



## NEW VALUE LANDSCAPES FOR PLANT PROTEIN PATHWAYS

### D5.1 Dissemination, Exploitation and Communication Plan I

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## D5.1 Dissemination, Exploitation and Communication Plan I

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<b>Abstract:</b>	The Dissemination, Exploitation and Communication (DEC) plan I represents a strategic roadmap for effectively transferring project's results and achievements to the key target groups, but also serves as a good internal guideline for monitoring and planning. This document is the first iteration of the DEC plan which will be updated to monitor the plan's implementation.

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Dissemination Level		
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VALPRO Path			
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4	NATIONAL TECHNICAL UNIVERSITY OF ATHENS - NTUA	NTUA	Greece
5	FOODSCALE HUB GREECE ASSOCIATION FOR ENTREPREUNERSHIP AND INNOVATION ASTIKI MI KERDOSKOPIKI ETAIREIA	FSH	Greece
6	LEIBNIZ-ZENTRUM FUER AGRARLANDSCHAFTSFORSCHUNG (ZALF) e.V.	ZALF	Germany
7	AGENCIA ESTATAL CONSEJO SUPERIOR DE INVESTIGACIONES CIENTIFICAS	CSIC	Spain
8	CONFEDERAZIONE GENERALE DELL AGRICOLTURA ITALIANA	CONFAGRICOLTURA	Italy
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11	BEOTANICS LIMITED	BEOTANICS	Ireland
12	PepsiCo	PEPSICO	Ireland
13	KPAD LTD	KPAD	United Kingdom
14	DIGNITY IDIOTIKI KEFALAIIOUXIKI ETAIREIA	DNY	Greece
15	Moorepark Technology Ltd	MTL	Ireland
16	MOLINO PEILA SPA	MP	Italy
17	Global networks gUG	GN	DE
18	Nordic Seed	Nordic Seed	Germany
19	FARMB DIGITAL AGRICULTURE PRIVATE COMPANY	FARMB	Greece
20	PROLUPIN GMBH	PL	Germany
21	Fattoria Soidale del Circeo cooperativa sociale	FSDC	Italy
22	Antignano prodotto tipico di Tealdi Roberto	APT	Italy
23	Kerry Luxembourg S.á.r.l.	KERRY	Luxembourg
24	Hosokawa Alpine	Hosokawa Alpine	Germany
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List of Abbreviations and Acronyms	
<b>AKIS</b>	Agricultural Knowledge and Innovation Systems
<b>CAP</b>	Common Agriculture Policy
<b>EIP- AGRI</b>	European Innovation Partnership for Agricultural productivity and Sustainability
<b>EC</b>	European Commission
<b>EU</b>	European Union
<b>IPS</b>	Innovation Production Systems
<b>IPR</b>	Intellectual Property Rights
<b>KPI</b>	Key Performance Indicator
<b>SDG</b>	Sustainable Development Goals
<b>SOSTAC</b>	Situation, Objectives, Strategy, Tactics, Action, Control

## Executive Summary

The Dissemination, Exploitation, and Communication (DEC) Plan for VALPRO Path serves as a comprehensive guide for effectively sharing, utilising, and conveying the project's objectives and outcomes. This plan is designed to achieve several key goals: raising awareness about the project locally, across Europe, and globally; engaging diverse stakeholder groups; and ensuring that the project's results are practically applicable.

The DEC Plan focuses on three primary objectives:

1. **Increasing Project Awareness:** Enhancing the visibility of VALPRO Path through various communication channels, including traditional media and digital platforms. Emphasis will be placed on promoting advancements in plant protein research and its benefits.
2. **Engaging Stakeholders:** Building relationships with various stakeholders, including those in the plant protein industry, to secure their support and leverage their expertise. Tailored strategies will ensure the unique needs of each group are addressed.
3. **Utilising Project Outcomes:** Translating innovative ideas and research into practical solutions that benefit communities and farmers, particularly in the field of plant protein.

The strategy includes detailed approaches, timelines, and resource management for communication efforts. It covers press releases, local outreach, digital campaigns, and social media engagement. By adhering to this DEC plan, VALPRO Path aims to effectively communicate its objectives, foster meaningful impact, and advance plant protein production both locally and on a European scale.



# 1. Introduction

## 1.1. Project summary

With the European Union relying heavily on plant protein imports used mostly in livestock feed, the VALPRO Path project hopes to create sustainable Europe by harnessing plant protein production and smooth transition from current to novel practices. With an emphasis on underpinning economic value through nutrient use efficiency, protein quality, circularity, and biodiversity, VALPRO Path is built on the principles of co-designing, demonstrating, and evaluating new models in an iterative manner. Supporting elements will co-develop and exploit beyond state-of-the-art technical/logistical innovations, demonstrating and evaluating innovation potential through specific value chains across 5 'living lab' innovative production systems (IPs), designed to foster multi-actor engagement and interactive innovation across diverse regions, crops and economic opportunities. In order for new developed solutions and practices to fit the needs of the European plant protein market, VALPRO Path will create business models for each specific pilot providing them with key insights regarding the market analysis, competitor analysis and target users.

## 1.2. Document Scope

The first iteration of VALPRO Path Dissemination, Exploitation and Communication Plan has been crafted as a comprehensive guideline for efficiently implementing dissemination, exploitation and communication activities in order to achieve project's multifold goal- raise awareness about the project, promote it across local, European and global community and make results public and usable to different groups of stakeholders.

## 1.3. Document structure

This document is divided into several chapters:

**Chapter 1** gives a short summary of the project, the document scope and its overall structure.

**Chapter 2** provides an overview of the project's outcomes and goals, as well as the dissemination and communication strategy including timeliness and target groups.

**Chapter 3** gives a detailed look into the specific dissemination and communication activities, tools and channels including visual identity, communication materials, channel mix etc.

**Chapter 4** clarifies reporting and monitoring procedures and tools, focusing on KPIs and the specific activities that will be carried out in the first year of the project.

**Chapter 5** is a preliminary assessment of the project's exploitable assets which will be expanded upon in a dedicated deliverable D5.3. Exploitation, IPR and Business Models Catalogue I.

**Chapter 6** presents the conclusions of the deliverable.

## 2. Overview

### 2.1. Project aims and outcomes

VALPRO Path will deliver circular and transparent plant protein production to the EU, paving the way for a new future of food and economic growth. In short, the ambition of VALPRO Path is to create, validate and demonstrate novel added-value opportunities that promote plant protein production for both food and feed in the EU, thereby defining new strategies for enhancing production and ensuring a smooth transition from current to novel practices.

By bringing all stakeholders in food production into the designing of the new production systems, VALPRO Path is ensuring that what is produced is delivering optimum value for producers, distributors and industry representatives, who will benefit from VALPRO Path’s piloting activities.



Figure 1 VALPRO Path workflow diagram

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In order to create value for all food-chain actors and enhance plant protein production in Europe, VALPRO Path will launch five large Innovative Production Systems (pilots) in Germany, Ireland, Italy, Portugal and Denmark. Covering 5 pedo-climatic areas and protein crops with the highest value potential like pea, lupin, chickpea, faba bean and lentils, VALPRO Path will ensure sustainable growth of protein crops through variety selection of nutritionally best plant- protein sources and their combinations. To support this further, VALPRO will create business models for each specific IPS, providing them with key insights regarding market analysis, sustainability profiling, target users and how to fit developed solutions to meet the needs of the European plant protein market.

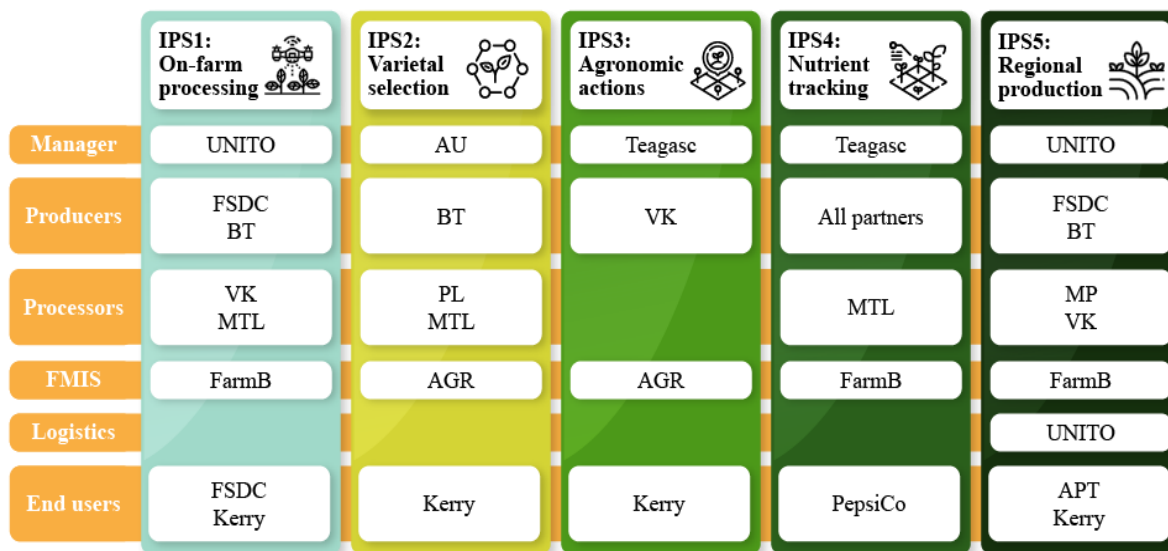


Figure 2 VALPRO Path complementarity between partners

The Consortium consists of 25 partners: 16 industrial partners who are supported by four universities, three research bodies, a large European farmers' association and an international agri-network.

