



Valorization Legumes Related Ecosystem Services

**D6.1: Dissemination, exploitation & communication  
plan and report (version 1)**

**Responsible Author: George Tsiolas (RFF)**



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<b>Responsible Author</b>	George Tsiolas (RFF)		
<b>Contributors</b>	Mina Afentouli (RFF), Georgia Michailidou (RFF), Giannis Fyrogenis (RFF), Petros Filippidis (RFF), Ioanna Dandelina (RFF), Stavros Tsitouras (RFF), Dimitris Fotakidis (RFF), Grigoris Chatzikostas (RFF)		
<b>Reviewer(s)</b>	Tonja Popovska (AGFT) Matas Bradunias (AFL)		

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## VALERECO Consortium

No.	Participant organization name	Short name	Country
1	GEOPONIKO PANEPISTIMIO ATHINON	AUA	GR
2	ESC DIJON BOURGOGNE	BSB	FR
3	DELPHY BV	DELPHY	NL
4	UNIVERSIDADE DE COIMBRA	UC	PT
5	REFRAME FOOD ASTIKI MI KERDOSKOPIKI ETAIRIA	RFF	GR
6	INSTITUT ZA RATARSTVO I POVRTARSTVO INSTITUT OD NACIONALNOG ZNACAJA ZA REPUBLIKU SRBIJU	IFVCNS	RS
7	GOTTFRIED WILHELM LEIBNIZ UNIVERSITAET HANNOVER	LUH	DE
8	STICHTING WAGENINGEN RESEARCH	WR	NL
9	INSTITUTO NAVARRO DE TECNOLOGIAS E INFRAESTRUCTURAS AGROALIMENTARIAS SA	INTIA	ES
10	AgriFood Lithuania DIH	AFL	LT
11	UNIVERSITA DEGLI STUDI DI FIRENZE	UNIFI	IT
12	UNIVERSITA DI PISA	UNIPI	IT
13	AG FUTURA TECHNOLOGII DOOEL SKOPJE	AGFT	MK
14	SCUOLA SUPERIORE DI STUDI UNIVERSITARI E DI PERFEZIONAMENTO S ANNA	SSSA	IT
15	HELVETAS Swiss Intercooperation	HELVETAS	CH

## Executive Summary

This document provides the Dissemination, Exploitation and Communication (DEC) plan of VALERECO. Building upon the initial strategy outlined in the Grant Agreement (GA), this plan details how the project will effectively communicate the benefits of ecosystem services provided by legumes.

The underlying principles of the DEC strategy are presented, followed by a thorough description of the actions and tools that will be used to effectively share information within the consortium and to transfer project knowledge and results to the targeted stakeholders over the four years of the project lifespan and at least four years beyond its completion.

The key performance indicators (KPIs) that will be used to measure the performance of the DEC plan are clearly defined, along with the planning and reporting procedures all partners will need to apply.

An exploitation strategy describing the exploitable assets, the Intellectual Property Rights (IPR) management tools and the sustainability approach will be briefly described. This is the first iteration of the DEC plan which will be updated on M42 to reflect the project's advancements and monitor the plan's implementation.

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## List of abbreviations

<b>(C)</b>	Commercial	<b>GE</b>	Gender Equality
<b>(NC)</b>	Non-commercial	<b>EU</b>	European Union
<b>CAP</b>	Common Agricultural Policy	<b>IP</b>	Intellectual Property
<b>D&amp;C</b>	Dissemination & Communication	<b>IPR</b>	Intellectual Property Rights
<b>DEC</b>	Dissemination, Exploitation, Communication	<b>KER</b>	Key Exploitable Results
<b>DSS</b>	Decision Support System	<b>KPI</b>	Key Performance Indicator
<b>DLIH</b>	Digital Legume Information Hub	<b>KoM</b>	Klick-off Meeting
<b>EC</b>	European Commission	<b>LLs</b>	Living Labs
<b>EIP-AGRI</b>	Agricultural European Innovation Partnership	<b>M</b>	Month
<b>ES</b>	Ecosystem Services	<b>MAA</b>	Multi-Actor Approach
<b>GA</b>	Grant Agreement	<b>UVP</b>	Unique Value Proposition
<b>GDPR</b>	General Data Protection Regulation		

# 1 Introduction

## 1.1 Project Summary

VALERECO aims to promote the adoption and understanding of the value of legume crops towards transition to sustainable, productive, climate-neutral, environment-friendly, and resilient farming systems. Moreover, the project aims to quantify and enhance the environmental and economic value of Ecosystem Services (ES) provided by **4 minor or underutilised and 8 major legume crops**, seeking to encourage diversification of farming practices throughout the European Union and Associated Countries. The aforementioned are willing to contribute to healthier and sustainable diets and climate change resilience.

The **identification** will be achieved through (1) a thorough analysis of the ecosystem-services legacy and (2) the investigation of gateways for penetration of legumes and their associated ES to the new CAP.

The **valorisation** will be implemented through the establishment of nine Living Labs (LLs) (Figure 1) to conduct: (1) behavioural design strategies to promote the adoption of legumes in production and consumption, (2) on-station participatory trials to assess the performance of major and minor-underutilised legume crops in diversified farming systems, (3) to demonstrate and co-create technical economically and environmentally assessed solutions for legumes inclusion in cropping systems.

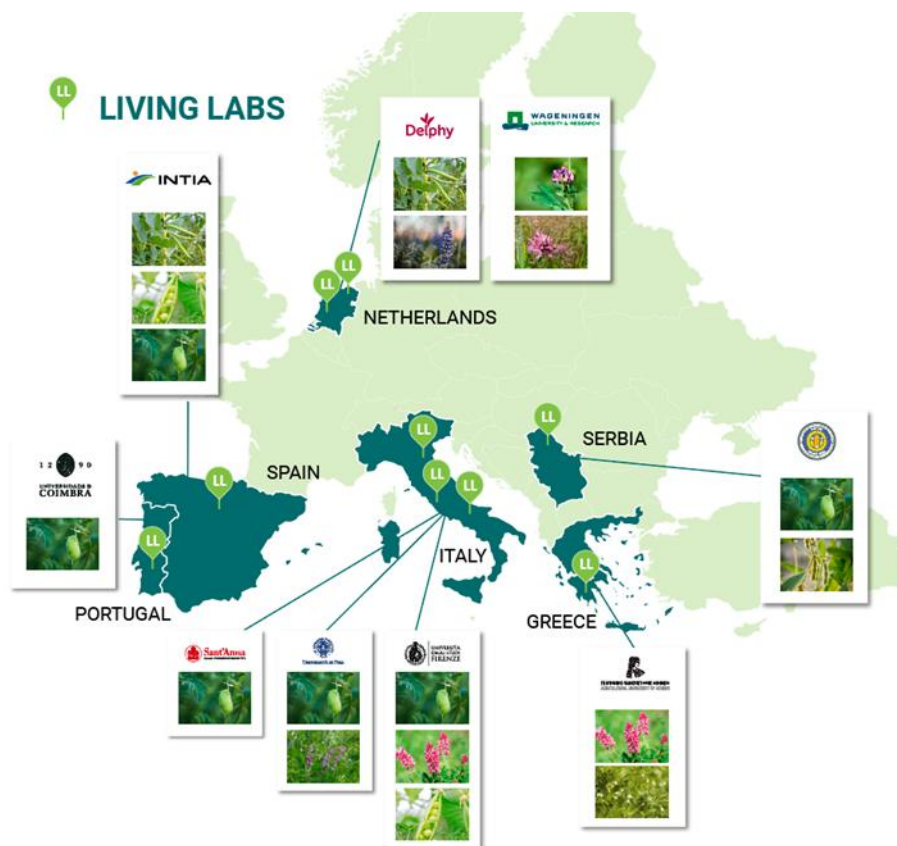


Figure 1. Living Labs of VALERECO.

The **quantification** of the provided Ecosystem Services will be occurred through the development of indicators, which will be based on the results of the on-station trials and the demonstration events of the Living Labs. These indicators will further support the creation of the Decision Support System models. The quantification of ecosystem services through the indicators will also be assessed through a cost-benefit analysis and a Life Cycle Assessment (LCA).

The **dissemination** will be realised through (1) the development of a Digital Legume Information Hub (DLIH) to upscale and maximise the uptake of VALERECO's results, (2) the development of a Decision Support System (DSS) to support the decision-making of farmers and advisors for legumes adoption, and (3) the generation of capacity building material made available to the public through an E-learning Platform.

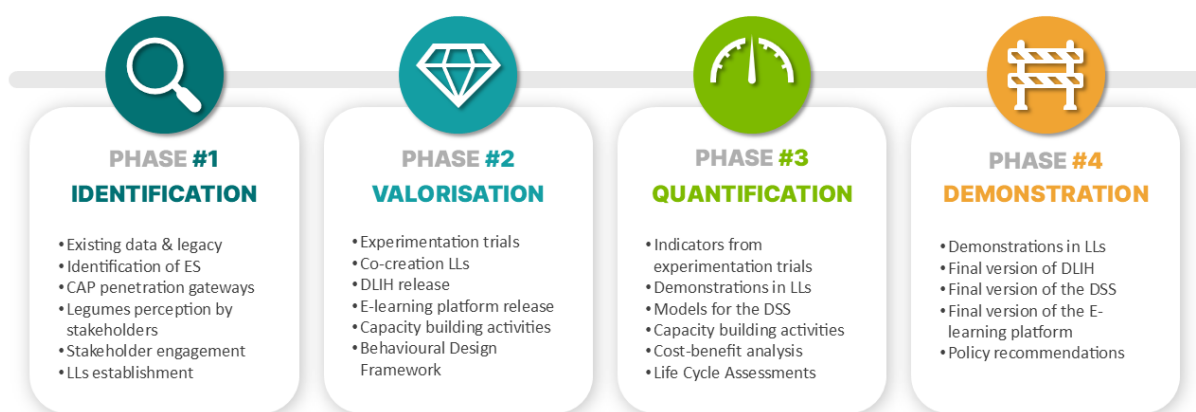


Figure 2. VALERECO's phases to identify, valorise, quantify, and demonstrate legume ES benefits.

## 1.2 VALERECO Consortium

The consortium consists of 14 partners and 1 associated partner, from 8 member states and 3 associated countries. The consortium is spread mainly over two geographical regions to ensure interactivity, communication, and feasibility of the proposed frameworks to address common challenges in different crops and farming systems under different European pedo-climatic conditions: Central/Northern Europe (Netherlands, Lithuania, Germany, France, Serbia) and Southern Europe (Portugal, Spain, Italy, Greece, North Macedonia) (Figure 3).

