplate text)
- use of key messages

13. Monitoring & Evaluation

All partners will record their C,D&E activities, using the SharePoint communication and dissemination log. This will enable the project to keep a record of the communication and dissemination activities of all the partners and assess the audience numbers reached for each stakeholder group. The log also follows the communication and dissemination clearance procedure which all partners must follow. The metrics collected will satisfy the requirements of the reporting template for EU Horizon (see appendix 2). The project will also collect the following communication and dissemination data: media coverage, social media following, mentions on websites or reports, website visitor numbers, training and webinar attendance, event and exhibition attendance and associated outputs, downloads of reports or resources. We will also collect qualitative feedback from AgriLoop events using both informal feedback and questionnaires. This monitoring and evaluation will also inform the writing of the C&D&E strategy updates at M18 and M36, and the final report at M48.

14. Legacy

The website will be maintained until at least 2028 to ensure that the knowledge, best practice, data and other resources generated by the project remain easily accessible after M48.

15. Appendices

Appendix 1: Communication/dissemination activities for year one, mapped against target audience

Activity	Farmers, Growers	Process Users	Bio-product users	Scientists, researchers	Policy makers, regulators, funders	Wider audiences
C,D & E strategy completed	•	•	•	•	•	•
Visual identity established	•	•	•	•	•	•
Tools for co-ordination of communications developed	•	•	•	•	•	•
Website created	•	•	•	•	•	•
Social media feeds initiated				•	•	•

Press release project launch		•	•	•	•	
Publication of non-confidential deliverables	•	•	•	•	•	
Project brochure created	•	•	•	•	•	
Articles for newsletters & blogs		•	•	•	•	
Stakeholder survey	•	•	•			
Scientific conferences		•	•	•		
Image Library	•	•	•	•	•	•
Public engagement events						•

Appendix 2: Reporting metrics requirements of Horizon Europe reporting template

Dissemination Activity Name	What? Type of dissemination activity <i>Choose between:</i> <ul style="list-style-type: none">• Conferences• Education and training events• Meetings• Clustering activities• Collaboration with EU-funded projects• Other scientific collaboration• Other scientific cooperation• Other	Who? Target audience Reached <i>Choose between:</i> <ul style="list-style-type: none">• Research communities• Industry, business partners• Innovators• Investors• International organisation (UN body, OECD, etc.)• EU Institutions• National authorities• Regional authorities• Local authorities• Civil society• Citizens• Specific end user communities• Other	Why? Description of the objective(s) with reference to a specific project output (max. 200 characters)	Status of the dissemination activity <i>Choose between:</i> <ul style="list-style-type: none">• Cancelled• Delivered• Ongoing• Postponed
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Appendix 3: Communication, dissemination and branding guidelines

AgiLoop logo – see below.

Short user guide / branding guidelines – at the end of this document.



Appendix 4: Communication and dissemination clearance procedure

Press releases, conference presentations and scientific publications must be approved using the following communication and dissemination clearance procedure that will ensure data disseminated is aligned with EC rights, rules & obligations and does not compromise patents or journal publications. In accordance with H2020 requirements, all AgriLoop publications must be published in Open Access mode, either Gold or Green.

During the project and for a period of 1 year after the end of the project, publications are ruled by article 8.4 of the Consortium Agreement and by article 17 of General Agreement (please familiarise yourself with these documents).

Please follow the steps below;

Scientific publications, press releases and conferences

Partners that plan to disseminate project results need to first seek approval from the rest of the consortium.

Step 1

Fill in the communication and dissemination form in the collaborative workspace

- at least **30 working days** in advance of a scientific publication date
- at least **15 working days** in advance of a poster, oral or written PowerPoint presentation or press release

Attach a copy of the abstract, poster or presentation in pdf to SharePoint.

Step 2

Once you submit the form, you will receive an automatic notification from the collaborative platform.

Step 3

IT will then send an email to the whole consortium to ask if they have an objection.

Step 4

- For publications - the consortium will have 15 working days to reply with an objection to the coordinator and the party or parties involved.
- For poster, oral or written presentation - the consortium will have 7 working days to reply with an objection to the coordinator and the party or parties involved.