<b>O1. Demonstrate the potential of selected protein crops as transition paths to new sustainable business models, via life cycle assessment of plant protein value chains through 5 'living lab' Innovative Production Systems (IPSs)</b>
<b>O2. Enable and evaluate innovative processing approaches, including beyond state-of-the-art technologies and logistics across the value chain, creating novel value for food/feed production(s) as a template for future plant protein ventures in Europe</b>
<b>O3. Translate IPS learnings into new added value business model scenarios focussed on the principle of the right crop in the right place for the right market</b>
<b>O4. Co-design novel value propositions to accelerate the operationalisation of protein transition pathways ahead of future challenges (e.g., Farm to Fork goals)</b>
<b>O5. Empower stakeholders to transition from current practices to a more innovative production and processing of protein crops</b>

Table 1 Objectives of the VALPRO Path

## 2.2. Methodology

To ensure smooth delivery of activities that will boost the visibility of the project and its results, a comprehensive, layered and strategically crafted **Dissemination, Communication and Exploitation Plan** is pivotal. The DEC will serve as a roadmap and detailed outline of how, when and to whom key messages will be sent to and what are the best engagement strategies to be implemented to raise awareness of the project’s objectives and results and maximize the impact among key stakeholders.

The **VALPRO Path DEC plan** is inspired by the **SOSTAC model** of marketing, including several key elements: Situation analysis, Objectives, Stakeholders & Strategy, Methods & activities, Control through concrete KPIs.

1. **Situation analysis** focuses on the question “Where are we now?” and it gives a state-of-play overview of the project, the current challenges to be addressed, the consortium's expertise, the environmental, social, and economic impact during and after the project is finished. Furthermore, the potential IPR of the results are identified and explained.
2. **Objective Setting:** As a key to productivity, the DEC plan will define clear and measurable objectives that will be accomplished by undertaking targeted and tailor-made communication, dissemination, and exploitation activities.
3. **Stakeholders & Segmented strategies:** Identification of key target stakeholders, effective messages, and a matrix of engagement strategies for each stakeholder.
4. **Tactic establishment & actions:** The strong pillar of the DEC plan will be the combination of different tools and channels defined in the proposal, and all partners will be included in the activities that will be explained in detail. This DEC plan will answer two important questions: What are the exact steps to meet the objectives? Who does what and when?
5. **Control:** Key Performance Indicators (KPIs) in the proposal will be used as a backbone to closely monitor the progress of the DEC implementation. Different templates will be used for internal planning, implementation, and monitoring of activities as well as partners’ reporting.



Figure 3 SOSTAC model of marketing

### 2.2.1. Multi-actor approach

VALPRO Path will use a multi-actor approach and define befitting engagement strategies. Experience and knowledge from a large pool of partners and stakeholders will be taken into account, in order to achieve the project's objectives and ensure extensive communication from the beginning. Therefore, multi-actor approach will cover several crucial activities:

- Translating materials into partner's languages;
- Delivering rich and adequate information to end - users;
- Using vocabulary and communication/dissemination channels that are most effective for each target group, as well as sending tailor- made messages, taking into account the traits of each stakeholder group;
- Pursuing synergies and possibilities for collaboration with other projects, initiatives, networks. Engaging triple helix community (academia, industry and government), as well as the whole society;
- Benefitting from partners existing networks, communities and events programs;
- Enhancing knowledge exchange between diverse actors by participating in different activities and discussions at various events.



Figure 4 Multi-actor approach

## 2.3. Specific Objectives and Time Plan

The DEC plan and general dissemination, communication and exploitation objectives are closely intersected, in order to ensure a clear path towards their realization and milestone achievement. VALPRO Path commits to being gender-inclusive in the approach, mitigating the persisting inequalities that affect the underperformance of agriculture in many countries stemming from differential access to resources.

**Dissemination/Communication/Exploitation objectives** are to:

- Bring together key players across the value chain & ensure continuous stakeholder engagement and collaboration throughout the project;
- Promote VALPRO Path to targeted stakeholders and communities by identifying key target groups, main messages to be distributed, and engagement strategies;
- Use focused but diverse content marketing and community building strategies;
- Raise awareness about the projects and results, encouraging their adoption and acceptability by farmers, advisors, policy makers and other stakeholders;
- Strategically approach IP management; Map the competitive landscape and identify market opportunities; Shape and design a go-to-market strategy and tailored-made business models for VALPRO Path's exploitable assets.

### Phases

The DEC Plan is divided into three phases, making sure the project's progress, IPSs progress, and activities from M1 until M48 are aligned with dissemination, communication and exploitation activities. This was essential for ensuring smooth and strategic implementation of the project.

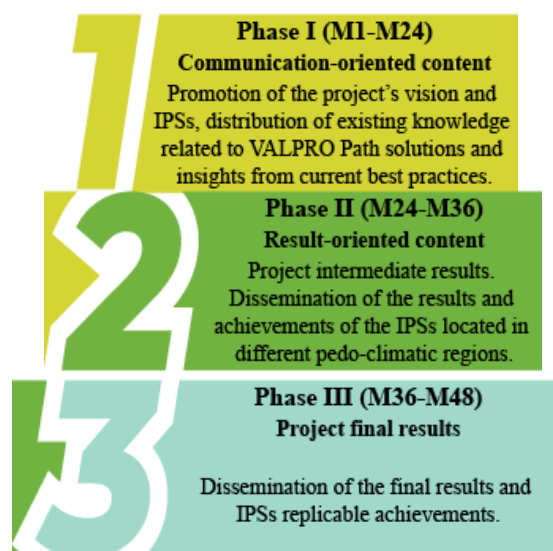


Figure 5 Alignment of communication & dissemination activities with IPSs progress

## 2.4. Target groups and engagement strategies

For boosting the growth of the VALPRO Path ecosystem and escalating impact, it is pivotal to define key target groups and engagement strategies that are presented in the following table.

<b>KTG1: Farmers.</b> Farming communities (regional/national), on-farm plant-based protein crop processors.	
Main messages: Accept and employ innovative land-based crop production practices to improve crop production efficiency, value chain development, reduce environmental impact and improve farming performances.	<b>Tools &amp; channels:</b> ‘Explore & transform’ & other events, agri-food journals, website, newsletter, AKIS Platform, social media.
<b>KTG2: Industry.</b> Agri-food startups & SMEs, post-harvest processors, logistic companies & retailers.	
Main messages: Share knowledge and impact the value chain development. Switch to more sustainable protein production practices and novel business models. Promote and encourage consumption of plant-based protein products. Address the consumer desire for nutritious and healthy food.	<b>Tools &amp; channels:</b> Website, newsletter, social media, ‘explore & transform’ events, AKIS Platform, operational groups.
<b>KTG3: Environmental networks.</b> Env. alliances/associations ( <a href="#">EEA</a> , <a href="#">CAN</a> , <a href="#">EEB</a> , <a href="#">HEAL</a> , <a href="#">WWF EU</a> )	
Main messages: Access to region-specific, latest environmental data on protein crop production. Support citizen participation, environmental management processes, policymaking & assessment. Motivate government, industry, and individuals to adopt sustainable food production practices.	<b>Tools &amp; channels:</b> ‘Explore & transform’ events, conferences, website, social media, newsletter, partners’ networks, established synergies with projects & initiatives.
<b>KTG4: Research &amp; academia.</b> Crop/agronomy/agricultural research bodies, departments, institutes, individuals, <a href="#">SCAR</a> , <a href="#">IMPROVE</a>	
Main messages: Get quick and easy access to a wealth of interdisciplinary knowledge and data. Help mainstream transformative pathways across Europe towards sustainable proteins. Educate new generations on the importance of a radical reconsideration of existing land-based protein crop systems and value chains. Promote scientific careers and enrich the curriculum.	<b>Tools &amp; channels:</b> ‘Explore & transform’ events, focus groups, AKIS Platform, symposiums and conferences on agriculture, peer-reviewed journals, website, social media channels.
<b>KTG5: Consumers.</b> Consumer associations, plant-based diet-oriented individuals, agronomy influencers & public.	
Main messages: Understand the power of your food choices and informed decisions. Accelerate the transition to environmentally friendly protein production. Improve your health & nutrient-density of your diet.	<b>Tools &amp; channels:</b> Press releases, food journals and newspapers, website, newsletter, social media.
<b>KTG6: Policymakers &amp; Authorities.</b> EC bodies & initiatives, EIP-Agri, AKIS network, MAA projects, CAP governance bodies.	
Main messages: Assist farmers & consumers in making informed decisions. Encourage mutual learning, generating, and sharing of agricultural knowledge. Stimulate national, regional, and cross-border interaction and knowledge exchange. Translate the most useful practical project results to different regions. Positively influence the SDGs (2, 12, 13). Increase the uptake of innovative results from F2F.	<b>Tools &amp; channels:</b> Practice abstracts, website, newsletters, social media, partners’ networks, other projects/initiatives, operational/focus groups.
<b>KTG7: Extension &amp; Advisory Services.</b> Public & private service providers, and agricultural consultants.	

## D5.1 Dissemination, Exploitation and Communication Plan I

**Main messages:** Support farmers in their technical, economic, and organisational decisions. Adapt and increase knowledge to provide value to farmers in the smart farming future and sustainable land-based protein production. Become a client-focused business delivering high quality professional and up-to-date services.