More specifically, to materialise its concept, VALERECO will bring together organisations coming from:

→ **7 universities** (AUA, UC, UNIFI, UNIPI, SSSA, WR, LUH) with significant research capacity in legumes, weed science, agriculture, digital agenda, impact assessment and policy design

→ **3 research institutes** (BSB, IFVCNS, INTIA) with significant research capacity in legumes, weed science, precision agriculture, organic production, behavioural research, social sciences and humanities, economics and marketing and policy design

→ **1 advisory organisation** (DELPHY) with experience in agri-food related sectors providing services, consulting, transfer of knowledge, technologies, and innovation

→ **1 non-profit organisation** (RFF) to engage end-users in co-creation, behavioural research and build capacity

→ **2 farmers’ organisations** (AFL, AGFT) with wide end-user networks (farmers, SMEs, consumers) related to agri-food and digital agriculture

→ **1 independent development organization** (HELVETAS) to build capacity in Ukraine, Moldova, and Serbia

The selection of the partners was strictly based on criteria of experience, expertise and complementarities, and specific roles and responsibilities were appointed according to the partners’ capability and capacity. Their complementary profiles guarantee the achievement of the ambitious project objectives, while their experience from past and ongoing projects proves their capacity and ability to access and exploit all the necessary infrastructure for the implementation of the project. Expertise in legumes, ecosystem services, agricultural sciences, as well as smart farming, ecology, biology, social sciences, LCA and marketing are covered by corresponding partners, following the interdisciplinary approach. It should be mentioned that VALERECO relationships among some of the partners of this consortium already exist because of past and ongoing successful collaborations, which is expected to be valuable for a quick “jump start” of the project. Additionally, consortium partners ensure their internal gender equality issue in all aspects of research and innovation, which is scaled up in the consortium. All the partners have previous proven experience from their participation in numerous EU and National funded projects.



Figure 3. Map with the partners spanning through the two climatic regions of Europe.

### 1.3 Deliverable Overview and Report Structure

This report is the first version of the Deliverable “D6.1 – Dissemination, exploitation and communication plan and reports” developed under the task “T6.1 – Dissemination, exploitation and communication plan” of the sixth work package of the project, “Ecosystem engagement, capacity building & sustainability.” This deliverable aims to create a clear pathway to communicate VALERECO and its results, focusing on maximising its impact during the project and after its completion. These

goals through this report are being transformed into a detailed implementation plan with well-defined goals, serving as a reference point for the partners to consult when implementing DEC activities related to the project. The first version of this deliverable will be submitted at M06, and its second version will contain the dissemination and communication actions taken and their results.

Table 1. Adherence to VALERECO GA Deliverables & Tasks descriptions.

<b>DELIVERABLE STRUCTURE</b>			
<b>Component Title</b>	<b>Component Outline</b>	<b>Chapter</b>	<b>Description</b>
<b>D6.1 – Dissemination, exploitation and communication plan and report (version 1)</b>	<b>VALERECO Introduction</b>	Chapter 1	Introduction to VALERECO and its objectives.
	<b>DEC Methodology and Approach</b>	Chapter 2	Description of the DEC methodology, approach, and time plan.
	<b>Dissemination Activities</b>	Chapter 3	Description of the dissemination measures and tools, including the assigned activities to each partner
	<b>Communication Activities</b>	Chapter 4	Description of the communication measures and tools, including the assigned activities to each partner
	<b>Exploitation Activities</b>	Chapter 5	Description of the exploitation actions and IP strategy, along with KERs and sustainability plan.
	<b>Conclusions</b>	Chapter 6	The conclusions of this deliverable.
	<b>Annexes</b>		

## 2 DEC Methodology and Approach

Building a comprehensive DEC plan is essential for maximising and sustaining the impact of the project by outlining a clear action roadmap for partners to contribute to raising awareness about the project’s activities, engaging stakeholders, and target groups, and affecting society in policies level.

### 2.1 DEC Methodology







VALERECO’s DEC plan outlines the measures to successfully and impactful disseminate, exploit, and communicate the project’s results. The adopted multi-actor and multi-channel approach will ensure the effectiveness of the project’s dissemination of information and outcomes derived during the project to all identified target groups. Moreover, the robust exploitation strategy will support and maximise the value of the key exploitable results, while at the same time foresees the stakeholder’s

engagement via the Behavioural Design framework, the Digital Legume Information Hub (DLIH), the Decision Support System (DSS), and the E-learning platform.

The DEC plan considers and adheres to the General Data Protection Regulation (GDPR) and promotes Gender Equality (GE), reflecting VALERECO’s commitment to social and ethical aspects. The first VALERECO DEC plan will be delivered in month 6 (M6) and updated in month 42 (M42). The first version of the DEC plan will function as a blueprint for the partners to guide their contribution in disseminating, exploiting, and communicating the project’s results. The second version of the DEC plan will include updates on DEC actions during the project, assessing the achievement of the goals set in its first version.

## 2.2 VALERECO DEC Time plan

VALERECO aims to enhance crops sustainability through the exploitation of legume ecosystem services. This will be achieved through the identification, valorisation and dissemination of the ecosystem services legumes offer. The implementation of the DEC plan consists of four phases with specific actions:

	<p><b>Reach &amp; Communication Blueprint</b>  M03 – M48</p>
	<p><b>Raise awareness &amp; interact</b>  M01 – M48</p>
	<p><b>Added value for stakeholders</b>  M16 – M48</p>


The **first phase**, spanning from M3 to M48, includes blueprint drafting on the ways to identify and reach the target audience and define the ways to efficiently communicate the project. To identify the target groups and stakeholders, partners will map the stakeholders of the VALERECO ecosystem. Following this, tailored messages for each target group will be developed to maximise engagement. Additionally, the visual means of the project’s communication will be developed alongside the selected communication channels for each target group.

The **second phase** of the DEC activities focuses on the interaction with the target groups and stakeholders to raise awareness and increase interaction. These interactions will be achieved through the developed channels (i.e. social media, newsletter, website, publications, conferences) throughout the project’s lifetime. Moreover, these interactions will be based on a benefits and resources map for stakeholders, also supporting them and the broader ecosystem with Open Access tools.

The **third phase** is characterised by the added value offered to stakeholders. Spanning from M16 till the project’s completion, stakeholders will be benefiting from the release of the Digital Legume Information Hub and the E-learning platform. Alongside joint and demonstration events, trainings and multi-actor knowledge-transfer workshops, the generated interest will be based on the capacity building of the stakeholders.

Engage for sustainability

🕒 M06 – 4 years beyond completion



The **fourth phase** of the project's impact strategy focuses on the sustainability and the long-term utilisation of the Key Exploitable Results (KERs). To this end, an exploitation strategy will be developed to support the post-project functionality and the continuous expansion of the ecosystem. The expansion in combination with the engagement in annual flagship actions and synergies will be enhanced by VALERECO's digital presence and activity.

The implementation of the four phases of VALERECO's DEC plan will include specific activities and measures to maximise impact. These activities are summarised in the following figure.








Figure 4. Activities roadmap for the DEC plan implementation.

### 2.3 Target Groups, Key messages, and Channels

VALERECO has already identified and structured key messages tailored to maximise engagement of all groups, after analysing demographics of visitors on the website and social media channels (where possible). Moreover, each target group will be reached through different channels for the same reason. In detail, target groups, key messages and channels are described in the table below.

Table 2. Target groups and key messages of VALERECO.

Target groups	Key Messages	Channels
 <p><b>Farmers &amp; Agricultural Advisers</b></p> <ul style="list-style-type: none"> <li>● Conventional &amp; organic farmers</li> <li>● Farmer cooperatives and Associations</li> <li>● Crop rotation farms</li> <li>● Farmer advisers &amp; consultants</li> </ul>	<p><i>“Exploit the advantages of legume crop rotation. Gain the knowledge to start benefiting from crop diversification and consumer interest in your production.”</i></p>	<ul style="list-style-type: none"> <li>● Workshops &amp; Trainings</li> <li>● Publications</li> <li>● VALERECO website</li> <li>● Newsletter</li> <li>● Social media</li> <li>● E-learning platform</li> <li>● Joint events</li> </ul>
 <p><b>AgriFood Industry</b></p> <ul style="list-style-type: none"> <li>● Traders &amp; trade unions</li> <li>● SMEs &amp; start-ups</li> <li>● AgTech &amp; FoodTech providers</li> <li>● Food processors</li> <li>● Packagers</li> <li>● Distributors</li> <li>● Retailers</li> <li>● AgriFood-related NGOs</li> </ul>	<p><i>“Benefit from the legume value chain, getting direct input for actor demand. Stay up to date on the latest evolutions in the market, supported by research”</i></p>	<ul style="list-style-type: none"> <li>● Workshops</li> <li>● Publications</li> <li>● VALERECO website</li> <li>● Newsletter</li> <li>● Social media</li> <li>● Joint events</li> </ul>
 <p><b>Scientific &amp; Research Organisations</b></p> <ul style="list-style-type: none"> <li>● Research Institutes</li> <li>● Universities</li> <li>● Scientific Journals</li> <li>● Agroecology Living Labs</li> <li>● Research infrastructures</li> <li>● Think Tanks</li> <li>● Health &amp; Nutrition professionals</li> </ul>	<p><i>“Capitalise on the knowledge produced within the project to promote the growth of sustainable farming systems. Drive research and guide producers and consumers towards climate resilient practices and habits.”</i></p>	<ul style="list-style-type: none"> <li>● Workshops</li> <li>● Publications</li> <li>● VALERECO website</li> <li>● Newsletter</li> <li>● Social media</li> <li>● VALERECO Knowledge base</li> <li>● E-learning platform</li> <li>● Joint events</li> <li>● Project’s network</li> </ul>
 <p><b>Policymakers &amp; Regulators</b></p> <ul style="list-style-type: none"> <li>● Local, regional &amp; national authorities</li> <li>● Crop &amp; soil organisations</li> <li>● EC DGs</li> <li>● Units &amp; regulatory agencies</li> <li>● EU &amp; international organisations</li> </ul>	<p><i>“Redesign policies and governance frameworks to support the adoption of leguminous crop rotation, helping farmers and consumers shift towards protein sufficiency.”</i></p>	<ul style="list-style-type: none"> <li>● Workshops</li> <li>● Publications</li> <li>● VALERECO website</li> <li>● Newsletter</li> <li>● Social media</li> <li>● VALERECO Knowledge base</li> <li>● E-learning platform</li> <li>● Joint events</li> <li>● Project’s network</li> </ul>
 <p><b>General public</b></p> <ul style="list-style-type: none"> <li>● Communities and citizens</li> <li>● Consumers and their associations</li> <li>● Gastronomy professionals &amp; communities</li> </ul>	<p><i>“Support the transition to plant protein, with in-depth information to upgrade your diet with nutrient-dense alternative sources. Influence food systems to adopt pro-environmental impactful practices.”</i></p>	<ul style="list-style-type: none"> <li>● Workshops</li> <li>● Publications</li> <li>● VALERECO website</li> <li>● Newsletter</li> <li>● Social media</li> <li>● E-learning platform</li> </ul>

## 2.4 VALERECO DEC Objectives & KPIs

The main objectives of VALERECO’s DEC are the achievement of the desired visibility through the dissemination and communication activities, and the fabrication of a vibrant multi-actor ecosystem addressing all target groups identified. To this end, VALERECO will follow a hybrid approach combining digital and physical promotional materials, tools, and channels.

