



WP5: Dissemination and Communication. Exploitation 1 and IPR

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This project is part of the PRIMA
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WP5 aims

Communication, dissemination and demonstration activities are fundamental for the successful exploitation of SWRIPS research and innovation findings

- ▶ Spread results of the project in the scientific community
 - ▶ Scientific papers
 - ▶ Conferences/Workshops/Schools/etc
 - ▶ Website
 - ▶ ...
- ▶ Engage stakeholder communities (agrifood supply chain, farmers, water management bodies)
 - ▶ Workshops, Technical seminars, participation to fairs...
 - ▶ Newsletter
 - ▶ Social channels
- ▶ Sensibilize General public
 - ▶ Website
 - ▶ Social channels
 - ▶ Dissemination events and activities
- ▶ Reach the market and promote Technology Transfer to companies
- ▶ Prolong the impact of the project beyond its target



WP5 Participation

- ▶ All the partners are committed in WP5 activities and are supposed to contribute to the activities

Work package number	5	Lead beneficiary								CSFNSM-IT					
Work package title	Dissemination and Communication. Exploitation and IPR														
Participant number	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Short name of participant	CSFNSM-IT	CNR-IT	UNICT-IT	UNIPA-IT	AGRUCOR-IT	UBOUIR-A-DZ	ENSA-DZ	UV-ES	UNITU-TN	INRGREF-TN	CERTE-TN	GICA-TN	COMOCAP-TN	ENSCR-FR	UM-FR
Person months per participant	14	3	5	2	2	2	2	6	2	2	2	2	3	2	4
Start month	1			End month				36							



WP5 Implementation: 4 main pillars

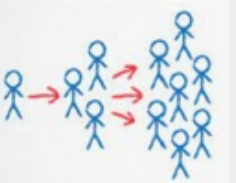
WP 5: Communication, Dissemination, Exploitation and IPR

Communication

- Raise awareness of project aims and outputs over a broad stakeholder base.
- Spread new knowledge and results generated by the project



Communication



Dissemination



Exploitation



Intellectual Property

Dissemination

- Support project exploitation through technical dissemination and industrial outreach
- Disseminate SWRIPS objectives and results among the interested sectors (agrifood companies, farmers, water management bodies, etc.), demonstrating the added value, innovation and new technologies developed within the project

Exploitation

- Transfer of technology and know-how to ensure efficient market uptake
- Assess the commercial potential of the results and liaise with industrial companies to maximize their commercial use

Data management & IPR

- Guide the management of data being collected, processed and generated in SWRIPS
- raise the awareness among all partners concerning good research practice and the importance of IP management



WP5 Tasks

- ▶ **Task 5.1: Plan for Communication, Dissemination and Exploitation of Results.** (CSFNSM-IT, All) M1-M36.
- ▶ **Task 5.2: Implementation of Communication, Dissemination and Exploitation Activities** (CSFNSM-IT, All) M1-M36.
 - ▶ Subtask 5.2.1 Electronic portal (CSFNSM-IT, UNICT-IT) M01-M36
 - ▶ Subtask 5.2.2 Scientific dissemination activities and research training (Leader: UV-ES, All) M01-M36.
 - ▶ Subtask 5.2.3: Technology seminars, training & workshops (CERTE-TN, All) M12-M36.
 - ▶ Subtask 5.2.4 Public communication activities (UNICT-IT, All) M01-M36.
- ▶ **Task 5.3 Exploitation activities** (UNIPA-IT, UM-FR, ENSA-DZ, All) M01-M36
 - ▶ Subtask 5.3.1 Cooperation with agrifood supply chain industry (GICA-TN, AGRUMARIACOR-IT, COMOCAP-TN, All) M01-M36
 - ▶ Subtask 5.3.2 Cooperation with Water Distribution Entities (UBOUIRA-DZ, All) M01-M36
 - ▶ Subtask 5.3.3 Support for long-term exploitation (UNIPA, All) M24-M36
- ▶ **Task 5.4: Data Management Plan** (UNICT-IT, All) M01-M36.
- ▶ **Task 5.5: Knowledge management and IPR** (UV-ES, All) M01-M36.