**Tools & channels:** Press releases, newspapers, Practice abstracts, website, newsletters, social media, AKIS Platform, partners' networks, projects/initiatives, operational/focus groups.

*Table 2 Target groups*



## 3. Dissemination and Communication channels, tools and activities

### 3.1. Visual identity

The first step of the dissemination and communication activities is to design a distinctive and effective visual identity to make the project recognizable in a world-wide community. Moreover, the concept of long-lasting visual identity should be based on an idea to instantly provide a consistent and clear message about VALPRO Path's goals and reflect its core values, serving as an identity card of the project, in both the offline and online world. Therefore, the VALPRO Path team made sure to create an accessible visual identity that will have the following: cutting-edge appearance and both a classical and modern touch.

The visual identity includes a logo, branding book, templates and guidelines for the partners on the rules of using the communication elements aimed at promoting the VALPRO Path project and proper acknowledgement of EU funding. Furthermore, 1 Visual Identity Book has been foreseen and created, as well as the project's website, and 1 Offline Identity Material Package.

#### 3.1.1. Logo and branding book

Logo and branding book are the foundation of the VALPRO Path's visual identity, and are crafted in order to grab attention, make a strong first impression, but first and foremost to express layered message and give a hint to the story hiding in VALPRO Path's line: "Circularity to meet food system goals – Supporting a plant protein future". Furthermore, the goal of the logo was to indicate sustainability while being simple, bold and fresh.



Figure 6 Valpro Path Logo

We chose a modern font and colors yellow and green for multiple reasons. Green is the color of openness, nature, plants, agriculture, health, growth and harmony, while yellow is the color of optimism, energy and a drive for positive changes and VALPRO Path will definitely make significant strides towards harnessing plant protein production and supporting that smooth transition from current to novel practices.

The logo will be used in all internal and external communication and dissemination activities (project website, presentations, flyers, press releases etc.) to maintain strong brand continuity and raise awareness. The color palette and a branding book was also selected to present the project's values.



Figure 7 Brand colors

### 3.1.2. European flag and funding statement

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



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„This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101059824.“

### 3.1.3. Disclaimer for publications

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

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.”

### 3.1.4. Templates

As the main pillars of communication and dissemination are „transform and explore“ events, conferences, workshops, fairs, exhibitions etc., in order to present the projects' results properly, a presentation template (ppt) has been designed and aligned with the VALPRO Path graphic identity. Consistency and recognition were the key driving forces for the design.

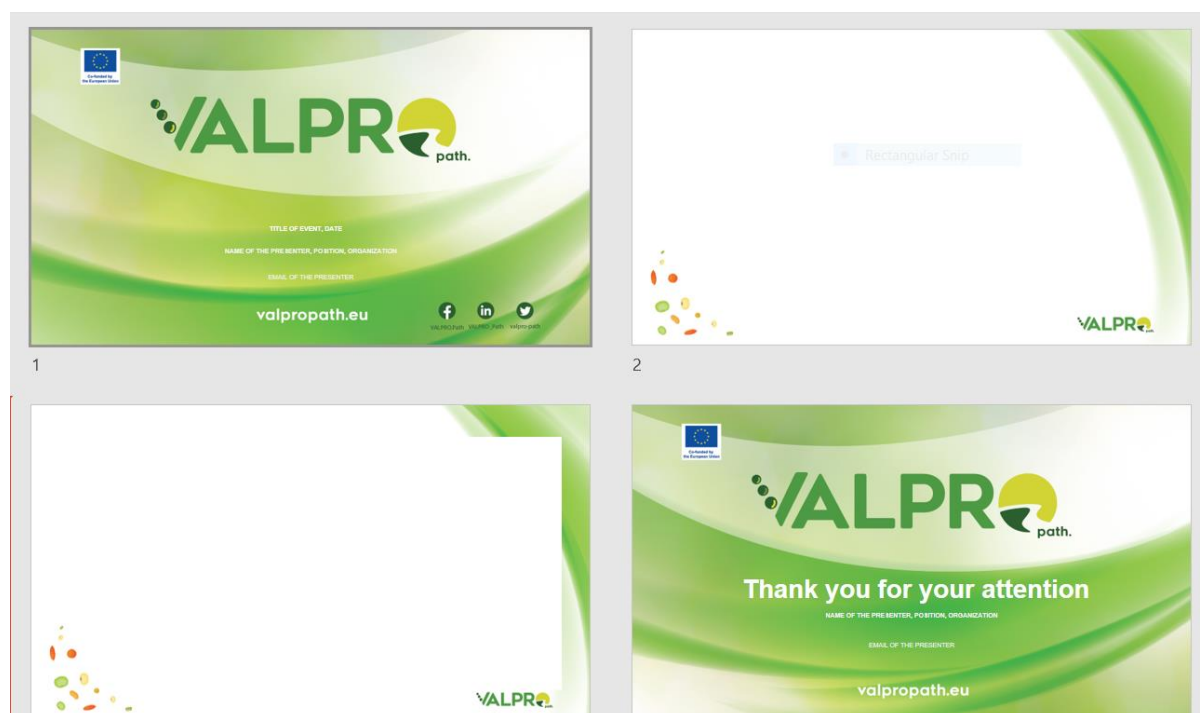


Figure 8 Valpro Path PPT Template

The VALPRO Path deliverable template is also crafted and aligned with the visual identity book and it will be used by all the partners for the development of projects' deliverables. The deliverable template has a cover page that displays the project's logo, acronym, deliverable information (number, full title, and the work package number).

## D5.1 Dissemination, Exploitation and Communication Plan I



Figure 9 VALPRO Path deliverable template

## 3.2. Communication materials

The VALPRO Path communication materials have been prepared to spark an interest in the local, European and global community, among public and different stakeholder groups. Both online and offline materials are crafted to make a more comprehensive impact and to spread a word about the project in the best way possible. The project's roll-up banner will be used at events and for the purpose of tv appearances and a promotional kit has been created including badges, beret caps, cups, face masks, folders, hoodies, notebooks, pens, posters, stickers, and zoom background.



## D5.1 Dissemination, Exploitation and Communication Plan I



Figure 10 Communication materials



Figure 11 VALPRO Path roll-up



Figure 12 Brochure (tentative)

## 3.3. VALPRO Path Channel Mix

### 3.3.1. Website

The VALPRO Path website (<https://valpropath.eu/>) has been developed and the landing page of the website was released in the first month. (M1). The website will be one of the primary communication and dissemination tools. The whole concept will be based on inspiring storytelling, with a “Show and tell” principle with appealing visuals on the website reflecting the project’s objectives, results, news and impact. The site will be easily navigated and regularly updated with contributions from all the partners. As a resource center for different research topics, the website will provide important updates in order to make an impact. And last but not the least, it will be mobile friendly, increasing accessibility and maximizing the impact of the project.



Figure 13 VALPRO Path Website

Delivered in month 1 and updated by month 3, the VALPRO Path website is hosted at <https://valpropath.eu/> and contains the following sections/ tabs:

- **Home/Landing page**
  - Includes the project logo, graphics, motto of the project, three pillars, set of values, word from the coordinator, social media icons (LinkedIn, Facebook, Twitter, YouTube), and a button for sign-up for the VALPRO Path's newsletter and navigation menu providing easy access to information on the project.
- **About us**
  - Project description in a nutshell, a look into the existing European protein landscapes and the explanation of the VALPRO Path's ambitions to change them and goals of the project.
- **Our team**
  - A list of consortium partners and a small description of the consortium. With a click on each partners' logo, a new page opens with a short description of their institution /organization and their role in the project, as well as a link to their website.
- **IPS (Innovation Production Systems)**
  - Description of Innovation Production Systems.
- **Results**
  - Containing information and links to public project deliverables.
  - The Open Access publications that will be created during project's lifespan, will be available, ensuring far higher citation counts for academic publication and reports, greater impact due to increased visibility with practitioners and the wider stakeholder community and improve the likelihood that future research and analysis will be able to build on and reuse project's results rather than start *ab initio*, thereby helping in terms of reproducibility and continuity of research results.
- **Newsroom**
  - Press releases, news posts and articles will be the main content and will inform stakeholders of all project's activities, upcoming events, results, IPSs' progress etc.
  - The drop-down menu will contain a **Media Kit**, including logo, posters, brochures, flyers, and other communication material that can be interesting to the media outlets and
- **Get in Touch**
  - All the contact information of the project will be available under this section enabling the easiest communication with our stakeholders through [info@valpropath.eu](mailto:info@valpropath.eu).
- The **Privacy Policy**, together with the **Terms and Conditions** have also been included in the Valpro Path website, set for the general rules and policies governing the visitors' use of the website.







### 3.3.2. Social media

The project aims to have a strong social media presence and spark two-way communication online, reach key target groups, as well as the public. To enhance interactive communication, four (4) media platforms were chosen based on the following factors:

1. Target audience
2. The most cost-effective set of channels for sharing prompt updates about the project to all stakeholder groups
3. The most adequate and powerful media channels for spreading the word about novel practices in plant protein field and VALPRO’s legacy, influencing a wide spectrum of key-stakeholders
4. The most popular social media platforms used by VALPRO Path partners, to communicate and interact with stakeholders

VALPRO Path is active on LinkedIn, Facebook, Twitter and YouTube and has established metrics for each channel to monitor its effectiveness and implement mitigation measures when necessary.