An objection is justified if:

- a) the protection of the objecting Party's Results or Background would be adversely affected, or
- b) the objecting Party's legitimate interests in relation to its Results or Background would be significantly harmed, or
- c) the proposed publication includes Confidential Information of the objecting Party.

The objection has to include a precise request for necessary modifications.

Step 5

If no objection is received within 15 or 7 days, you may proceed.

If an objection is raised within 15 or 7 days this will be discussed with the partners involved.

If an objection has been raised the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication) and the objecting Party shall not unreasonably continue the opposition if appropriate measures are taken following the discussion.

The objecting Party can request a publication delay of not more than 90 calendar days from the time it raises such an objection. After 90 calendar days the publication is permitted, provided that the objections of the objecting Party have been addressed.

EU funding acknowledgement

Any communication materials and dissemination of results must include the following statement and display the following EU logo.



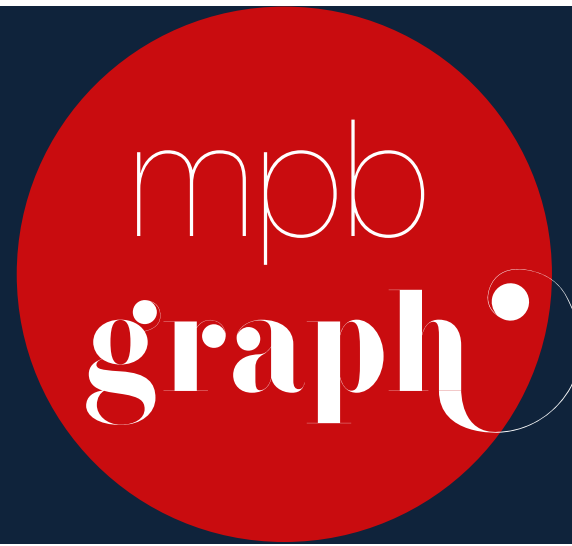
**Funded by
the European Union**

Please ensure you include the following statement in the abstract, final publication and press release.

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101081776. (AgriLoop). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

Appendix 5: C, D & E targets

C, D and E activity	Targets
Events	presence at 2 events attended by policy makers 40 presentations or posters at scientific conferences presence at 4 trade shows presence at 4 agricultural shows participation in at least 6 public engagement events
Publications and press coverage	articles in > 4 EU outlets 30 articles in scientific journals six articles in trade press, journals or newsletters >20 articles in mainstream media / popular science >20 press releases
Knowledge transfer and training	2 policy briefs 8 product data sheets 8 face to face training events 3 workshops 10 knowledge transfer webinars 40 EIP AGRI practice abstracts 4 training events during open days
Other	1,000 followers across dedicated project social media feeds. 8 short training videos and animations for distribution 2,000 visitors per year to the website



Barre d'Espace

A visual identity for **Agriloop** project

Logotype user guide

Barre d'Espace – Pascal Conil-lacoste

MPBgraph – Marie-pierre Bauduin



March 2023

This user guide is not meant to replace Agriloop branding guidelines.

AgriLoop Logotype : different versions

colour : CMYK

To be printed or displayed against a white background

version
logo alone



version
with rules



version
with strapline



colour : grey

Only for black and white print against a white or light background.



AgriLoop Logotype : different versions

colour : black

Only for a black and white print against a white or light background.

version
logo alone



version
with rules



version
with strapline



colour : white

Only for a black and white print against a black or dark background.



AgriLoop Logotype : safe zone



A safe zone around the logo is comprised within most of the files.

It is defined as half the diameter of the round part of the letter 'p'.