### 2.4.1 DEC objectives

Emphasizing on the DEC objectives, this section outlines those that drive VALERECO’s efforts in dissemination, communication, and exploitation, ensuring that the project’s impact and its benefits are shared widely.

#### Dissemination Objectives

The dissemination strategy aims to effectively reach stakeholders to ensure maximum adoption and the most advantageous utilisation of the research outcomes.

- **Engage stakeholders**  
Reach out and employ a critical mass of stakeholders to maximise engagement with VALERECO employing targeted key messages.
- **Diffuse knowledge**  
Disseminate scientific and technical knowledge produced within the project through VALERECO’s E-learning platform.
- **Utilize feedback**  
Collect feedback from stakeholders and potential users to ensure the alignment of the created knowledge and tools with the users’ needs.
- **Integrate activities**  
Align and integrate dissemination and communication activities with exploitation efforts to ensure the reusability and sustainability of the results.
- **Promote synergies**  
Foster synergies with other projects, policy, and communication initiatives, leveraging common networks and channels.

#### Communication Objectives

Communication strategy aims to raise awareness and engage the general public with a set of planned actions accessible to both internal and external stakeholders and the media. This communication strategy will include:

- **Content marketing and community building**  
Pair focused content marketing with community-building strategies.
- **Raising awareness**  
Raise awareness and facilitate information exchange on data-driven, sustainability-oriented technological solutions and agroecological methods.
- **Encouraging acceptability**  
Promote the acceptability of these innovations by farmers, agricultural advisors, and policymakers.
- **Reflecting inclusivity**  
Ensure gender equality and inclusiveness in the approach, tools and channels used.

## Exploitation Objectives

The exploitation strategy aims to identify the innovation potential and added value of the project’s results, promoting scalability and replication for far-reaching adoption. The exploitation strategy will:

- **Create feasible paths**  
Develop practical pathways to deliver project results to stakeholders in their use of re-use.
- **Define Key Exploitable Results (KERs)**  
Elaborate upon and define new KERs to expedite development and commercialisation when possible.

### 2.4.2 Key Performance Indicators (KPIs)

To measure the progress and effectiveness of DEC efforts, a series of Key Performance Indicators (KPIs) have been identified and clearly defined. These KPIs are presented in titles in the following tables and analysed in detail in Sections 3 and 4.

Table 3. Dissemination KPIs.

Dissemination KPIs	
<b>D1 - Scientific Publications</b>	D1.1 - Peer-reviewed open-access journals D1.2 – Participation in Scientific Conferences
<b>D2 - Technical Publications</b>	D2.1 - Technical Publications/articles D2.2 - Blog Contributions D2.3 - Inventories/Guides
<b>D3 - Policy Contribution</b>	D3.1 - Policy Briefs (Recommendations) D3.2 - Policy recommendation Workshops (online) D3.3 - Policy support Parliamentary session D3.4 - Position papers validated through scientific publications
<b>D4 - Capacity Building</b>	D4.1 - Training Sessions D4.2 - Knowledge transfer workshops D4.3 - Joint events with EU projects & initiatives D4.4 - Demo activities
<b>D5 - Ecosystem Building</b>	D5.1 - Booths in Exhibitions & Fairs D5.2 - Community outreach presentations D5.3 - Organisation of joint activities/data sharing with EU/national projects/initiatives

Table 4. Communication KPIs.

Communication KPIs	
<b>C1 - Branding development</b>	C1.1 - Visual Identity C1.2 - Motto C1.3 - Brochures C1.4 - Brochures’ translation C1.5 - Banners C1.6 - Banners translations
<b>C2 - Website</b>	C2.1 - Website C2.2 - Blog Posts

<b>C3 - Digital media</b>	C3.1 - Social Media Channels C3.2 - Project Hashtags
<b>C4 - Topic-varied newsletters</b>	C4.1 - e-newsletter
<b>C5 - Multiplier campaigns</b>	C5.1 - Press Release C5.2 - Magazine Articles C5.3 - Videos C5.4 - Podcast C5.5 - Publications on online Platforms

## 2.5 Multi-Actor Approach methodology

VALERECO will build on the Multi-actor Approach (MAA) to engage actors from different domains and backgrounds. MAA is a bottom-up approach of the interactive innovation model, proposed by the LIAISON H2020 project<sup>3</sup>. This approach will engage actors and stakeholders to co-create knowledge and solutions focusing on specific needs and challenges. The approach will ensure both the demand-driven innovation and the widespread dissemination of the outcomes, adapting the project’s actions to different scenarios (Figure 5). Adhering to these principles, VALERECO plans to use multi-actor approach tools for each different scenario. To implement these scenarios, VALERECO will utilise different tools for each one of them.

### VALERECO MULTI-ACTOR APPROACH

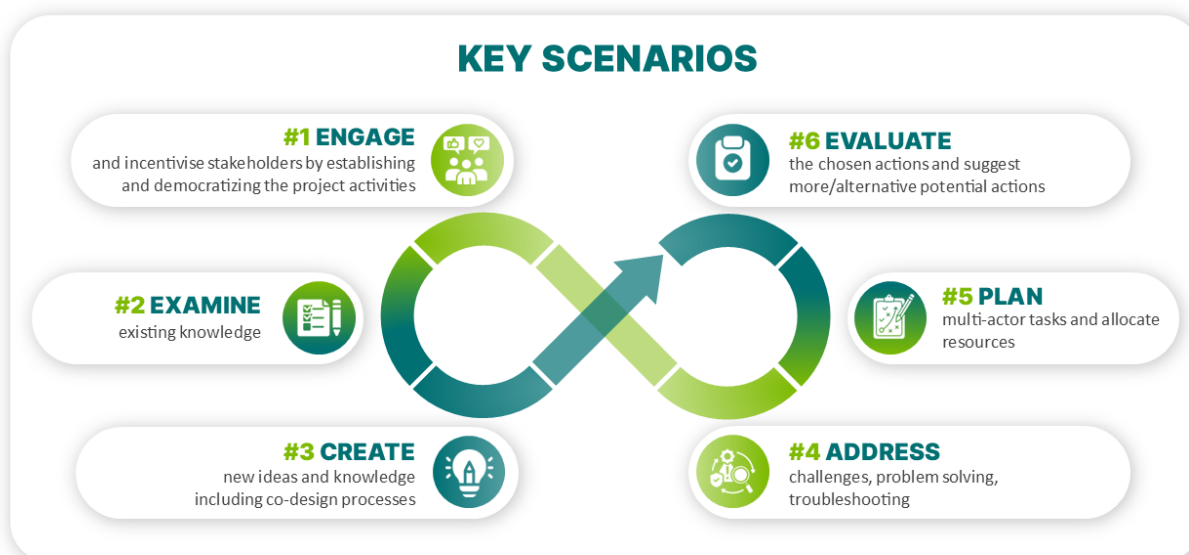


Figure 5. Multi-actor approach based on key scenarios.

<sup>3</sup> Impact Assessment and Evaluation Tools – LIAISON HORIZON2020 project (<https://liaison2020.eu/wp-content/uploads/2021/09/LIAISON-Assessment-Tools.pdf>)

**SCENARIO #1: ENGAGE**

**Tool: Interest – Influence Matrix**

To engage and incentivise stakeholders, VALERECO will utilise the Interest – Influence Matrix Tool. This tool will be used to identify the actors that influence positively the innovation process and those that negatively affect it (Figure 6). Moreover, it will be used to monitor their role and help to adapt the engagement strategy.

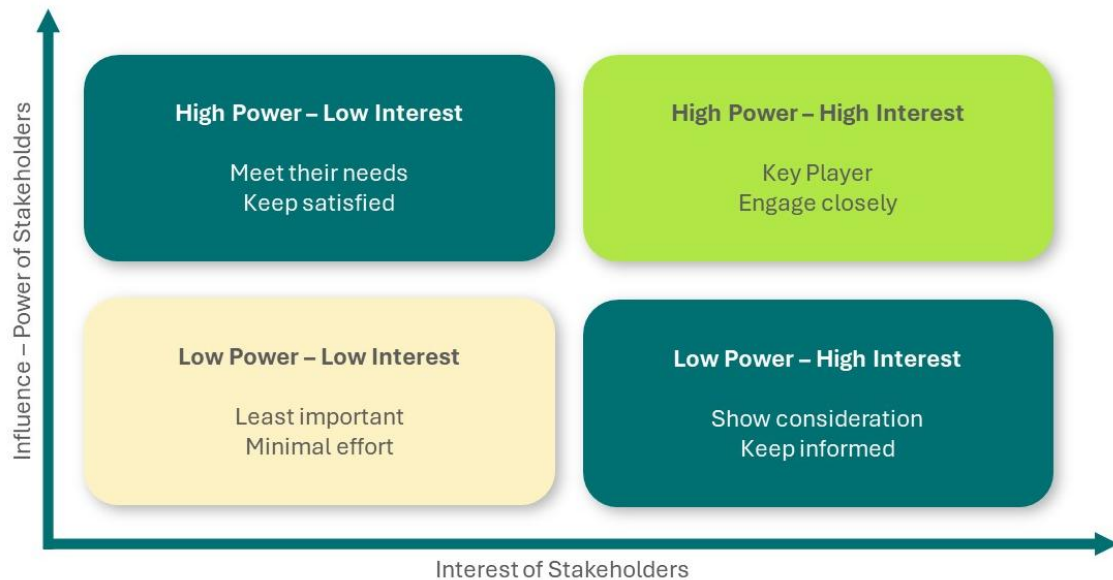


Figure 6. Stakeholders influence - interest matrix as adopted from the LIAISON handbook.

**SCENARIO #2: EXAMINE**

**Tool: Journey Mapping**

Journey mapping will be used to assess the experiences and knowledge gained by stakeholders within VALERECO. It will also be used to identify their impacts and their subjective evaluations of the project. The tool will assess the extent to which the stakeholder’s experiences match with what the project envisaged and intended, pinpointing particular events and experiences.

**SCENARIO #3: Create new ideas and knowledge including co-design processes**

**Tool: Ground rules: Identification of opportunities and challenges of agreement-based cooperation**

The main purpose of this tool will be the establishment of the ground-rules for how multi-actor groups will cooperate with external actors. To this end, it will be used to assess cultural and other norms held by different actors. The tool has the potential to be used both during the project’s development stage and in the interactive innovation process. The tool will be used during the project implementation whenever new knowledge is required from the outside.