	<ol style="list-style-type: none"> <li>1. Number of followers</li> <li>2. Followers’ Demographics</li> <li>3. Impressions</li> </ol>		<ol style="list-style-type: none"> <li>1. Reach</li> <li>2. Audience Growth</li> <li>3. Engagement rate</li> </ol>
	<ol style="list-style-type: none"> <li>1. Number of followers</li> <li>2. Impressions</li> </ol>		<ol style="list-style-type: none"> <li>1. Number of subscribers</li> <li>2. Views</li> </ol>

To boost visibility and spread the impact of the project's results and outcomes, VALPRO Path will exploit consortium’s social media networks which means that partners are expected to share, publish, and retweet content from the VALPRO Path social media accounts and website, which will increase traction for project-related work and increase traffic on partner’s websites and social media. Partners are also encouraged to create relevant content to the project’s actions and share it through their channels. A template has been created (Annex F) to gather all the needed information from each partner such as the links to their official social media accounts.

After selecting the most appropriate channels there are several post traits to consider when posting:

- **Interactivity** is the main pillar of the generated content and is the best way to reach and engage an audience. Posts will be easily understood by non-specialists to facilitate interaction.
- **Relevance and Clarity** means that all the posts will communicate the main message, clearly and concisely, matching the interests, needs and preferences of each target group by posting relevant content.
- **Eye-catching posts** will lead to higher conversions with appealing visuals and graphics and catchy headlines.

Creating hashtags that are relevant to the project, but also short, effective, and memorable is crucial for social media presence. It will very much affect the path of reaching target audiences and it will make it easy to find VALPRO Path generated knowledge. Hashtags will also categorize the project’s

main topics into easily digestible and engaging keyword phrases and will help increase visibility in the social media environment, while they will make key messages stand out and influence the relevant communities. The project has set official distinctive hashtags such as #VALPROPath #PlantProtein #alternativedietaryprotein and others which will be used to monitor the posts related to the project. Consortium hashtags in VALPRO Path communication are as follows:

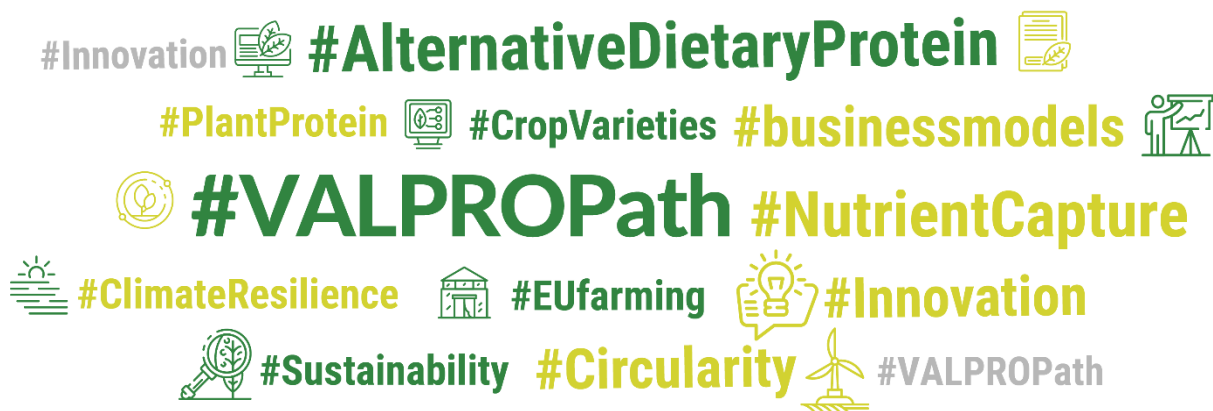


Figure 14 Valpro Path Hashtags

The hashtags will be subject to change depending on the effectiveness, learning takeaways and suggestions by the entire consortium.

The following figure explains the steps that a visually appropriate social media post will contain and based on these, high efficiency posts will be created during project’s lifespan:

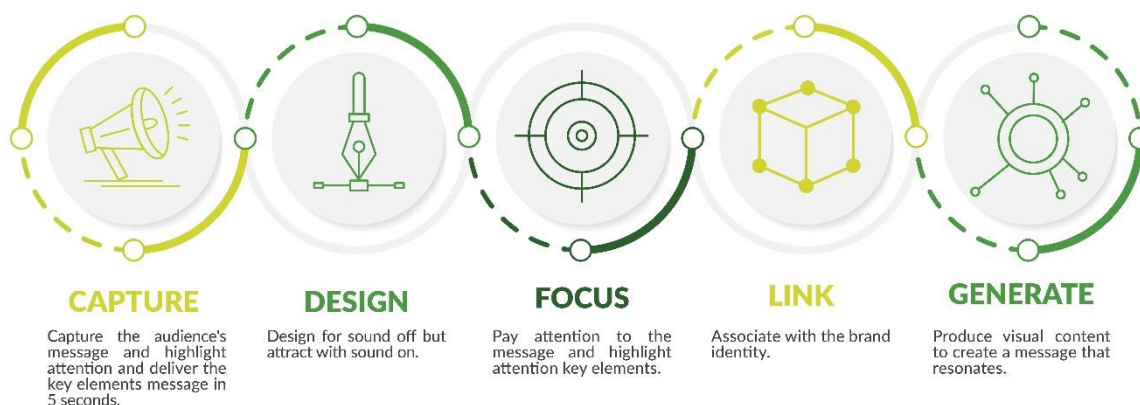


Figure 15 Content of the Valpro Path Social Media Posts

### 3.3.2.1 LinkedIn

A LinkedIn page (<https://www.linkedin.com/company/82328843/>) has been created to network with the VALPRO Path target audiences and promote the project’s activities.

## D5.1 Dissemination, Exploitation and Communication Plan I

The LinkedIn profile will be suitable for reaching the plant protein research community, farming communities, industry representatives, environmental and other relevant target groups. All project's news will be published on its LinkedIn page regularly and partners will have the opportunity to start conversations on particular themes to attract a wider audience.

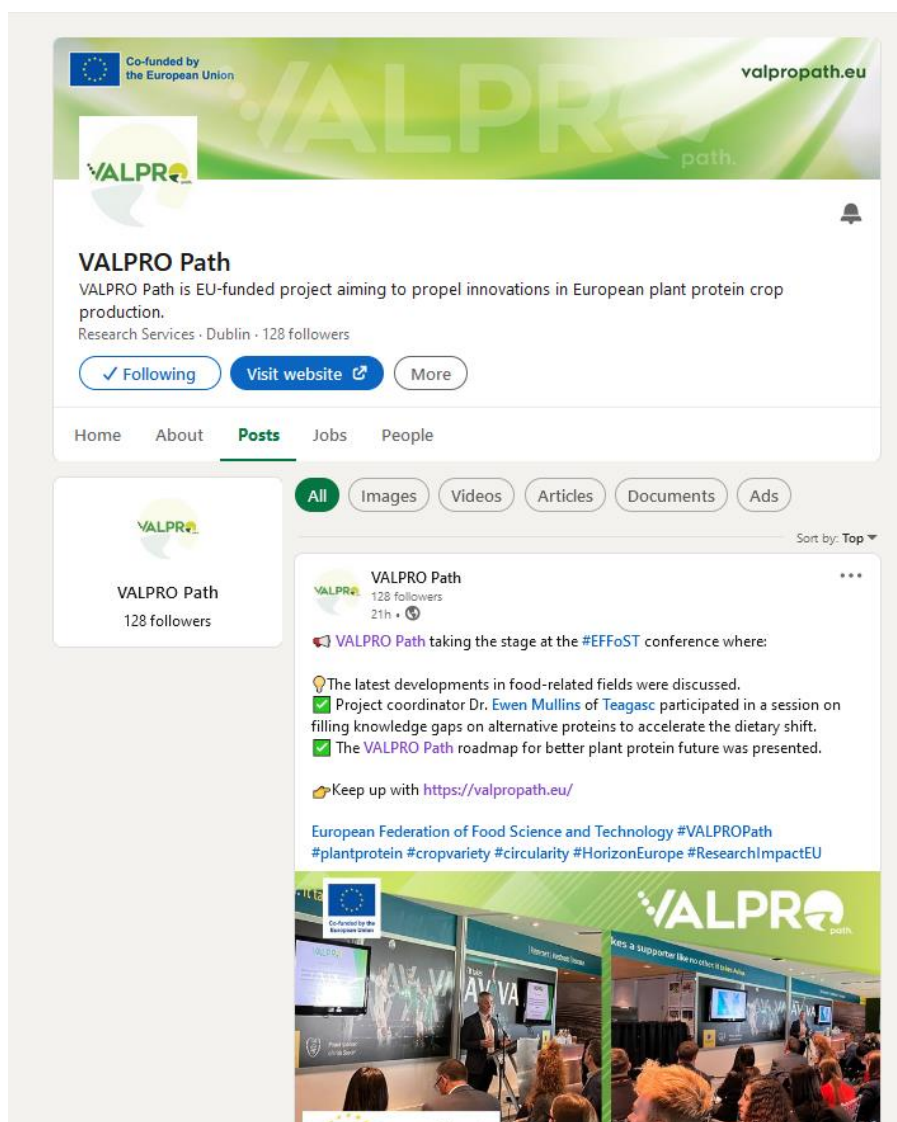


Figure 16 VALPRO Path LinkedIn Page

### 3.2.2.2. Facebook

VALPRO Path's Facebook page (<https://www.facebook.com/VALPRO.Path>) has been created to spread the word about the project mostly among public, research and farming communities. WP5 leader, Foodscale Hub, will be in charge of administration as well as of other social media platforms. The page contains a brief description and useful public information. Links of interest are also displayed.