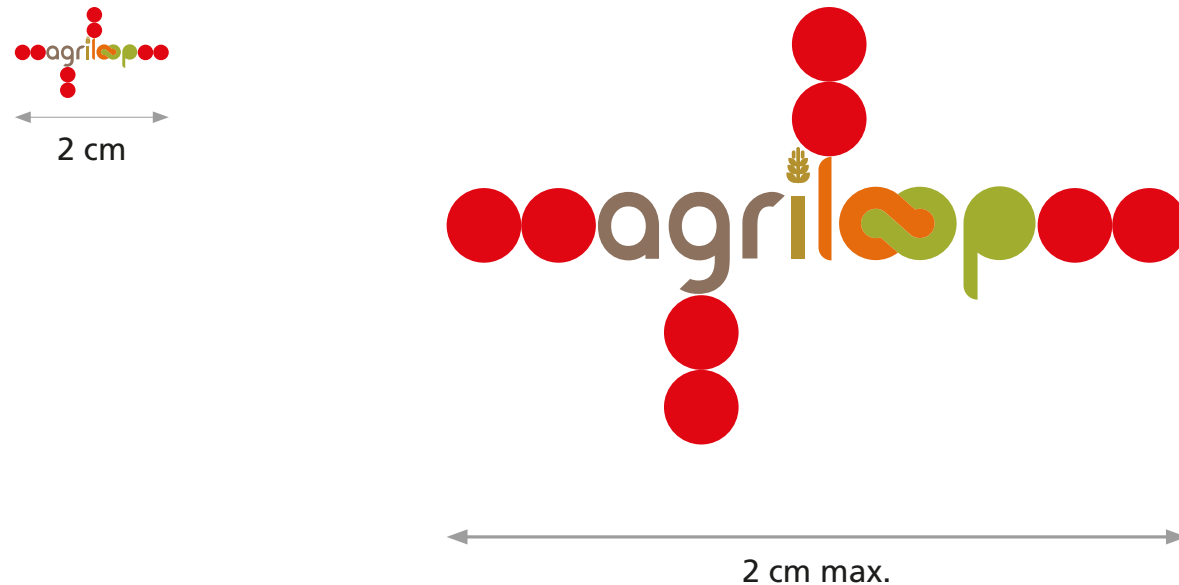
For the left, bottom and right border of the logo, the safe zone is calculated from the most extreme point of the logo. For the top side, it is calculated from the topmost point of the L character.

No other element than the logo itself should be present within the safe zone.

When the safe zone is not defined in the file, it is for technical reasons and it must be enforced by the user.



AgriLoop Logotype : legibility



The minimum size for printing AgriLoop logo is 2 cm wide.

From 3 cm down to the minimum width of 2 cm, a special version of the logo should be used with augmented kerning and a modified 'i'. For each of the color variants, these versions are noted **[small]** in their file names.

Small size logos have a greater safe zone of 4 × d

Strapline and rules variants should not be used for sizes under 3 cm wide.

Preferred



Colour not available



Against black or dark backgrounds, the recommended choice is to use a color version on a white background.

Black and white versions of the logo should only be used when the use of color is not available.

AgriLoop Logotype : backgrounds

Homogenous
light photo back-
ground.

Non-homoge-
nous photo back-
ground.

Homogenous
dark photo back-
ground.



When used against non-unified co-
loured backgrounds such as photos or
illustrations, the AgriLoop logo should
always be used in its coloured version
with a white background and no bor-
ders.

**If the background color is sufficiently
homogenous, white or black variant
can be used respectively against dark
or light backgrounds.**

Non-homogenous
photo
background.



AgriLoop Logotype : forbidden uses

Colour modification: **invalid use.**



Design modification: **invalid use.**



Borders: **invalid use.**



Deformation: **invalid use.**



Rotation or other deformations: **invalid use.**



Drop shadow and other effects: **invalid use.**



No safe zone: **invalid use.**

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AgriLoop Logotype : typography and colours

Typography

The AgriLoop logo uses heavily modified Futura characters for the AGRI part and specially designed characters for le LOOP part. Futura is a licensed and commercial font. Montserrat medium is used in the strapline version.

Acompanying font

We recommend using Montserrat font to compose any text near or in conjunction with the AgriLoop logo. It is a free font, and it can be downloaded at <https://fonts.google.com/> in its 18 variants 4 of which are included here.

Subsitute font

If Monserrat font is not an option, Arial should be used.

Colours

				
cmyk	C 36 M 46 Y 54 K 31	C 10 M 22 Y 84 K 24	C 5 M 69 Y 100 K 0	C 40 M 9 Y 92 K 0
hex	#8B715E	#C0A231	#E56B0C	#AEBF32

File list

There are 7 subfolders and 4 files inside the main folder

The 4 files are just duplicates of files that can be found inside subolders and are here just to be easily accessed as they probably are the most looked for. Two of them are for print purposes and are noted **[print]**, one is noted **[word]** and designed to be embedded in Word, Excel or PowerPoint documents and one is noted **[mail]** to be used when file size is a concern, hence in emails. The subfolder named **Fonts** contains Montserrat font in 4 styles and a license file.