**SCENARIO #4: Address challenges, problem-solving, and troubleshooting**

**Tool: Theory of Inventive Problem-Solving (TRIZ)**

The tool will be used to assess the way actors examine challenges and opportunities in the interactive innovation process and help them look at challenges and opportunities from new perspectives.

Moreover, TRIZ will facilitate the engagement of the actors in new forms of external knowledge to fuel interactive innovation.

**SCENARIO #5: Plan multi-actor tasks and allocate resources**

**Tool: WHAT, WHO, WHY, WHERE, WHEN & HOW**

The tool will be used to plan multi-actor tasks in advance by identifying which actors and stakeholders will be involved (WHO), the tasks they will be involved in (WHAT), the reason they want to be involved in these tasks (WHY), and the logistics & approach of the tasks (WHERE, WHEN & HOW). Using the tool will ensure that the time of partners and stakeholders is well used and will minimise stakeholder’s fatigue and repetition of tasks.

**SCENARIO #6: Evaluate the chosen actions and suggest more and/or alternative actions**

**Tool: Causes and Effects: Building hypotheses – Linking actions to results**

The Causes and Effects tool will help internalise new forms of knowledge and ideas that have been created through brainstorming. The purpose of this tool is to help with generating hypotheses regarding the cause of effects of actions leading to actions and subsequently to results. It will also allow participants to continuously reflect and evaluate the decision-making process regarding the choice of project actions, revising and adapting their plans.

**2.6 Planning, reporting, and monitoring procedures**

Planning, reporting, and monitoring procedures are crucial for the well-organised and efficient communication of the project and its outcomes. VALERECO's planning, reporting, and monitoring procedures will utilise the Key Performance Indicators (KPIs) set during the Grant Agreement drafting phase. These KPIs are dissemination and communication actions, audience size, and others, focusing on engaging the stakeholders. The procedures are depicted in the following graphic.



Figure 7. Planning, reporting and monitoring procedures overview.

**2.6.1 Planning procedure**

To ensure the prompt planning of dissemination and communication activities, a planning form has been developed. The planning form dedicated to each partner is divided into three main categories, the Events planning, the Joint activities mapping and the Publications planning. Partners will be expected to update the form frequently, providing enough time for the necessary steps to be taken.

The form is a live spreadsheet, available through the project’s shared folder and accessible from all partners. The form contains instructions on its first sheet for assisting partners with its use. Moreover, it has explanatory notes for each column, which are visible by letting the mouse over these cells.

### Instructions

The first spreadsheet of the monitoring form is dedicated to informing users about purpose of it and contains basic instructions on how to use and fill it.

### Instructions

1. This sheet has been designed in order to collect the information needed for updating and implementing the DEC plan.
  
2. **Each partner** has a dedicated sheet with three tables:
  - a. VALERECO Event Planning**
    - Events that are already in your organization's calendar
    - Relevant local, regional and/or national events
  
  - b. VALERECO Joint Activities**
    - Projects that you are currently involved in
    - Working groups, networks, alliances that your organization is involved in
    - Other potential synergy opportunities that you could foresee
  
  - c. VALERECO Publication Planning**
    - Peer reviewed journal publications, industry magazines, white papers, magazine articles
    - Any other publication you have planned
  
3. Please fill-in all the cells that have been included in the tables with the relevant information by following the notes you will find in each cell. Please add additional rows as needed.

Please note that relevant events include all of those that could provide an opportunity to connect with VALERECO stakeholders and may include thematic areas such as: smart/precision agriculture, soil health, carbon farming, new production models etc.

Figure 8. Instructions of VALERECO's planning form.

### Event Planning

The section of events planning will serve the collection of necessary information such as the name and the type of the event, the event’s hyperlink, the locations and dates, the scale, the target groups and the potential involvement of VALERECO in this event.

1. VALERECO Event Planning						
#	Name and Type of event	Event link (if applicable)	Date(s) / Location(s)	Scale	Target groups	Potential VALERECO involvement

Figure 9. Event planning section of VALERECO's planning form.

### Joint Activities mapping

The section on joint activities mapping will serve as the collection of necessary information for the prompt planning of actions. The collected information will be the types of initiatives that will be employed in these activities, the name of the initiative, its website, its leader, the focus area, and the potential for joint activities.

2. VALERECO Joint Activities mapping						
#	Type of Initiative	Full name	Website	Initiative Leader	Focus area	Potential joint activities

Figure 10. Joint activities mapping of VALERECO's planning form.

### Publications Planning

The section on publications planning will serve as the collection of necessary information about the planning of scientific articles. As mentioned in Figure 12 of paragraph 3.2.1.1, partners will have to follow a specific procedure to avoid any conflict with the consortium. This form will facilitate the collection of crucial information for the planning of publications. The collected information will be the type of publication, the publisher’s website, and the estimated submission date.

3. VALERECO Publication Planning			
#	Type of publication	Publication website	Estimated submission date

Figure 11. Publication planning section of VALERECO's planning form.

## 2.6.2 Reporting & Monitoring procedures

The reporting and monitoring procedures of VALERECO will require the partners’ frequent reporting of their dissemination and communication activities. To this end, a reporting tool was developed to facilitate the procedure for partners and serve as a monitoring tool for WP leader. A monthly reminder to fill in the form will be sent by WP6 leader to all partners.

The tool is designed with users’ experience as its main focus. Consisting of a set of spreadsheets, it contains an Instructions sheet, a sheet with clarifications for each KPI, two monitoring sheets dedicated to each period and all partners respectively, and 15 reporting sheets, one for each partner. In detail, the sheets, and their role:

### Instructions

The Instructions sheet contains basic information about the tool, such as its structure, brief instructions on the reporting sheets, and important notes on communication activities on social media and on proofing materials of the activities.

### KPIs per Period

This sheet will serve as the monitoring tool for the timely achievement of dissemination and communication activities. It will gather information from all the partners' sheets and will report the exact status of each KPI, offering a comprehensive overview of the current status.

### KPIs per Partner

This sheet will serve as the monitoring tool for the achievement of each partner. It will gather information from all partners' sheets and will offer a comprehensive review of the status for each one of them.

### Partners' sheets

These sheets will serve as the reporting forms, where partners fill in their dissemination and communication activities and achievements. Each sheet contains 13 columns. In detail:

Table 5. Description of partners' sheet fields.

Column	Field Type	Function
<b>Project Month</b>	Drop-down menu	Dropdown menu to select the month that the event/activity took place.
<b>Event/Action Date</b>	Calendar	Calendar (which open with double click on the cell) to select the actual date of the event/activity. The first one in case that the event/activity lasted longer than one day.
<b>KPI</b>	Drop-down menu	Dropdown menu to select the KPI's category of the event/activity
<b>i</b>	Autofill field	Field providing information to users about next steps.
<b>Title/Description</b>	Text field	Field to fill in the title or a brief description of the event/activity.
<b>Link</b>	Hyperlink	Field to fill in the hyperlink of the event/activity.
<b>Promo material uploaded</b>	Drop-down menu	The header contains a hyperlink where partners can upload their validation means. The field contains Yes/No dropdown menu to indicate if any materials have been uploaded.
<b>Report status</b>	Autofill field	Field providing status of each entry.
<b>Target audience</b>	Text field	Field where partners report the type of stakeholders engaged in each event/activity.
<b>No. of stakeholders</b>	Text field	Number of stakeholders engaged in each event/activity.
<b>Joint action</b>	Drop-down menu	The field contains Yes/No dropdown menu to indicate if the activity was a joint one.
<b>If yes, with whom?</b>	Text field	Field where partners fill in the projects that joined the activity/event.
<b>Notes</b>	Text field	Field where partners can fill in other information regarding each event/activity.

Moreover, each partner's sheet contains a summary view of the achieved KPIs. These tables are updated automatically by gathering information from the entries of each partner (Figure 11).

Dissemination & Communication KPIs Status					
Dissemination Measures	Target	RP1	RP2	RP3	
D1.1 - Peer-reviewed open access journals	0	0	0	0	
D1.2 - Scientific Conferences	0	0	0	0	
D2.1 - Technical Publications/articles	0	0	0	0	
D2.2 - Blog Contributions	0	0	0	0	
D2.3 - Inventories/Guides	0	0	0	0	
D3.1 - Policy Briefs (Recommendations)	0	0	0	0	
D3.2 - Policy recommendation Workshops (online)	0	0	0	0	
D3.3 - Policy support Parliamentary session	0	0	0	0	
D3.4 - Position papers validated through scientific publications	0	0	0	0	
D4.1 - Training Sessions	0	0	0	0	
D4.2 - Knowledge transfer workshops	0	0	0	0	
D4.3 - Joint events with EU projects & initiatives	0	0	0	0	
D4.4 - Demo acts (2 per LL)	0	0	0	0	
D5.1 - Booths in Exhibitions & Fairs	0	0	0	0	
D5.2 - Community outreach presentations	0	0	0	0	
D5.3 - Organisation of joint activities/data sharing with EU/national pi	0	0	0	0	

Communication Measures	Target	RP1	RP2	RP3
C1.1 - Visual Identity [FSH only]	0	0	0	0
C1.2 - Motto [FSH only]	0	0	0	0
C1.3 - Brochures	0	0	0	0
C1.4 - Brochures translation	0	0	0	0
C1.5 - Banners	0	0	0	0
C1.6 - Banners translations	0	0	0	0
C2.1 - Website [FSH only]	0	0	0	0
C2.2 - Blog Posts	0	0	0	0
C3.1 - Social Media Channels (LinkedIn, Facebook, Twitter)	0	0	0	0
C3.2 - Project Hashtags [FSH only]	0	0	0	0
C4.1 - e-newsletter (Twice a year)	0	0	0	0
C5.1 - Press Release	0	0	0	0
C5.2 - Magazine Articles	0	0	0	0
C5.3 - Videos (>1 for each LL and >1 for the project)	0	0	0	0
C5.4 - Podcast (10 episodes)	0	0	0	0
C5.5 - Publication on online Platforms	0	0	0	0

Figure 12. Summary view of dissemination and communication KPIs status of each partner.

### 3 Dissemination Activities

VALERECO’s activities are forged in such a way to support the widespread dissemination of scientific results empowering Open Research, the increased knowledge of the AgriFood stakeholders, and the creation of a highly skilled ecosystem. These activities will be tied to well-defined Key Performance Indicators (KPIs) that are distributed during the three reporting periods of the project and among the Partners, valorising their expertise.

### 3.1 Dissemination KPIs Overview

The following Table 6 and Table 7 present the distribution of the KPIs per Reporting Period (RP) and per Partner, respectively. All the KPIs have been distributed considering the DEC strategy.

Table 6. Distribution of dissemination KPIs per Reporting Period.