Figure 17 VALPRO Path Facebook Page

### 3.2.2.3. Twitter

A twitter account has been created ([https://twitter.com/VALPRO\\_Path](https://twitter.com/VALPRO_Path)) to increase the visibility of the project and engage specific target groups, namely, policy makers and advisors. VALPRO Path will follow the rule “less is more” and use concise and short messages (less than 280 characters) to interact with the audience, post updates about the project’s progress, events, articles, blogs etc.

Twitter's popularity and concise, simple format makes it extremely significant and useful for building an active community. VALPRO Path twitter will also be used to connect to “high influencers” in the research and business communities that cover the topics of the VALPRO Path project.



Figure 18 VALPRO Path Facebook Page

### 3.2.2.4. Youtube

YouTube channel ([https://www.youtube.com/channel/UC6BDFYmWlrQRD\\_m3luPGryw](https://www.youtube.com/channel/UC6BDFYmWlrQRD_m3luPGryw) ) will be used in order to host and promote videos, which will be of a wide variety including interviews, podcasts, insights from innovation productions systems etc.

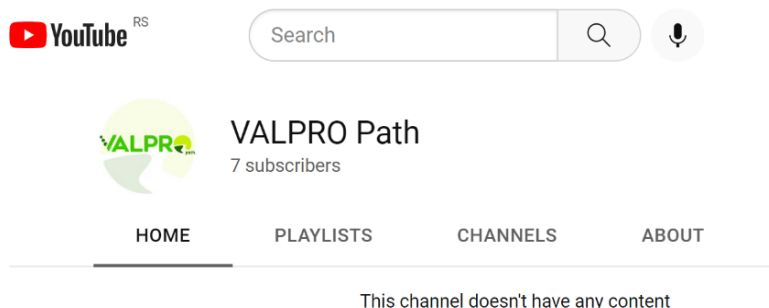


Figure 19 Target groups Path Youtube

### 3.3.3. Newsletter

The Mailchimp account and a newsletter template has been created for distributing newsletters, as well as a newsletter template.

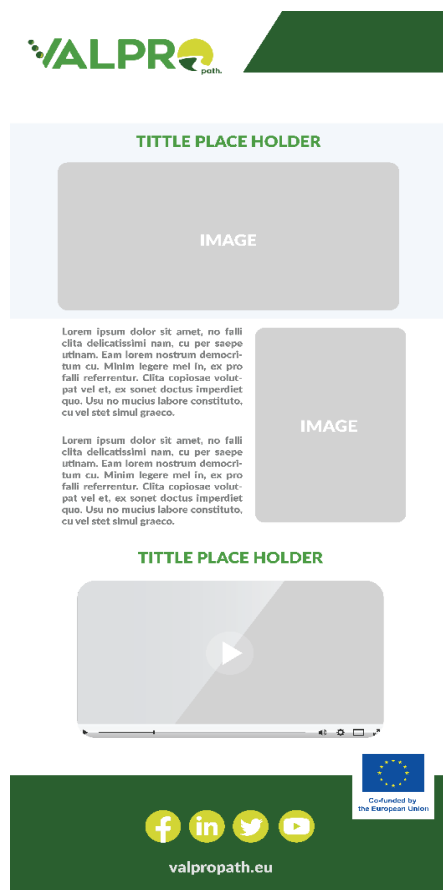


Figure 20 Newsletter template

An electronic newsletter will be published twice yearly and it will provide updates and relevant information to subscribers and consortium members. This will include the project progress, breakthrough results, results of the innovation production systems (pilots), variety of activities, as well as upcoming events, workshops, demonstrations etc.

Furthermore, the final structure of a newsletter will also be defined at the next consortium meeting. Subscription can take place at events and there is a link on the VALPRO Path website that will pay special attention to security and respect of the privacy and confidentiality of the users' personal data and newsletter recipients will be asked to provide their consent prior to sending any information related to the project. All relevant activities and aspects related to personal data will be fully compliant with the applicable national, European and international legal framework, and the European Union's General Data Protection Regulation 2016/6798. Interested parties will be able to subscribe and unsubscribe at any given point from the VALPRO Path Newsletters and all the collected data will be stored and saved in the responsible partner's servers. These data will not be accessible from other third parties. To achieve a broader distribution and facilitate the engagement of as many

## D5.1 Dissemination, Exploitation and Communication Plan I

stakeholders as possible, the VALPRO Path partners will be encouraged to promote the newsletters to their contacts who may be interested in the project.

The time table of newsletter is the following:

- 2023 – March
- 2023 – September
- 2024 – March
- 2024 –September
- 2025 – March
- 2025 – September
- 2026 – March

The proposed structure of each newsletter is:

- Introduction
- Project Update / Key news, deliverables and project events
- News & Events
- Resources for further reading (suggested by all partners)

This plan, as well as templates are tentative, and it will be the subject of iteration, after the consortium meetings.

### 3.3.4. Press outreach

Press releases will be produced and distributed to national/regional/EU media outlets, to present the project, its latest activities, and developments to a broader audience, and to address different stakeholder groups. Thus, a press release template has been developed during M1. To maximize our influence on local stakeholders, the consortium will translate all press releases into all **10** of the consortium partners' languages. More specifically:

#	Languages
1	Greek
2	English
3	Italian
4	Portuguese
5	Dutch
6	Serbian
7	German
8	Spanish

#	Languages
9	Danish
10	Finnish

Table 3 List of languages

Furthermore, the first press release has already been published on partners’ websites, promoted through social media, and sent to different media outlets. In order to make a greater impact and communicate results to the whole society, we have created two versions of the first press release. Longer edition, a more comprehensive one, and a shorter edition written in non-scientific language, understandable to journalists and suitable for distribution to different media outlets. Both versions were sent to partners to translate and spread them locally.



Figure 21 Press release template

### 3.3.5. Publications

VALPRO Path will put dedicated effort into generating scientific publications in peer- reviewed journals and practice abstracts to influence a wide range of targeted stakeholders and to promote the project and its breakthrough results. All publications will implement Open Access and open peer-review, in accordance with current EU regulations on Open Access and Open Science. Thus, all publications will be published in Open Research Europe and/or open access journals (green or gold), and as much code as possible (respecting IP sensitivities) developed in the project will be made available to the community as open source in code repositories such as Github.



## D5.1 Dissemination, Exploitation and Communication Plan I

The availability of project outputs as Open Access will ensure:

- a) far higher citation counts for academic publications and reports
- b) greater impact due to increased visibility with practitioners and the wider stakeholder community (in this project above all farmers and advisors)
- c) improve the likelihood that future research and analysis will be able to build on and reuse our results rather than start ab initio, thereby helping in terms of the reproducibility and continuity of research results

### *3.3.5.1. Open Access Research papers*

VALPRO Path aims to publish at least **6 Open Access research papers** that will be one of the key means of disseminating the project's results to the research community and Academia providing scientific integrity and eminence of the project. This task will be undertaken mostly by the university and research partners (ex: TEAGASC, WUR, Aarhus University, UNITO, NTUA) and publications will cover several fields of the work performed within the VALPRO Path project.

### *3.3.5.2. Publications in peer- reviewed journals*

VALPRO Path will publish appropriate research findings in at least **4+ peer- reviewed journals**, targeting highly rated journals and scientific magazines (e.g. Agronomy for Sustainable Development, Transformative Journals such as The International Journal of Life Cycle Assessment). This will help further research in the VALPRO Path's field which is plant protein, but it will also help contribute to making new, insightful results more widespread in the academia – which will often have a positive impact on current and future projects in that area. This task will be covered by university and research partners of the project.

### *3.3.5.3. Practice abstracts*

VALPRO Path will produce **10+ Practice Abstracts for portals** (e.g. EIP-AGRI) dedicated to the activities and outcomes of the 5 IPSs that will take place in Germany, Ireland, Italy, Portugal and Denmark. Covering 5 pedo-climatic areas and protein crops with the highest value potential like pea, lupin, chickpea, faba bean and lentils, VALPRO Path will ensure sustainable growth of protein crops through variety selection of nutritionally best plant- protein sources and their combinations. In that way, IPSs will demonstrate novel value and underpin new models of circularity and value chain resilience. The goal is to develop short summaries that describe the main information/recommendation/practice regarding the topics mentioned above.

Tentative template for planning is in Annex A.

## 3.3.6. Event planning

Event planning will include two stages. On a 6-month basis, an event planning form will be sent to the partners to describe the events that are already in their calendars. A brief description including the date, location, target groups, short description of the event's goals and preliminary suggestions as to the role/implication for VALPRO Path will support the decision making process. This form will be sent to partners, and the responses will be compiled using an online reporting tool for easy reference and record keeping. Several potential events have already been identified.

Event	Date	Location	Target groups	Potential Valpro Path Involvement
<b>EffoST conference</b>	November 7-9, 2022	Dublin, Ireland	Research community Industry Policymakers	Speaker
<b>Future of Protein Production Summit 2023</b>	February 21-23, 2023	Online	Industry Advisors	Attendee
<b>The 3rd NIZO Plant Protein Functionality Conference</b>	N/A 2023	N/A	Industry Researchers	Speaker Paper or poster presenter Attendee
<b>Congress of EU Farmers</b>	Fall 2023	TBD	Farmers Advisors	Speaker

Table 4 List of previously identified events of interest

The second phase involves the selection of events. This will be done based upon the guidelines below. These necessary actions and when they should occur will ensure that event participation aligns with the project’s objectives and budget.