- 4 subfolders named **white**, **grey**, **colors** and **black** contain each :
- 3 variants : logo alone, logo with rules, logo with strapline,
 - 4 vector formats : pdf, ai, eps and svg, all vector files have transparent back-grounds
 - 2 bitmap formats : jpg and png. png files have transparent backgrounds, jpeg files have either white or black background depending on the variant in use.
 - 6 sizes for the bitmap files : XXL (2500 pixels wide), XL (1920 px), L (1200 px), M (440 px), S (220 px) and XS (150 px) only for the logo alone version,
 - 2 sizes for the vector files : normal (no suffix) and XS.

The XS version design is tuned for displaying or printing at extra small sizes : less than 2 cm or 150 px wide.

An **agriloop logo - combined versions** subfolder contains 3 files, ai, eps and svg, with all the logo variants.

An **agriloop - graphic elements** subfolder contains 3 files, ai, eps and svg, with a set of vector shapes to be used along the logo with texts or images (see branding guidelines).

pdf format should be the one used for anything printed, ai is the native Adobe Illustrator format, eps should be used when neither pdf nor ai are convenient. svg is a modern vector format that can be used on screen. png format should be used for screen whenever possible whan svg is not acceptable. jpg should always be the last resort.

When choosing a variant width, always prefer a file which dimensions are larger than needed except for very small sizes where **XS** variants are preferable.

AgriLoop Logotype : graphic elements



Graphic elements come in 3 vector formats and are designed to be used as building blocks for banners, brochures, posters etc.

For explanations on how to use them, see the Branding Guidelines.

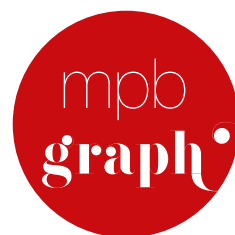
March 2023

A visual identity for **Agriloop** project

Barre d'Espace – Pascal Conil-lacoste
MPBgraph – Marie-pierre Bauduin



Barre d'Espace





a visual identity for the **AgriLoop** project

LOGOTYPE USER GUIDE

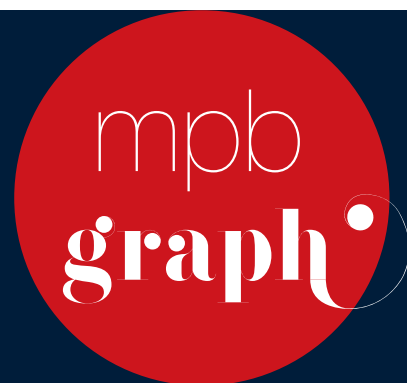
Barre d'Espace · Pascal Conil-lacoste
MPBgraph · Marie-pierre Bauduin

April 2023
version 1.1

**This user guide is not meant to replace
AgriLoop branding guidelines.**



Barre d'Espace



AgriLoop Logotype: different versions

colour : CMYK

To be printed or displayed against a white background

version
logo alone



version
with rules



version
with strapline



colour : grey

Only for black and white print against a white or light background.



AgriLoop Logotype: different versions

colour : black

Only for a black and white print against a white or light background.

version
logo alone



version
with rules



version
with strapline



colour : white

Only for a black and white print against a black or dark background.



AgriLoop Logotype: safe zone



A safe zone around the logo is comprised within most of the files.

It is defined as half the diameter of the round part of the letter 'p'.