Dissemination Measures		Target	Reporting Period 1 [M1-M18]	Reporting Period 2 [M19-M36]	Reporting Period 3 [M37-M48]
<b>D1 - Scientific Publications</b>	D1.1 - Peer-reviewed open-access journals	>10	3	5	4
	D1.2 – Participation in Scientific Conferences	>15	2	9	5
<b>D2 - Technical Publications</b>	D2.1 - Technical Publications/articles	>10	3	8	1
	D2.2 - Blog Contributions	>10	6	5	1
	D2.3 - Inventories/Guides	>3	-	2	2
<b>D3 - Policy Contribution</b>	D3.1 - Policy Briefs (Recommendations)	>8	-	-	9
	D3.2 - Policy recommendation Workshops (online)	>2	-	-	3
	D3.3 - Policy support Parliamentary session	1	-	-	1
	D3.4 - Position papers validated through scientific publications	>5	-	1	5
<b>D4 - Capacity Building</b>	D4.1 - Training Sessions	>9	-	10	-
	D4.2 - Knowledge transfer workshops	>9	-	6	4
	D4.3 - Joint events with EU projects & initiatives	>3	2	2	-
	D4.4 - Demo activities (2 per LL)	18	-	9	9
<b>D5 - Ecosystem Building</b>	D5.1 - Booths in Exhibitions & Fairs	>3	2	3	1
	D5.2 - Community outreach presentations	>8	0	1	8
	D5.3 - Organisation of joint activities/data sharing with EU/national projects/initiatives	>10	4	5	2

Table 7. Distribution of dissemination KPIs per partner.

Dissemination Measures			Target	1.AUA	2.BSB	3.DELPHY	4.UC	5.RFF	6.IFVCNS	7.LUH	8.WR	9.INTIA	10.AFL	11.UNIFI	12.UNIPI	13.AGFT	14.SSSA	15.HELVETAS
<b>D1 - Scientific Publications</b>	D1.1 - Peer-reviewed open-access journals	>10	4	1	-	2	-	2	1	-	-	-	-	1	-	1	-	
	D1.2 - Participation in Scientific Conferences	>15	4	2	1	1	-	2	2	-	-	1	2	-	-	1	-	
<b>D2 - Technical Publications</b>	D2.1 - Technical Publications/articles	>10	2	-	1	1	1	1	-	1	1	-	1	1	1	1	-	
	D2.2 - Blog Contributions	>10	2	-	-	1	2	1	1	1	1	-	-	2	-	1	-	
	D2.3 - Inventories/Guides	>3	1	-	-	-	-	-	-	-	-	-	1	-	2	-	-	
<b>D3 - Policy Contribution</b>	D3.1 - Policy Briefs (Recommendations)	>8	4	-	-	1	-	-	-	1	1	-	-	1	-	-	1	
	D3.2 - Policy recommendation Workshops (online)	>2	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	
	D3.3 - Policy support Parliamentary session	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	
	D3.4 - Position papers validated through scientific publications	>5	2	-	1	1	-	-	1	-	-	-	-	1	-	-	-	
<b>D4 - Capacity Building</b>	D4.1 - Training Sessions	>9	1	-	1	1	-	1	-	1	1	-	1	1	-	1	1	
	D4.2 - Knowledge transfer workshops	>9	1	-	-	1	1	1	1	-	1	2	-	-	1	-	1	
	D4.3 - Joint events with EU projects & initiatives	>3	2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	
	D4.4 - Demo activities (2 per LL)	18	2	-	2	2	-	2	-	2	2	-	2	2	-	2	-	
<b>D5 - Ecosystem Building</b>	D5.1 - Booths in Exhibitions & Fairs	>3	-	-	1	-	3	-	-	-	-	1	-	-	1	-	-	
	D5.2 - Community outreach presentations	>8	1	-	1	-	1	1	-	1	1	-	1	1	-	1	-	
	D5.3 - Organisation of joint activities/data sharing with EU/national projects/initiatives	>10	3	1	1	1	2	-	-	-	-	-	1	1	-	1	-	

### 3.2 Dissemination Measures and Tools

The Dissemination measures of VALERECO refer to scientists and researchers, regulators, and policymakers.

#### 3.2.1 Scientific Publications

Scientific publications will be used to disseminate VALERECO research outputs to specific target groups, such as researchers and policymakers. The KPIs under this dissemination measure have been set in such a way as to utilise the well-established channels of scientific conferences and open-access scientific journals.

##### 3.2.1.1 Peer-review open-access journals

Disseminating research outputs through peer-reviewed journals is a well-established and recognised method among research and academic communities. Utilising open-access journals, VALERECO aims to maximise the uptake of these results. Partners are expected to publish the scientific project's results in peer-reviewed scientific publications in Open Access Journals and be available free of charge. Some indicative journals are: The Crop Journal, Journal of Consumer Research, Field Crops Research Journal, Nutrient Cycling in Agroecosystems, Biology and Fertility of Soils, Soil Survey Journal, Journal of Soil Science and Plant Nutrition. The distribution of the KPI during the Reporting periods and among the Partners are presented in Tables 8 & 9, respectively.

To prevent conflicts of interest between partners and inadvertent sharing of sensitive information, partners will have to follow the “scientific publications publishing” internal procedure, as shown in Figure 13 This procedure refers to peer-reviewed articles intended for publishing in Open-Access journals.

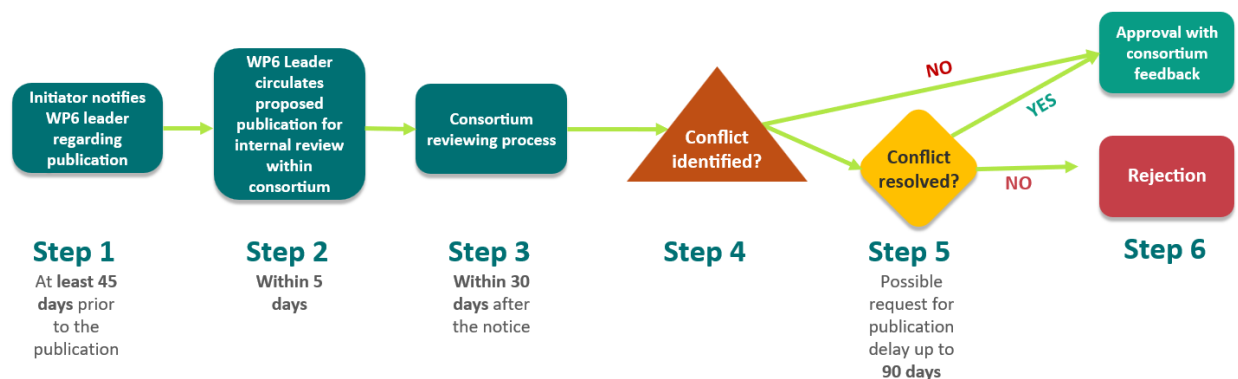


Figure 13. Scientific publications internal procedure for consortium approval.

Moreover, to properly acknowledge the project and its funding, partners will have to acknowledge EU support and display the European flag (emblem) and funding statement. The funding statement will also have to include the disclaimer regarding the quality of information.

### Funding Disclaimer

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 European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them. Funding for this research has been provided by the European Union’s Horizon Europe research and innovation programme VALERECO (Grant Agreement Number 101135472).

### 3.2.1.2 Participation in Scientific Conferences

Scientific conferences will contribute both to the dissemination of scientific results and to creating networks that can in future utilised for synergies and strengthening of VALERECO’s ecosystem. Partners are expected to participate in scientific conferences presenting results of the VALERECO project through oral or poster presentations. The distribution of the KPI during the Reporting periods and among the Partners are presented in the following Tables 8 & 9, respectively.

Table 8. Distribution of scientific publications per Reporting Period.

Dissemination Measures		Target	RP1	RP2	RP3
<b>D1 - Scientific Publications</b>	D1.1 - Peer-reviewed open-access journals	>10	3	5	4
	D1.2 - Participation in Scientific Conferences	>15	2	9	5

Table 9. Distribution of scientific publications per Partner.

Dissemination Measures		Target	1.AUA	2.BSB	3.DELPHY	4.UC	6.IFVCNS	7.LUH	10.AFL	11.UNIFI	12.UNIPI	14.SSSA
<b>D1 - Scientific Publications</b>	D1.1 - Peer-reviewed open-access journals	>10	4	1	-	2	2	1	-	-	1	1
	D1.2 - Participation in Scientific Conferences	>15	4	2	1	1	2	2	1	2	-	1

### 3.2.2 Technical Publications

Technical publications will be used to communicate efficiently the applied research, and scientific findings derived from the project, targeting farmers, agricultural advisers and agrifood industry stakeholders. The KPIs under this dissemination measure have been set in such a way as to be easily reached and adopted by the targeted stakeholders.

#### 3.2.2.1 Technical publications and articles

Technical publications will be used to disseminate the research findings, methodologies, and insights of the project, emphasising providing practical information and guidelines to professionals within the AgriFood industry, farmers, and agricultural advisers. These publications can be published in books,

inventories, technical reports, white papers, industry-specific journals, and websites. Indicative examples of these publications are the ACT Alliance Position Paper on Food Security and Climate Change, the EIP-AGRI Practice Abstracts, and the European Environment Agency Publications.

### 3.2.2.2 Blog contributions

Blog post contributions will be based on partners' input to contribute to blog posts published on VALERECO's website, focusing on in technical posts based on research findings, insights, and engaging with stakeholders.

### 3.2.2.3 Inventories and guides

Inventories and guides are expected to contain material provided to stakeholders with additional information for better understanding and replicating the key points of the project's results and outcomes. These guides can include different protocols (e.g. cultivation methods, protocols for the UAVs, metagenomics sequencing protocols and analysis pipelines) or other similar types of information. These guides can be uploaded on a publicly accessible inventory like Zenodo.

Table 10. Distribution of technical publications KPIs per Reporting Period.

Dissemination Measures		Target	RP1	RP2	RP3
<b>D2 - Technical Publications</b>	D2.1 - Technical Publications/articles	>10	3	8	1
	D2.2 - Blog Contributions	>10	6	5	1
	D2.3 - Inventories/Guides	>3	-	2	2

Table 11. Distribution of technical publications per Partner.

Dissemination Measures		Target	1.AUA	3.DELPHY	4.UC	5.RFF	6.IFVCNS	7.LUH	8.WR	9.INTIA	10.AFL	11.UNIFI	12.UNIPI	13.AGFT	14.SSSA
<b>D2 - Technical Publications</b>	D2.1 - Technical Publications/articles	>10	2	1	1	1	1	-	1	1	-	1	1	1	1
	D2.2 - Blog Contributions	>10	2	-	1	2	1	1	1	1	-	-	2	-	1
	D2.3 - Inventories/Guides	>3	1	-	-	-	-	-	-	-	1	-	2	-	-

### 3.2.3 Policy Contribution

Policy contribution activities will be crafted in a way to highlight the efficiency and the environmental benefits of leguminous crops to influence policy-making and foster interactions between EU actors towards long-lasting impact.