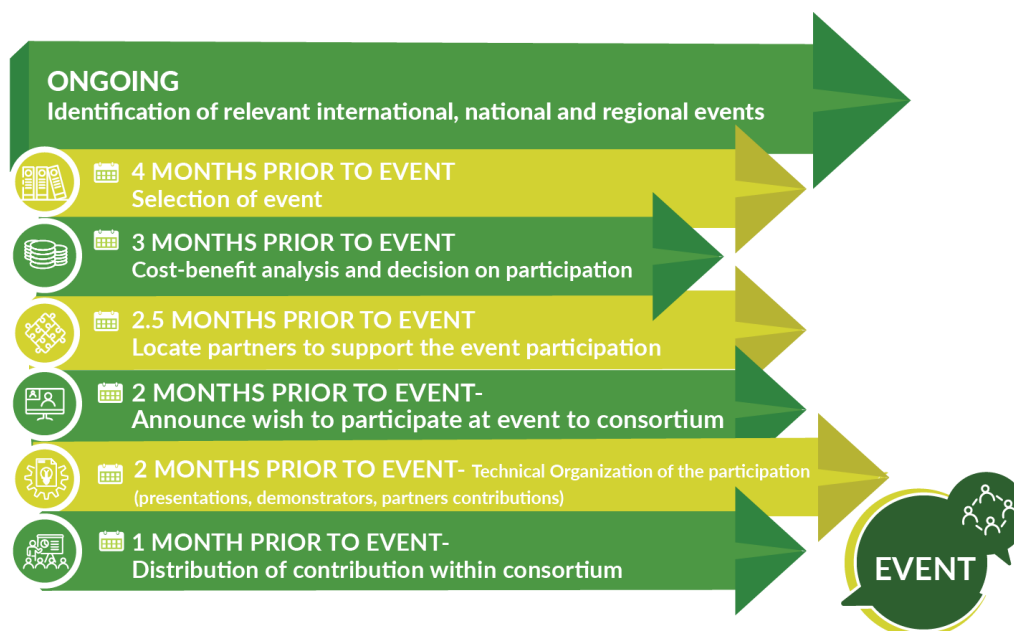


Figure 22 Valpro Path guideline for event selection

Tentative template for event planning is presented in the Annex A.

### 3.3.7. Networking and synergies

Building synergies and expanding the VALPRO Path ecosystem is the priority of the DEC plan. Much of the project's work will be empirically- based, focused on the knowledge, learning takeaways and/or data developed by partners during other projects. This collaborative approach will also be applicable to the DEC and grounded on a three-step strategical method.

#### Phase 1: Identification

Areas of mutual interest and potentially beneficial partnerships and synergies will be identified first. Table 3 summarizes projects involving VALPRO Path partners, with details on their relevance to the project. This is a preliminary list created in the project proposal stage, but it will be a subject of iteration if necessary. A template for partners will be sent (Annex A) requesting information on any other project's/networks or initiatives they are currently participating in that could be relevant to the VALPRO Path project. This template will be distributed every 6 months in order to constantly update the list and include new projects. VALPRO Path will consider both projects that are near completion and those that will run in parallel. Connecting with projects near the end, will provide network expansion opportunities for VALPRO Path while enabling the other project to meet sustainable goals and keep the momentum of their project going. Projects, networks and initiatives running in parallel will provide several opportunities to strengthen communication pathways and conduct joint activities.

Project name, project ID, partners involved, results relevant to VALPRO Path
<p><b>U-Protein (Irish Food Institutional Research Measure, ID: 2019PROG702); <u>TEAGASC</u></b></p> <p>U-protein provides science to re-engineer Ireland's agro-ecological system, through greater diversification and biotransformation of protein resources, thereby delivering increased sustainability, bio-circularity and quality nutrition. Technologies for Plant protein (pulses / legumes / cereals) extraction, separation and dehydration developed including advanced fermentation of residual biomass for food and non-food use. U-protein (large national consortium) will provide analytical, processing and fermentation technologies for use by VALPRO Path on proteins /other valorised streams coming from the IPSs.</p>
<p><b>BIOCARB4FOOD (ERA-NET SusFood2); <u>TEAGASC, CSIC</u></b></p> <p>BIOCARB-4-FOOD project focuses on extraction and characterisation of bioactives &amp; carbohydrates from seaweeds &amp; seagrasses for food-related applications. It contributes to improved process efficiency, development of ingredients with high added value from already commercialized seaweed species and from under-exploited sources (seagrasses) which can positively impact in the competitiveness of seaweed, food and non-food companies at EU scale by a better valorization of raw materials and extracted remnants. Extraction and analytical techniques for value-add bioactive discovery are available for use by VALPRO Path.</p>
<p><b>Waste2Fuels (H2020, ID: 654623); <u>TEAGASC</u></b></p> <p>Sustainable production of next generation biofuels from waste streams. Processing parameters determined for valorisation of waste streams. The processing techniques developed are available for use by VALPRO Path. These include in-process testing methodologies.</p>
<p><b>Legumes Translated (H2020, ID: 817634); <u>ZALF, TEAGASC</u></b></p> <p>Launched Legume Hub platform <a href="https://www.legumehub.eu/">https://www.legumehub.eu/</a> for publishing and sharing practical relevant research, videos and other formats. VALPRO Path will use it to publish results, make them available to a community of end-users, while building on the transition network for cool-season grain legumes coordinated by ZALF.</p>
<p><b>LegumeGAP (H2020, ID: 771134); <u>ZALF</u></b></p> <p>VALPRO Path will build on the analysis of the yield gap between actual and attainable yields in faba</p>

bean and soybean across Europe. VALPRO Path can benefit from knowledge and data from field experiments, modeling and an EU wide survey that has been conducted with around 1000 farmers in 2020.

**Robs4Crops (H2020, ID: 101016807); FSH, WU**

Robs4Crops deploys large-scale piloting towards building a sustainable farming solution, reducing the use of inputs and the overall carbon footprint of food production. VALPRO Path will use part of its piloting know-how processes.

**AccelWater (H2020, ID: 958266); NTUA, DNY**

NTUA is leading an LCA and techno-economic feasibility analysis of by-products valorisation. The examined case studies and processes in AccelWater are applicable to those included in VALPRO Path. The databases for LCA and LCC analysis from AccelWater can, if needed, be used in VALPRO Path. DNY leads the WP related to the overall assessment of AccelWater solutions through the implementation of environmental performance assessment, social impact analysis and techno economic feasibility study. The know-how of implementing such analysis in complex systems such as the food and beverage industry will be exploited by the VALPRO Path project.

**VOLATILE (H2020, ID: 720777); NTUA, KPAD**

NTUA has led the implementation of Economic Feasibility study and Cost-Benefit-Analysis of the developed innovative approaches for the treatment of biowaste. LCC analysis results were correlated to assess the impact processes on final products to identify sustainable exploitation & production routes. This procedure will be also followed in VALPRO Path project including also S-LCA impacts in the new integrated model.

**Mosom (EIT Food); AGR, AU**

Mosom project aims to develop a specific tool for monitoring, maintaining and managing soil organic matter in a convenient and affordable way. The Mosom tool will make it possible to remotely estimate the organic matter content of the soil and this could help in VALPRO Path to assess the impact of protein crops on processes related to organic matter (SOM).

**SoilCom (North Sea Region Interreg); AU**

The project covers sustainable recycling of waste through the production of high-quality compost products to its use in high-value crop production for soil improvement. The project focuses on knowledge build up, dissemination to stakeholders, company use of compost implementation, research and alignment of EU and national regulation in the waste-compost area. The consortium includes research institutions, extension service companies and compost production and farming companies across the North Sea region, which is of interest for VALPRO Path.

**Smart Protein (H2020, ID: 862957); BT**

Smart Protein is aiming to develop alternative protein ingredients and products for humans which have a positive impact on bioeconomy, environment, biodiversity, nutrition, food security and consumer trust and acceptance, which is of high interest for VALPRO Path.

**ZeroW (H2020, ID: 101036388); WU**

ZeroW aims to provide a significant impact on food waste reduction and the sustainability of food supply chains through the demonstration of nine different food supply chain innovations. By employing a systemic innovation approach that can be of use for VALPRO Path, the goal is to effectively address the multidimensional issue of food waste.

**EPPN 2020 (H2020, ID: 731013); AU**

VALPRO Path will have access to a research network with sensors and imaging techniques. Data analysis in relation to environmental conditions, data organization and storage, data interpretation and meta-analyses of experiments carried out on different organs at different scales of plant organization.

**FERBLEND (CORE Organic Cofund, CORE Organic & SUSFOOD Joint Call 2019); AU**

Susfood2 and CORE organic research project addresses the valorisation of two side streams, namely press cakes from organic oilseed processing and whey from cheese production, through

fermentation, to create platform products with improved technological and nutritional functionality. It brings a new fermentation platform for by-products of protein extraction and creation of novel high density protein foods, which VALPRO Path will collaborate with.

*Table 5 Networking and synergies*

### **Phase 2: Evaluation**

To make sure that collaborations and synergies will benefit the project and give support to the VALPRO Path objectives, each potential project/initiatives/ networks will be evaluated, considering significant qualitative and quantitative indicators:

- Pertinance;
- Added value and impact (e.g., visibility)
- Feasibility (e.g., timeline and resources);
- Terms for collaboration, etc.