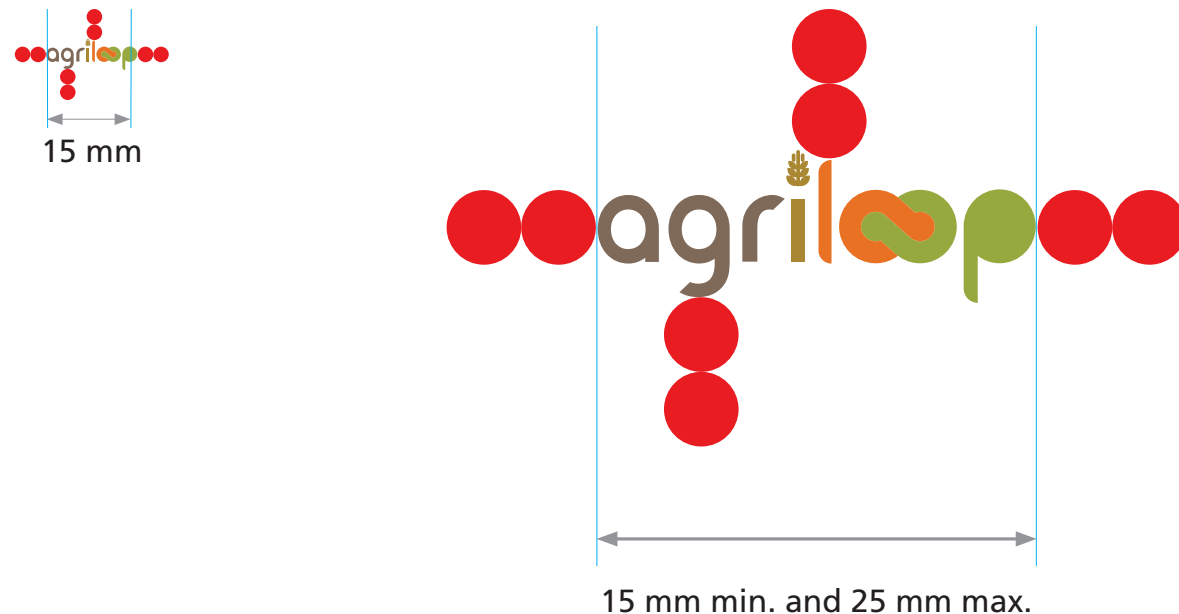
For the left, bottom and right border of the logo, the safe zone is calculated from the most extreme point of the logo. For the top side, it is calculated from the topmost point of the L character.

No other element than the logo itself should be present within the safe zone.

When the safe zone is not defined in the file, it is for technical reasons and it must be enforced by the user.



AgriLoop Logotype: legibility



The minimum size for printing AgriLoop logo is 15 mm wide.

From 25 mm down to the minimum width of 15 mm, a special version of the logo should be used with augmented kerning and a modified 'i'.

For each of the color variants, these versions are noted [small] in their file names.

Small size logos have a greater safe zone of 4 × d

Strapline and rules variants should not be used for sizes under 25 mm wide.

Preferred



Colour not available



Against black or dark backgrounds, the recommended choice is to use a color version on a white background.

Black and white versions of the logo should only be used when the use of color is not available.

AgriLoop Logotype: backgrounds

Homogenous
light photo
background.

Non-homoge-
nous photo
background.

Homogenous
dark photo
background.



When used against non-unified coloured backgrounds such as photos or illustrations, the AgriLoop logo should always be used in its coloured version with a white background and no borders.

If the background color is sufficiently homogenous, white or black variant can be used respectively against dark or light backgrounds.

Non-homoge-
nous photo
background.



AgriLoop Logotype: forbidden uses

Colour modification: invalid use.



Design modification: invalid use.



Borders: invalid use.



Deformation: invalid use.



Drop shadow and other effects: invalid use.



Rotation or other deformations: invalid use.



No safe zone: invalid use.

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AgriLoop Logotype: typography and colours

Typography

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Acompanying font

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Colours

				
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RGB	R 139 G 113 B 94	R 192 G 162 B 49	R 229 G 107 B 12	R 174 G 191 B 50
hex	#8B715E	#C0A231	#E56B0C	#AEBF32

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AgriLoop Logotype: graphic elements

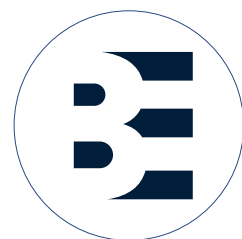


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a visual identity for the **AgriLoop** project

Barre d'Espace · Pascal Conil-lacoste
MPBgraph · Marie-pierre Bauduin



Barre d'Espace