### 3.2.3.1 Policy Briefs

Policy briefs will be concise documents providing recommendations based on research findings, other project's key findings, insights, and policy implications, targeting the policymakers. These policy briefs will be accessible to policymakers and other actors through the respective Deliverable report.

### 3.2.3.2 Policy recommendation workshops

Policy recommendations will be events engaging key stakeholders, such as policymakers, experts, and project partners in discussions around the development of actionable policy recommendations based on the project's findings.

### 3.2.3.3 Policy-support Parliamentary session

Policy recommendations will be presented to the European Commission Headquarters, in a Parliamentary session, to foster the development of adequate policies within the eco-schemes (Pillar II Rural Development Measures).

### 3.2.3.4 Position papers validated through scientific publications

Position papers will be documents presenting the project's stance or viewpoint on a specific issue or topic supported by scientific research and evidence. These papers aim to influence policy makers & regulators. They are published in peer-reviewed journals, special issue collections, and policy platforms.

Table 12. Distribution of policy contribution KPIs per Reporting Period.

Dissemination Measures		Target	RP1	RP2	RP3
<b>D3 - Policy Contribution</b>	D3.1 - Policy Briefs (Recommendations)	>8	-	-	9
	D3.2 - Policy recommendation Workshops (online)	>2	-	-	3
	D3.3 - Policy support Parliamentary session	1	-	-	1
	D3.4 - Position papers validated through scientific publications	>5	-	1	5

Table 13. Distribution of policy contribution KPIs per Partner.

Dissemination Measures		Target	1.AUA	3.DELPHY	4.UC	7.LUH	8.WR	9.INTIA	12.UNIPI	15.HELVETAS
<b>D3 - Policy Contribution</b>	D3.1 - Policy Briefs (Recommendations)	>8	4	-	1	-	1	1	1	1
	D3.2 - Policy recommendation Workshops (online)	>2	1	-	-	1	-	-	1	-
	D3.3 - Policy support Parliamentary session	1	-	-	-	-	1	-	-	-
	D3.4 - Position papers validated through scientific publications	>5	2	1	1	1	-	-	1	-

Table 14. Audience KPIs for policy recommendation online workshops.

Dissemination Measures & Outreach Audience		Target
<b>D3 - Policy Contribution</b>	D3.2 - Policy recommendation Workshops (online) <b>participants</b>	<b>&gt;50</b>

### 3.2.4 Capacity Building

Capacity building activities will be designed in such a way to support the learning process and the increase of knowledge of key stakeholders and actors.

#### 3.2.4.1 Training sessions

Training sessions will be designed to support the learning process and knowledge increase in key actors (farmers, agricultural advisers, agrifood industry, general public). The trainings will assist in expanding ecosystem services provision on the utilisation of legumes in rotation schemes. The assigned partners will organize these training sessions.

#### 3.2.4.2 Knowledge-transfer workshops

Knowledge-transfer workshops will be interactive sessions connecting producers with consumers and different ecosystem players without intermediaries, facilitating direct communication and knowledge exchange. Photos, presentations, and other educational material can be used as means of verification.

#### 3.2.4.3 Joint events with EU projects & initiatives

Joint events foresee the participation and presentation of the outcomes of VALERECO in events with other EU projects. These events can involve joint webinars, workshops, conferences, and other similar events. EU projects that VALERECO will join forces include those funded under topics HORIZON-CL6-2021-FARM2FORK-01-02 and HORIZON-CL6-2022-BIODIV-02-02, ongoing projects such as Horizon 2020 projects “LegValue” and “TRUE”, the thematic network ‘Legumes Translated’, and other EU initiatives such as the partnership on agroecology and the Mission “A Soil Deal for Europe”. A dedicated task under Work Package 1 (WP1) and Task 1.5 “Synergies with other projects” will manage the collaboration with other similar projects.

#### 3.2.4.4 Demo activities

Demo activities will run for two growing seasons (years 3 and 4) in the various legume-based cropping systems in six countries (Greece, 3x Italy, Portugal, Spain, Serbia, 2x Netherlands). One technical meeting will be conducted annually per Living Lab (LL), including AgriFood stakeholders to facilitate the knowledge exchange and cross-fertilization of the legumes Ecosystem Services (ES).

Table 15. Distribution of demo activities KPIs per Reporting Period.

Dissemination Measures		Target	RP1	RP2	RP3
<b>D4 - Capacity Building</b>	D4.1 - Training Sessions	>9	-	10	-
	D4.2 - Knowledge transfer workshops	>9	-	6	4
	D4.3 - Joint events with EU projects & initiatives	>3	2	2	-
	D4.4 - Demo activities (2 per LL)	18	-	9	9

Table 16. Distribution of demo activities KPIs per Partner.

Dissemination Measures		Target	1.AUA	3.DELPHY	4.UC	5.RFF	6.IFVCNS	7.LUH	8.WR	9.INTIA	10.AFL	11.UNIFI	12.UNIPI	13.AGFT	14.SSSA	15.HELVET
<b>D4 - Capacity Building</b>	D4.1 - Training Sessions	>9	1	1	1	-	1	-	1	1	-	1	1	-	1	1
	D4.2 - Knowledge transfer workshops	>9	1	-	1	1	1	1	-	1	2	-	-	1	-	1
	D4.3 - Joint events with EU projects & initiatives	>3	2	-	-	2	-	-	-	-	-	-	-	-	-	-
	D4.4 - Demo activities (2 per LL)	18	2	2	2	-	2	-	2	2	-	2	2	-	2	-

Table 17. Audience KPIs for capacity building activities.

Dissemination Measures & Outreach Audience		Target
<b>D4 - Capacity Building</b>	D4.1 - Training Sessions attendees	>100
	D4.2 - Knowledge transfer workshops participants	>350

### 3.2.5 Ecosystem Building

Ecosystem building activities aim to create a vibrant ecosystem that facilitates the knowledge exchange and the promotion of legume Ecosystem Services.

#### 3.2.5.1 Booths in Exhibitions & Fairs

VALERECO will participate in Industry fairs, exhibitions, and trade shows by promoting the project's results through visual content and printed material.

#### 3.2.5.2 Community outreach presentations

Community outreach presentations will disseminate project information, gather feedback, and foster collaboration with local communities, stakeholders, and the general public. These presentations aim to

raise awareness about the project, its objectives, activities, and potential impacts, as well as to promote dialogue and participation.

### 3.2.5.3 Organisation of joint activities and data sharing with EU and national projects and activities

Joint activities will include joint workshops, organization of conferences, working groups, training sessions, or research collaborations aimed at addressing shared challenges or advancing common goals. Moreover, data-sharing protocols and agreements can be developed to facilitate the exchange of relevant data and information between projects. Furthermore, training and capacity-building activities can be provided to project teams and stakeholders involved in data-sharing and collaboration efforts, including workshops, webinars, or training sessions on data management, sharing protocols, and data analysis techniques. Dissemination of the results can be done through reports, publications, presentations, or other communication channels to maximize impact and visibility. An international conference will be organized at the end of the project to bring together all relevant parties and ensure transnational collaborations on agroecology after the project.

Table 18. Distribution of ecosystem building KPIs per Reporting Period.

Dissemination Measures		Target	RP1	RP2	RP3
<b>D5 - Ecosystem Building</b>	D5.1 - Booths in Exhibitions & Fairs	>3	2	3	1
	D5.2 - Community outreach presentations	>8	-	1	8
	D5.3 - Organisation of joint activities/data sharing with EU/national projects/initiatives	>10	4	5	2

Table 19. Distribution of ecosystem building KPIs per Partner.

Dissemination Measures		Target	1.AUA	2.BSB	3.DELPHY	4.UC	5.RFF	6.IFVCNS	8.WR	9.INTIA	10.AFL	11.UNIFI	12.UNIPI	13.AGET	14.SSA
<b>D5 - Ecosystem Building</b>	D5.1 - Booths in Exhibitions & Fairs	>3	-	-	1	-	3	-	-	-	1	-	-	1	-
	D5.2 - Community outreach presentations	>8	1	-	1	-	1	1	1	1	-	1	1	-	1
	D5.3 - Organisation of joint activities/data sharing with EU, national projects initiatives	>10	3	1	1	1	2	-	-	-	-	1	1	-	1

## 4 Communication Activities

VALERECO will conduct various communication activities to effectively promote the adoption of legume crops, enhance understanding of their value, and support the transition to more sustainable and resilient farming systems. These activities will be part of a comprehensive communication strategy aimed at fostering public engagement, disseminating knowledge, and maximising overall impact.

As the leader of WP6, *reframe.food* (RFF) will maintain successful practices throughout the project to ensure high visibility and support future synergies. Key communication practices include active social media engagement and regular updates to the VALERECO website.

The website and social media platforms will continue to post news and updates, making open-access results such as deliverables, posters, and scientific papers readily available for stakeholders.

### 4.1 Communication KPIs Overview

The specific Key Performance Indicators (KPIs) outlined in the project plan will be our guiding metrics. VALERECO can continuously enhance its communication activities by monitoring these KPIs to ensure maximum impact and outreach.

The communication KPIs have been distributed across relevant reporting periods in line with the project's timeline and the DEC plan strategy. The plan will include:

- tailored communication messages and narratives,
- specific stakeholders to be targeted,
- communication and dissemination channels,
- KPIs and monitoring mechanisms.

Table 20. Distribution of communication KPIs per Reporting Period

Communication Measures		Target	Reporting Period 1 [M1-M18]	Reporting Period 2 [M19-M36]	Reporting Period 3 [M37-M48]
<b>C1 - Branding development</b>	C1.1 – Visual Identity	1	1	-	-
	C1.2 – Motto	1	1	-	-
	C1.3 – Brochures	≥3	1	1	1
	C1.4 – Brochures’ translation	3010	10	10	10
	C1.5 – Banners	≥2	1	1	1
	C1.6 – Banners translations	10	10	10	10
<b>C2 - Website</b>	C2.1 – Website	1	1	-	-
	C2.2 – Blog Posts	>30	18	11	6
<b>C3 - Digital media</b>	C3.1 – Social Media Channels	≥4	4	-	-
	C3.2 – Project Hashtags	3-5	5	-	-
<b>C4 - Topic-varied newsletters</b>	C4.1 – e-newsletter	8	3	3	2
<b>C5 - Multiplier campaigns</b>	C5.1 – Press Release	≥8	3	3	2
	C5.2 – Magazine Articles	4	1	2	1
	C5.3 – Videos	≥9	1	9	10
	C5.4 – Podcast	>1	-	5	5
	C5.5 – Publications on online Platforms	>4	-	2	2

Table 21. Distribution of communication KPIs per Partner.