The results of the evaluation will be consolidated with the information provided by partners and a final decision will be made by the consortium.

### **Phase 3: Contact**

When projects and/or initiatives are selected, the approach method will be decided on an individual basis, considering specific traits of every single one of them.

### **Phase 4: Action**

Communication roadmap and joint activities will be defined after consultations among representatives of projects/ initiatives and the VALPRO Path consortium and will include (but are not limited to):

- Joint communication, dissemination and exploitation activities;
- Joint policy events;
- Coordinating research and/or joint publications;
- Sharing data, inputs and/or outputs;
- Participation in the other's events;
- Links to project and project events on website, social media.

Tentative template for synergy planning is presented in the Annex A.

### 3.3.8. Podcasts and videos

Different podcasts and interactive videos about the progress of the project, innovation production systems, but also the hot topics regarding the plant protein landscapes and their advancement will be created and shared on youtube channel of the VALPRO Path project. Podcasts and videos will engage all the partners but also eminent experts in the field of plant proteins. Planning and monitoring templates are presented respectively in annexes A and B.

### 3.3.9. EC Tools

VALPRO Path will strive to take advantage of several of the tools offered by the European Commission to support dissemination, exploitation, and communication of the project's results.

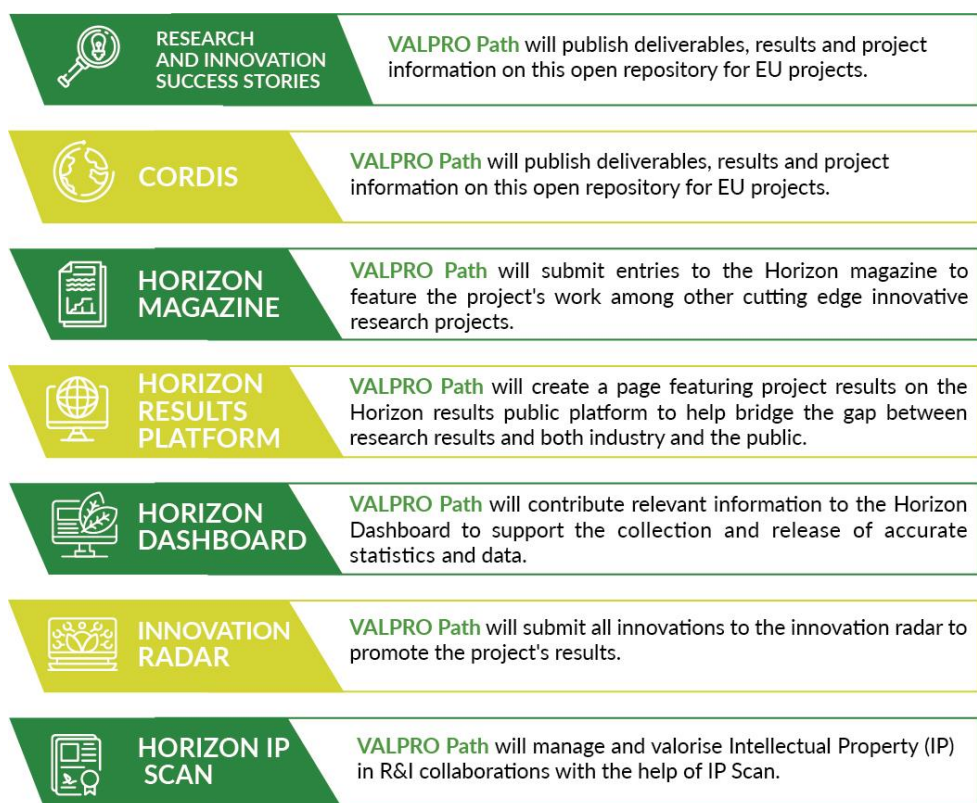


Figure 23 EC tools

## 4. Monitoring and evaluation

### 4.1. KPIs

Key Performance Indicators (KPIs) are concrete, measurable targets used for monitoring and evaluating the project’s progress and success. A set of dissemination and communication KPIs have been identified in the proposal stage and divided into Dissemination and Communication KPIs as listed in the pictures below.

<b>Digital outreach</b>	1 Visual Identity Book ( logo & logo usage, fonts, elements, colour scheme, etc.); <b>30,000</b> website visits; <b>1,500</b> Followers on social media channels (Twitter, Facebook, LinkedIn, YouTube); <b>800+</b> email list subscribers; <b>50+</b> press releases (originally released in English, and adapted to local language versions), <b>80+</b> optimised blog articles.
<b>Offline outreach</b>	1 Offline Identity Material Package (posters, flyers, brochure, pull-up banner, posters, etc.); <b>20</b> Interviews & Presentations in B2B and B2C media.
<b>Interactive outreach</b>	Participate in <b>30+</b> conferences, forums, workshops, events, etc., <b>20</b> webinars/roundtables, operational & focus groups.

Figure 24 Communication KPIs

<b>Interactive</b>	<b>10+</b> ‘explore & transform’ events; <b>30+</b> conferences, forums, workshops, exhibitions, fairs, etc.
<b>Digital</b>	<b>10+</b> Practice Abstracts for portals (e.g. EIP-AGRI); <b>6</b> Open Access research papers; <b>4</b> publications in peer-reviewed journals (e.g. Agronomy for Sustainable Development, Transformative Journals <sup>39</sup> such as The International Journal of Life Cycle Assessment); <b>5+</b> interactive videos; <b>16+</b> podcast episodes launched.

Figure 25 Dissemination KPIs

## D5.1 Dissemination, Exploitation and Communication Plan I

Furthermore, the KPIs have been distributed between the three reporting periods (M1-M18, M19-M36, M37-M48) and within the reporting periods the DEC plan will be modified based on the learning takeaways.

COMMUNICATION KPIs	Target	M1-M18	M19-M36	M37- M48
<i>Digital outreach</i>				
Visual Identity Book	1	1		
Website visits	30,000	10, 000	10,000	10,000
Followers on social media	1,500	500	500	500
Email list subscribers	800+	200+	300+	300+
Press releases	50+	20+	15+	15+
Blog articles	80+	20+	30+	30+
<i>Offline outreach</i>				
Offline material package	1	1		
Interview and presentations in B2B and B2C Media	20+	5+	5+	10+
<i>Interactive outreach</i>				
Conferences, workshops, forums, exhibitions, etc.	30+	10+	10+	10+
Webinars, roundtables...	20+	10+	5+	5+

Figure 26 Communication KPIs

DISSEMINATION KPIs	Target	M1- M18	M19-M36	M37- M48
<i>Interactive</i>				
"Transform & explore" events	10+	3+	3+	4+
Conferences, workshops, forums, exhibitions, etc.	30+	10+	10+	10+
<i>Digital</i>				
Practice abstracts	10+	3+	3+	4+
Open Access Research Papers	6+	1+	2+	3+
Publications in peer-reviewed journals	4+	1+	1+	2+
Interactive videos	5+	1+	2+	2+
Podcasts	16+	4+	6+	6+

Figure 27 Dissemination KPIs

This plan is tentative and furthermore, a detailed plan and KPIs per partner will be established and agreed after the partner's meeting.

## 4.2. Reporting templates

Within WP5, all Dissemination & Communication activities will be tracked regularly and for this purpose, D&C activities report has been created and sent to all the partners. The report covers events, publications, social media posts ect., so every partner can enter their activities on a monthly basis. Furthermore, a separate media outlets outreach template has been made in order to keep track of the audience and effects of communication activities.





## VALPRO Path - Communication & Dissemination Activity Report

Dear VALPRO Path partners,

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

Thank you.

Partner	Media outlet (name of the portal, tv channel, newspapers etc.)	Title of the article /TV show etc.	Language	Link to the news	Estimated reach (if applicable)

Furthermore, WP Leader for DEC Foodscale Hub has also created internal monitoring sheets presented in the ANNEX B.

## 5. Exploitation

VALPRO Path’s key exploitable results (KERs) are VALPRO Path services portfolio and the methodology for value chain business modelling. This chapter will introduce these results, potential pathways for their exploitation and KPIs for monitoring their impact. A dedicated report **D5.3 Exploitation, IPR and Business Models Catalogue I (D5.3)** will be developed by M24 to identify clear and timely measures towards capitalizing on and ensuring sustainability of VALPRO Path results.

### 5.1. Key Exploitable Results

VALPRO Path has identified two key exploitable results (KERs) that will be available for use/reuse by partners and target groups stakeholders. Figure below describes each KER, who is responsible for it and who it will benefit.