WP5 Tasks - 5.1 Plan for Communication, Dissemination and Exploitation of Results

- ▶ Create and update SWRIPS' PCDER which will address the following key aspects:
 1. collation, evaluation and management of outputs, results and intellectual property rights of all WPs throughout and beyond the duration of the project;
 2. defining target audiences and defining key messages and information packages to be transferred to them in a format and timeframe required to achieve maximum project impact as well as defining the most suitable dissemination channels;
 3. creation of visual identity strategy;
 4. defining appropriate activities to identify, assess and prioritizes key exploitable results.



WP5 Tasks - 5.2 Implementation of Communication, Dissemination and Exploitation Activities

- ▶ **5.2.1 Electronic portal (CSFNSM-IT, UNICT-IT) M01-M36**
 - ▶ This will include our project website, semi-annual newsletters, and appropriate social media channels (Twitter, Facebook, Instagram, LinkedIn, etc.)
- ▶ **5.2.2 Scientific dissemination activities and research training (Leader: UV-ES, All) M01-M36**
 - ▶ aims to broadly disseminate SWRIPS results to targeted scientific communities and train EU young researchers and engineers in the blue-agrifood economy and related fields (water usage, food water footprint, purification system, bio-fertilizers, etc.)
- ▶ **5.2.3: Technology seminars, training & workshops (CERTE-TN, All) M12-M36.**
 - ▶ This task aims at effectively communicating project outcomes to key stakeholders through:
 - ▶ organizing at least 18 field days (at the end of summer and winter seasons each year) in farmers' fields,
 - ▶ organizing one symposium (2 days at the end the last two years -M24 & M36);
 - ▶ organizing broad project key actors training in all the 6 Countries through cooperation with Water Managers, Agricultural Syndicates, Extension of the Ministry of Agriculture, Civil society organizations;
- ▶ **5.2.4 Public communication activities (UNICT-IT, All) M01-M36.**
 - ▶ raise public awareness about water scarcity, sustainable use and re-use of water, reduction of carbon SC water footprint, water and soil degradation, as well as more general climatic and environmental problem, while showing SWRIPS efforts and solutions for mitigating these problems



WP5 Tasks - 5.3 Exploitation activities

The exploitation plan will comprehensively describe the market potential, business opportunities for the partners and measures directed towards the commercial uptake of SWRIPS' products

- ▶ **5.3.1 Cooperation with agrifood supply chain industry** (GICA-TN, AGRUMARIACOR-IT, COMOCAP-TN, All) M01-M36
 - ▶ The canned food industry group in the consortium will ensure a close working relationship between SWRIPS and the food supply chain industry
 - ▶ campaigns to promote and disseminate the marketable results of the project to agri-food sector
- ▶ **5.3.2 Cooperation with Water Distribution Entities** (UBOUIRA-DZ, All) M01-M36
 - ▶ Ensure close working relationship between SWRIPS and the local water distributors and farm associations, and their networks as well as a timely exploitation of the obtained project results
- ▶ **5.3.3 Support for long-term exploitation** (UNIPA, All) M24-M36
 - ▶ Creating a sustainability plan based on feedback from stakeholders for long-term exploitation of SWRIPS results
 - ▶ developing a final white paper based on feedback from industrial/farmes stakeholders and providing it as guidance on solutions to support implementation of re-use of water and reduction of water contamination/pollution,



WP5 Tasks - 5.4 Data Management Plan

- ▶ Develop and update Data management plan to guide the management of data being collected, processed and generated in SWRIPS
 - ▶ identify the data set together with their detailed descriptions, producers, purposes, formats, metrics, consistency and sharing or protection strategies;
 - ▶ ensure that data be as open as possible and as closed as necessary, such as for commercial purposes;
 - ▶ ensure that personal data collected during the project, e.g. database of stakeholders and subscriber emails of newsletters, strictly adheres to data privacy regulations according to EU GDPR.



WP5 Tasks - 5.5 Knowledge management and IPR

- ▶ raise the awareness among all partners concerning good research practice and the importance of IP management
- ▶ monitor the emergence of IPR related to results, verify the ownership and register and keep track of background and foreground
- ▶ Produce IPR guidelines
 - ▶ establishing proper arrangements, e.g. pre-publication reviews, to ensure that legitimate interests of project partners will not be compromised;
 - ▶ describing how the project results will be accessed and used (i.e. for further research, policy issues or licensing, new products/services, start-ups, joint ventures, standards, etc).