Communication Measures		Target	1.AUA	2.BSB	3.DELPHY	4.UC	5.RFF	6.IFVCNS	7.LUH	8.WR	9.INTIA	10.AFL	11.UNIFI	12.UNIPI	13.AGFT	14.SSSA	15.HELVETAS
<b>C1- Branding development</b>	C1.1 – Visual Identity	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	C1.2 – Motto	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	C1.3 – Brochures	≥3	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
	C1.4 – Brochures’ translations	10	-	3	3	3	3	3	3	-	3	3	-	3	3	-	-
	C1.5 – Banners	≥2	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-
	C1.6 – Banners’ translations	10	-	3	3	3	3	3	3	-	3	3	-	3	3	-	-
<b>C2- Website</b>	C2.1 – Website	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	C2.2 – Blog Posts	>30	3	1	1	1	20	1	1	1	1	1	1	1	1	1	-
<b>C3- Digital media</b>	C3.1 – Social Media Channels	≥4	-	-	-	-	4	-	-	-	-	-	-	-	-	-	-
	C3.2 – Project Hashtags	3-5	-	-	-	-	5	-	-	-	-	-	-	-	-	-	-
<b>C4- Topic-varied newsletters</b>	C4.1 – e-newsletter	8	-	-	-	-	8	-	-	-	-	-	-	-	-	-	-
<b>C5- Multiplier campaigns</b>	C5.1 – Press Release	≥8	-	-	-	-	8	-	-	-	-	-	-	-	-	-	-
	C5.2 – Magazine Articles	4	-	1	-	-	3	-	-	-	-	-	-	-	-	-	-
	C5.3 – Videos	≥9	2	-	2	2	2	2	-	2	2	-	2	2	-	2	-
	C5.4 – Podcast	>1	-	-	-	-	10	-	-	-	-	-	-	-	-	-	-
	C5.5 – Publication on online Platforms	>4	-	-	-	-	4	-	-	-	-	-	-	-	-	-	-

Table 22. Reached audience targets for communication actions.

Communication Measures & Audience		Target
<b>C1- Branding development</b>	C1.3 – Distributed printed/digital promotional brochures	>800
<b>C2 - Website</b>	C2.1 – Website unique visitors	≥20,000
<b>C3 - Digital media</b>	C3.1.1 – Social Media total audience	≥1,500
	C3.1.2 – Social media total posts	>150
	C3.1.3 – Social media total interactions	>12,000
<b>C4 - Topic-varied newsletters</b>	C4.1.1 – e-newsletter subscribers	>400
	C4.1.2 – e-newsletter interactions	>1,500

## 4.2 Communication Measures and Tools

This section outlines the communication measures and tools that will be used to reach the target groups for VALERECO. VALERECO will use a hybrid approach that combines traditional and digital tools, methods, and channels to achieve a strong impact. The communication tools will be used to:

- raise public awareness,
- ensure that all stakeholders are aligned about project timelines, goals, and objectives, and that they are informed, consulted, and involved throughout the project lifecycle,
- foster collaboration among Project Partners by providing guidelines for sharing information, coordinating tasks, and addressing conflicts, and
- encourage reflection on effectiveness, identifying areas for improvement, and implementing corrective actions to enhance project outcomes.

RFF is responsible for designing and creating all materials, including promotional items such as posters of varied sizes, with input from partners. The project has created branding and promotional materials for the target groups in M01.

These materials include visual identity, communication materials, promotional items such as brochures and banners for offline and online events, and social media content. Furthermore, all materials will be available as high-quality, print-ready electronic documents, ensuring they are ready for immediate use when needed, whether for physical distribution or digital sharing.

Each KPI has been assigned a target for the project's duration and separately for the three reporting periods. These targets are meant to measure progress, maintain accountability, and ensure the project's vision is achieved.

This distribution for the three distinct reporting periods is presented in Table 20. Additionally, target values have been distributed to the partners to effectively share the responsibility for communicating project results and maximising impact derived from each partner's expertise, experience, and networks (Table 20).

### 4.2.1 Branding development

VALERECO's branding strategy aims to establish a strong and memorable visual identity that reflects the project's goals and values. This involves creating a cohesive visual identity and developing high-quality content. The strategy encompasses the design of a unique logo, consistent colour schemes, and typography guidelines.

RFF created VALERECO's visual identity (project's fonts, colours, logo variations) and provided to the Partners the project's brandbook before the Kick-off Meeting (Annex II).

These assets will be strategically employed to boost brand visibility and drive engagement. Furthermore, all materials will be available as high-quality, print-ready electronic documents, ensuring they are ready for immediate use when needed, whether for physical distribution or digital sharing.

#### 4.2.1.1 Visual identity and motto

The design of VALERECO's logo holds great meaning and significance, not only visually standing for the core themes of the project, but also serving as a reminder of its goals to promote legume crops for more sustainable, productive, and resilient agricultural systems.

- **Logo**

VALERECO logo elegantly stands for several important concepts central to the project's mission:

1. Two cotyledons of legumes: These two symbolise the foundational role of legume crops in agriculture, representing growth, nourishment, and their essential contributions to sustainable farming practices.
2. Infinity of ecosystem services: The infinity loop signifies the endless and ongoing benefits that ecosystem services provide.
3. Link between agriculture and environment: The circular link emphasises the interconnectedness of agriculture and the environment.

- **Motto**

VALERECO's motto is **“Unlocking the benefits of legumes: Boosting sustainability of agroecosystems.”** The motto effectively communicates VALERECO's dedication to exploring and maximising the positive impacts of legumes on agricultural systems and sustainability.

- **Templates**

VALERECO will be presented at a variety of events, conferences, and meetings, where Partners will share our latest project developments and results. To ensure a cohesive and professional image, RFF created customised deliverable templates, meeting minutes, and agendas, as well as a polished presentation template. Each of these has been carefully designed to reflect VALERECO's unique graphic identity, reinforcing its brand and making it easily recognizable.

VALERECO's templates can be found in (Annex I).

#### 4.2.1.2 Brochures

RFF will design the project's brochures, which will be approved by the Coordinator of the project. Partner's may also request specific material to be included. RFF will coordinate the translation of the brochures, but it will be the responsibility of designated partners to translate, to reach diverse audiences in different regions, ensuring that the key messages of the project are effectively communicated and accessible to a broader audience.

The brochure will have useful and comprehensive information about objectives, challenges, the VALERECO approach, stakeholders, the Legumes Ecosystem Services. It will be distributed at events, meetings, and through digital channels to ensure broad dissemination.

VALERECO’s first brochure can be found in (Annex II) with others to follow.

#### 4.2.1.3 Banners

Engaging and informative banners will serve as a vital promotional tool for VALERECO, playing a prominent role in highlighting the project's ambitions, objectives, and outcomes. A series of at least two visually striking banners is planned for design, each crafted to captivate and inform audiences.

RFF will design the project's banners in English and coordinate the translation into 10 languages (Greek, Italian, Portuguese, Serbian, French, Dutch, Spanish, Lithuanian, North Macedonian, and German).

The first banner, found in Annex II, provides an overview of the project through its motto. The second banner will focus on communicating the Living Labs (LLs) while the third will briefly present the project’s key results.

Table 23. Branding development KPIs per Reporting Period.

Communication Measures		Target	RP1	RP2	RP3
<b>C1 - Branding development</b>	C1.1 – Visual Identity	1	1	-	-
	C1.2 – Motto	1	1	-	-
	C1.3 – Brochures	≥3	1	1	1
	C1.4 – Brochures’ translation	30	10	10	10
	C1.5 – Banners	≥2	1	1	1
	C1.6 – Banners translations	30	10	10	10

Table 24. Branding development KPIs per Partner.

Communication Measures		Target	2.BSB	3.DELPHY	4.JC	5.RFF	6.IFVCNS	7.LUH	9.INTIA	10.AFL	12.UNIPI	13.AGFT
<b>C1- Branding development</b>	C1.1 – Visual Identity	1	-	-	-	1	-	-	-	-	-	-
	C1.2 – Motto	1	-	-	-	1	-	-	-	-	-	-
	C1.3 – Brochures	≥3	-	-	-	3	-	-	-	-	-	-
	C1.4 – Brochures’ translations	30	3	3	3	3	3	3	3	3	3	3
	C1.5 – Banners	≥2	-	-	-	3	-	-	-	-	-	-
	C1.6 – Banners’ translations	30	3	3	3	3	3	3	3	3	3	3

Table 25. Audience target for branding development actions.

Communication Measures		Target
<b>C1- Branding development</b>	C1.3 – Distributed printed/digital promotional brochures	<b>&gt;800</b>

### 4.2.2 Website

RFF will design the website and keep it updated. By month M03, as scheduled, RFF developed an engaging and informative website to display the consortium’s strategy and key data, offering a clear overview of every aspect of VALERECO.

VALERECO website serves a dual purpose: it acts as the central reference point for the project, detailing its aims, providing the latest updates, offering downloadable documents, and linking to social media accounts. Additionally, it will connect users to the project’s resources, thus extending the project’s reach and engagement. It is the main platform for communication and information dissemination, providing updates on project developments, results, and the impact of VALERECO data. Regular updates from all partners will ensure the site remains an up-to-date resource.

The website will host all public deliverables and promote relevant content, including news, editorials, videos, workshops, events, press releases, printed materials, and publications, to engage key stakeholders with the project’s objectives.

With mobile-friendly design, the website will maximize accessibility and the project’s overall impact. VALERECO website includes the following sections:

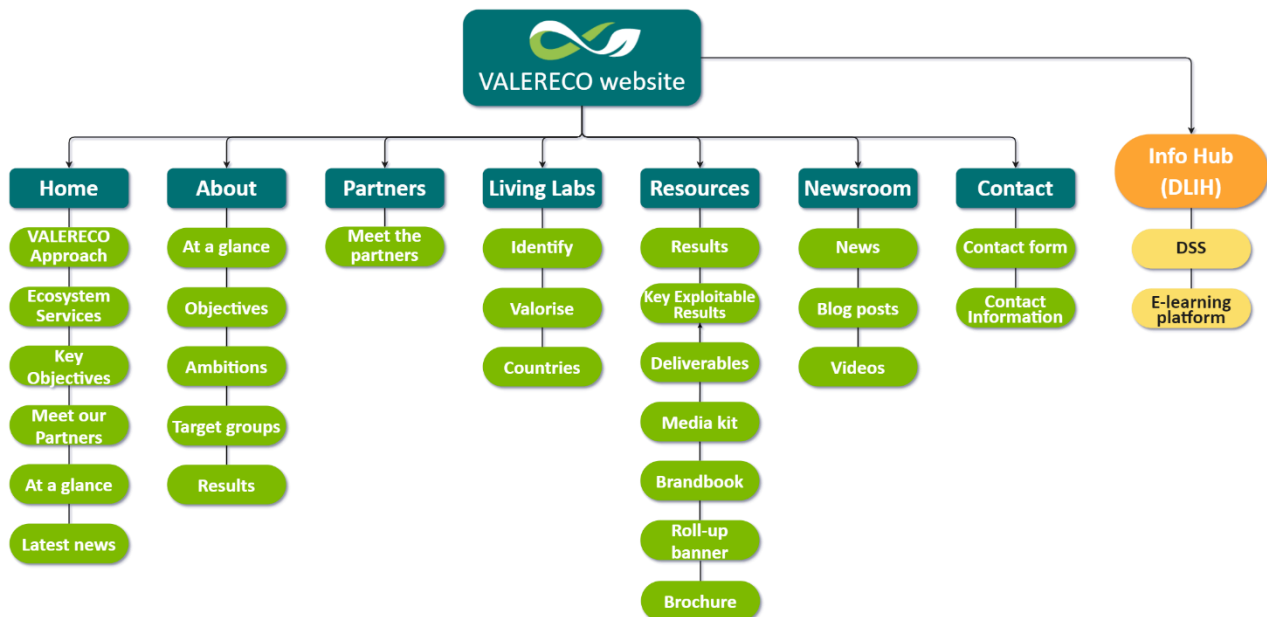


Figure 14. VALERECO website map.