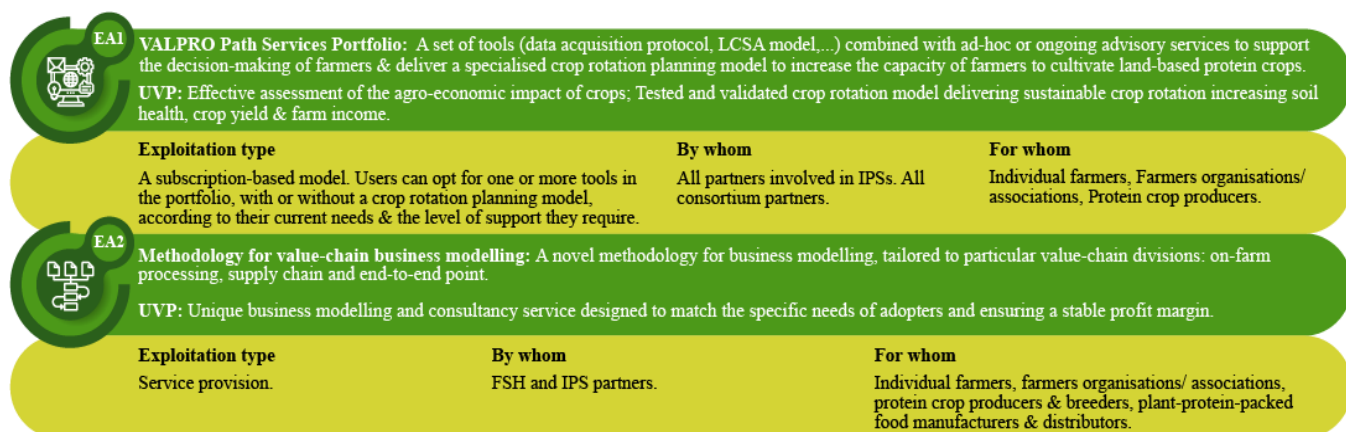


Figure 28 Key exploitable assets

### 5.2. Exploitation Pathways: Go-To-Market Strategy and a Joint Exploitation strategy of VALPRO Path towards commercialisation

VALPRO Path will develop and test strategies for sustainable and competitive local and regional land-based protein crop systems that result in improved production techniques, cropping systems designed to increase crop diversification, improved feed efficiency, value chain development, reduced environmental impact and improved farmers’ competitiveness, taking into account complementarity among regions and addressing regional imbalances. VALPRO Path’s project solutions (VALPRO Path services portfolio, Methodology for value chain business modelling) will be developed and delivered to its beneficiaries according to the Lean Startup Methodology - a business development approach to launching a product and/or service that is based on the user’s feedback to guide and speed up the product’s iterative development.

As a critical measure of progress towards converging from the initial hypotheses to a sustainable business opportunity, measurable actions will be deployed. These actions will be based on what is needed to be measured to validate the hypotheses established for each **MVP (Minimum Viable Performance)** under validation. The MVP represents the achieved level of performance that will allow

## D5.1 Dissemination, Exploitation and Communication Plan I

the consortium to collect the maximum amount of validated learning about growing plant protein cultivars in the EU and Associated Countries with the least effort and expense. Examples of metrics that could be measured include user acceptance and usability metrics, technical issues and operational metrics, user behaviour in accessing and using the VALPRO Path services portfolio, etc. This method of evaluating progress, innovation, and other non-financial metrics during the project implementation is known in the literature as Innovation Accounting<sup>1</sup>, and during the implementation will consist of 3 cycles (iterations):

- **The “Capture” cycle** will feature the demonstration of initial proposed solutions to the relevant stakeholders (individual farmers, farmers associations, advisors, policy makers, protein processors, distributors, and sellers...) and the implementation of a survey during the demonstration period. This survey will give insight into stakeholders’ thinking processes, providing critical information to understand their needs and wants.

- **The “Co-create” cycle** will present an updated version of the VALPRO Path’s solutions, after which the multiple participatory workshop sessions will be organized, allowing direct communication between all the stakeholders through “one on one” and “one to many” approach.

- **The “Deliver” cycle** will focus on delivering a “Release candidate” version of all proposed solutions and services to all VALPRO Path stakeholders, who will share their opinion on the entire offerings package itself in a face-to-face setup.

In every cycle, the consortium will deliver a specific iteration (Minimum Viable Performance - MVP) of the VALPRO Path’s solutions to the group of stakeholders. These iterations will build upon one another and incorporate all the lessons learned throughout the process, to maximise the exploitation potential of the proposed solutions while keeping the development cost low.

If IPSs accelerate at differing pace, the ‘Start-Capture-Create-Deliver’ cycle will be accustomed to follow the pace of that progress and fully capture accumulated value. The optimal approach to each IPS will be selected based on its specific circumstances in the early stages of implementation.

In the final “Deliver” cycle, all agreements on exploitation and co-designing of a final version of business models for all participating parties in IPSs will be finalized by the end of the project and presented in **Dissemination, Exploitation and Communication Plan II (D5.2)**.

KERs developed within the project will be a subject to IPR management. More specifically, the following IP-related issues will be tackled: the arrangement of confidentiality, IP protection, exploitation rights and IP licensing/selling.

In the proposal preparation stage, an extensive prior art analysis was conducted using EUIPO (Espacenet, eSearch plus), EUIPN (TMview), and WIPO databases (Global Brand Database), revealing that there are no trademarks on VALPRO Path’s acronym, full title, and the logo. During project implementation, an immersive **IPR Scan Process** will be deployed.

The IPR Scan Process will include:

- a) IP Workshop for all partners
- b) Distribution of IP & Exploitation questionnaire, and
- c) One-on-one interviews, resulting in an agreed set of IPR measures and a joint exploitation strategy, with IP issues resolved and agreed.

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<sup>1</sup> Eric Reis, The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses (Crown Business, 2011).

It is possible that additional results may be developed and subject to an IPR management. A characterization table will be offered in such cases to evaluate the result.

Characterization of Exploitable Results	
<b>Market</b>	Who will the customer be and what benefits will they receive?
	What is the anticipated time to market?
	What is the size of the market in M€ and relevant trends?
	What is the approximate price range of this result and price of licenses?
	Who are the competitors?
	How will this result rank against competing products/services in terms of price and/or performance?
<b>Steps towards exploitation</b>	When is the expected date of achievement?
	What are the foreseen barriers to successful implementation?
	What are the costs incurred after the project and before exploitation?
	Which partners will be involved in results development?
<b>IPR status</b>	Have you protected or will you protect this result? How? When?

Table 6 Characterization table for potential exploitable assets

### 5.3. Exploitation KPIs

The exploitation activities will be regularly evaluated and monitored after the end of the project. A series of KPIs, related to the future exploitation of the project’s results has been already defined by the VALPRO Path consortium, as it is described below:

Exploitation KPIs and target values	
Performance indicator	Target value
Joint exploitation strategy set up for VALPRO Path	1
Business models aligned with pilots’ framework and specific value chain (On-farm processing, Supply Chain and End-to- End) value chain division points;	≥ 10

## D5.1 Dissemination, Exploitation and Communication Plan I

Number of decision-support tools incorporated in the VALPRO Path service portfolio	<b>≥ 3</b>
Number of high value products for the marketplace with a '0' carbon label, coming from IPSs 1, 2 and 3	<b>≥5</b>
Exploitation of cross-regional scheme on protein consumption	<b>10% potential market increase in EU</b>

*Table 7 Exploitation KPIs and target values*

## 6. Conclusion

D5.1 Dissemination, Exploitation & Communication Plan I represents the first plan and has provided a detailed overview of the communication, dissemination and exploitation strategy, phases, planning and monitoring of results during the project's lifespan. This plan will be implemented, but also empirically- improved during the first period of the Valpro Path project, and it outlines all the tools that will be utilized in order to reach KPIs and project's audience.

This document covers a wide range of key activities to be conducted to meet the dissemination, communication and exploitation targets. In order to maximize the impact, all partners will be actively engaged in the communication and dissemination of VALPRO Path, contributing to the project's DEC goals and assuring the proper exploitation of the project's outcomes.

The Second Dissemination, Exploitation & Communication Plan II (D5.2), due M48, will be an updated version of the DEC plan. It will show all the changes and advancements of the initial DEC plan, in order to influence the plant protein community in Europe as much as possible.

## ANNEX A – Templates for planning

### Event planning

PERIOD	Event	Event link	Date	Location	Partner	Target audience	Project's involvement
M1 -M6							

### Social media planning

PERIOD	Week	What kind of posts?	LinkedIn	Twitter	Facebook	Youtube
M1 -M6	Month 1/Week 1		✓	✓	✓	✓

## Research papers

PERIOD	Contributer/Partner	Type of publication (scientific, industry, Practice Abstracts etc.)	Publication web site (Link to the potential journal/ site of publication)	Estimated submission date
M1 -M6				

## Website blog posts

PERIOD	Date	Partner	Theme of the article (your suggestions and ideas of potential blog posts relevant to the project)
M1 -M6			



## Podcasts and videos

PERIOD	Month	Partners featured	Theme, questions overview and key messages of the podcast
M1 -M6			

## Joint initiatives

PERIOD	Month	Partners involved	Type of collaboration	Projects involved
M1 -M6				

## ANNEX B – Templates for internal monitoring

### Event monitoring

Event	Type of the event (conference/webinar/forum etc.)	Date	Location	Link to the event	Partner	Target audience	Short description of how the project was presented and key outputs

### Social media performance

Month	Date	Message /Copy	Visual (Yes/No)	FB link	LinkedIn link	Twitter link	Youtube Link	Instagram Link	
Month 1									
<b>Total reach:</b>									<b>Total reach per month 1</b>
<b>Followers</b>									<b>Total number of all followers</b>
<b>Total per page:</b>									

### Research Papers

Contributor/Partner	Date accepted/published	Type of publication (scientific, industry, Practice Abstracts etc.)	Publication web site (Link to the potential journal/ site of publication)	DOI (specific paper identification number)

## Podcasts and videos

Date	Partner	Topic of the podcast	Link to Youtube	Number of views (update for reporting)

## Blog posts

Date	Topic	Link to blog article

## Media outreach

Date	Partner	Media outlet (name of the portal, tv channel, newspapers etc.)	Title of the article /TV show etc.	Language	Link to the news	Estimated reach (if applicable)

## Joint initiatives

Date	Partners involved	Type of collaboration	Projects involved