WP Deliverables

- ▶ D5.1: Yearly updated Plan for Communication, Dissemination and Exploitation of Results - M03 -M15
- ▶ D5.2: Electronic portal and social media accounts - M06
- ▶ D5.3: Yearly updated Data Management Plan - M06-M18-M30
- ▶ D5.4: IPR Guidelines - M09
- ▶ D5.5: Yearly updated report on the communication and dissemination activities - M12-M24
- ▶ D5.6: Guidelines for technology implementation for supply chain industry - M36



WP Milestones

M5.1	Electronic portal and social media accounts	WP5	M6	On-line and running
M5.2	IPR Guidelines	WP5	M9	Content quality validated



WP interaction with other WPs

- ▶ Interactions with WPs 1,2,3,4
 - ▶ updating of information of project media channels, sharing of videos and information material on the activities carried out within the WPs;
 - ▶ press office activities
 - ▶ organization of the events planned by the project
 - ▶ updating the EU Open Access data base;
 - ▶ protection of the intellectual property of the innovations made by the project partners;
 - ▶ creation of a database of stakeholders and disseminate the outputs and results achieved;
 - ▶ collection of information on the activities in progress for the publication of scientific articles in specialized journals;
- ▶ Interactions with the WP6
 - ▶ Creation of reserved area on project electronic portal for communication between partners, collection of reporting documentation, information relating to the implementation of project activities, sharing of reports, convening of meetings, etc.



WP deadline and bottlenecks (if any...)

- ▶ No particular bottlenecks foreseen at the moment provided that contents from WPs/Partners will be constantly provided to WP5



Risk and contingencies

- ▶ Main risks internal to the project:
 - ▶ Gaps and delay on scientific dissemination activities (M) - proper meeting schedule and information exchange
 - ▶ Data loss (M) - frequent back up
- ▶ Main risk external to the project
 - ▶ Few subscriptions of cooperation protocols with agri-industry and water stakeholders (M) - presence of stakeholders inside the project should mitigate this risk
 - ▶ Unclearity of Support guidelines for farmers on fertigation (M) - constant iterative work to update and upgrade the documents



Task 5.1 & 5.2 Communication

- ▶ Measurable results: Creation of Twitter, Facebook, Instagram and LinkedIn accounts by M3; over 1000 followers expected at M12 and over 100 members on LinkedIn Group; at least 3 project Videos uploaded to YouTube.
 - ▶ Facebook done - <https://www.facebook.com/profile.php?id=61554206237128>
 - ▶ Instagram done - @swrips_primaprogram
 - ▶ X (ex twitter)) done - @SWRIPS
- ▶ <https://agenda.infn.it/category/2003/>
 - ▶ SWRIPS portal for collaboration meeting
 - ▶ Please create and indico account to access the whole contents
- ▶ Google repository
 - ▶ Store communication materials
 - ▶ Store documents
 - ▶ Store Photos and Videos
 - ▶ Store list of participants to the projects



Google Drive Structure

... > Photo > Consortium ▾

Nome ↑

- WP1
- WP2
- WP3
- WP4
- WP5
- WP6
- SWRIPS Collaborators 👤

Tipo ▾

Persone ▾

Data modifica ▾

Nome ↑

- CERTE
- CNR
- COMOCAP
- CORLEONE
- CSFNSM
- ENSA
- GICA
- INRGREF
- MONTPELLIER
- RENNES
- UBOUIRA
- UNICT



Some duty @ home

- ▶ Please fill this file with your and your collaborator information

https://docs.google.com/spreadsheets/d/1pl_3-wM4gcnB5dge4q_vHElZSQqpha6f34XFXNOcXJk/edit?usp=sharing

IT IS REALLY IMPORTANT TO HAVE AN UPDATED MAILING LIST AND INFORMATION ABOUT EACH WORKING GROUP COMPOSITION

- ▶ Under WP5/PHOTO folder you will find a folder for your institution, please upload
 - ▶ A photo of you, a photo of your team and a significant photo of your institute (building, equipment, etc.)
- ▶ Identify one person per partner that can act as Communication Contact person per each Partner
 - ▶ He/she should be able to use social channel
 - ▶ Send an email to elena.Geraci@dfa.unict.it & Alessia.Tricomi@dfa.unict.it with the name