- **Homepage:**

The homepage prominently displays the VALERECO project logo, full name, and motto, alongside the project's objectives.

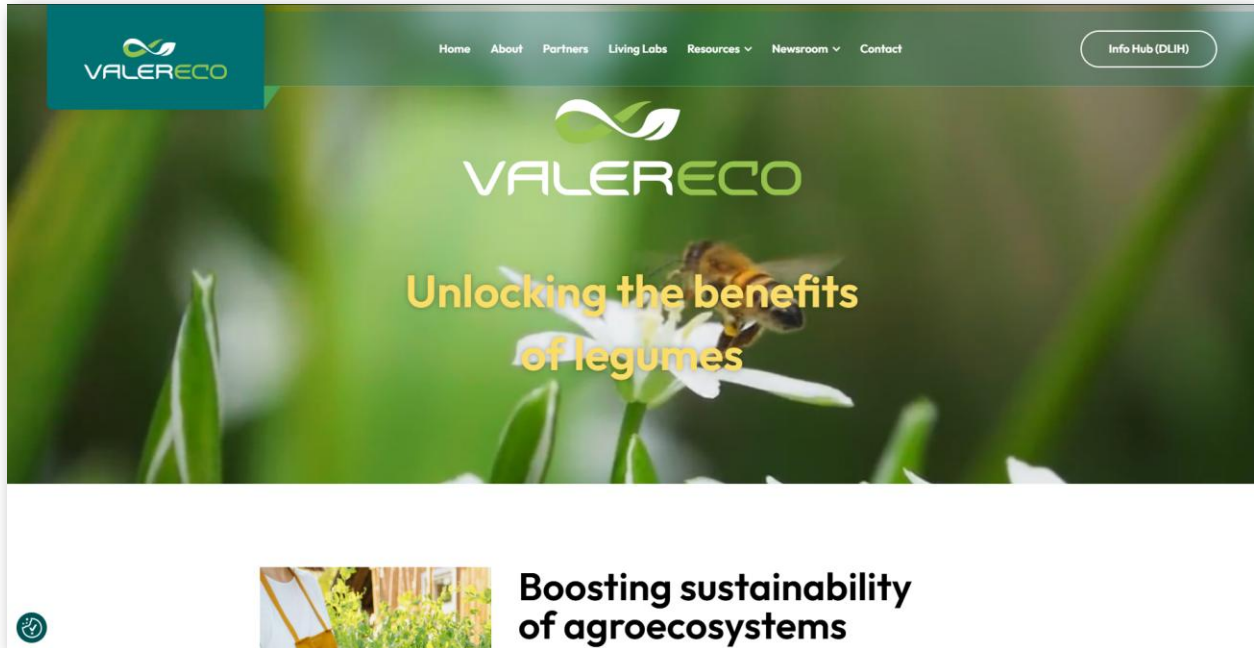


Figure 15. VALERECO's website Homepage.

At the bottom of the website, visitors can find clickable partner logos, social media icons, a newsletter signup option, and contact information for the Project Coordinator, Project Manager, and Communication Manager.

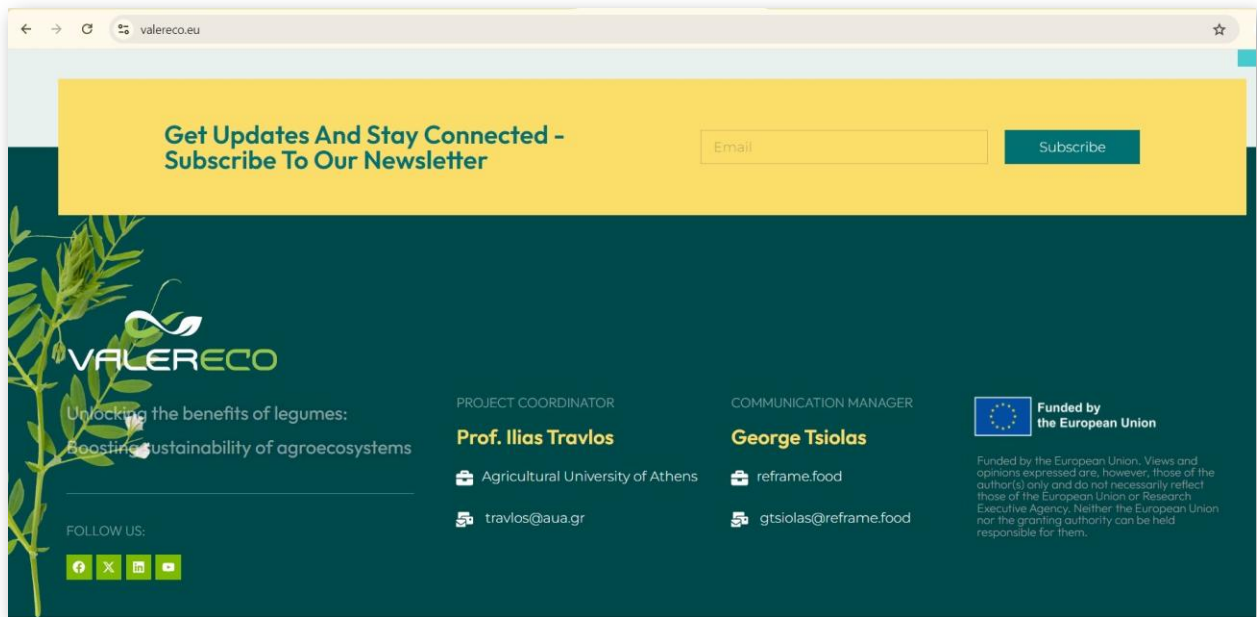


Figure 16. VALERECO Website Homepage Bottom

- **About:**

This section delves into the VALERECO project, detailing its objectives, ambitions, target groups, and results, with links and brief descriptions.

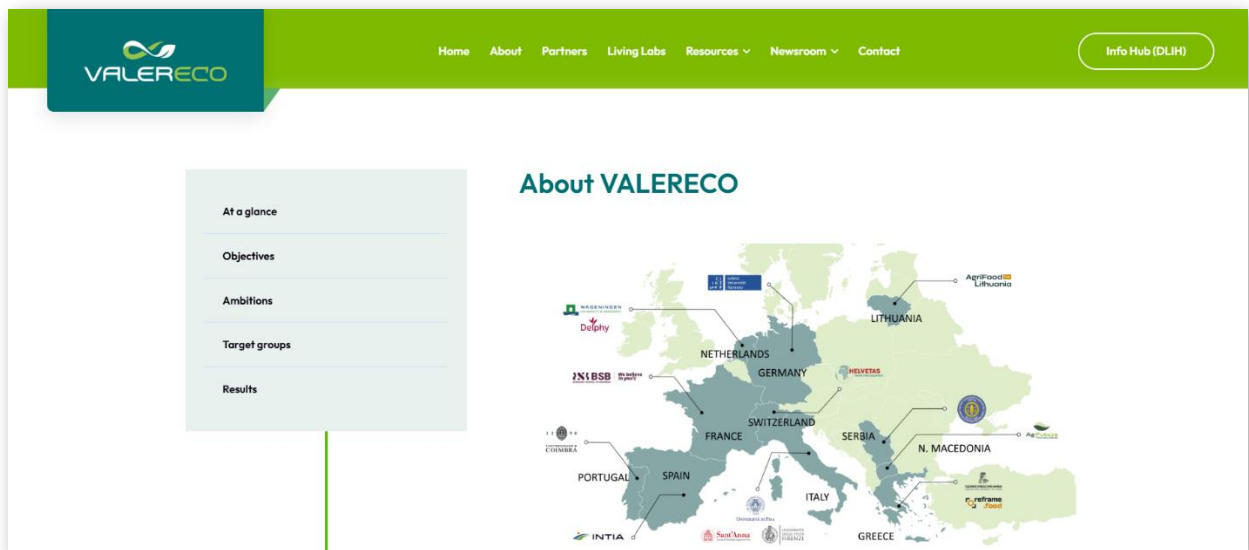


Figure 17. About VALERECO Page

- **Partners:**

This section provides a comprehensive overview of all project partners, highlighting their roles, contributions, and logos, with links to their websites and contact information for their communication representatives.

- **Living Labs:**

This website section features a map highlighting the countries hosting the Living Labs (LLs) and the agroecological diversification strategies that will be assessed through these labs. Users can access information about each LL and gain an understanding of the Living Lab implementations by partners. VALERECO aims to demonstrate innovative legume uses and assess the feasibility of agroecological diversification solutions in different contexts.

Through these initiatives, VALERECO will create a sustainable impact and enhance the recognition of legumes' essential ecosystem services (ES). Furthermore, these Living Labs will function as orchestrators among diverse stakeholder groups—farmers, advisors, industry, consumers, researchers, and policymakers—fostering collaboration and driving the adoption of agroecological practices.

- **Resources:**

Visitors can access a wealth of resources here, including public deliverables, presentations, and a media kit designed to provide comprehensive information about the project.

- **Newsroom:**

This section will feature project news and updates, press releases, blog posts, and event announcements, providing information about the latest developments.

Blog posts will cover results updates, partner activities, and topics relevant to the project, formatted and uploaded by RFF. More than (30) Blog VALERECO will be posted on the project's website during the project to communicate its goals and results.

Additionally, this section will feature the project's videos

- **Contact:**

This section provides contact details for the project team, including the Project Coordinator, Project Manager, and Communication Manager, along with a contact form for direct communication with stakeholders.

- **Digital Legume Information Hub (DLIH):**

This section is valuable for the VALERECO website because users will find the top information. The **Digital Legume Information Hub (DLIH)** Platform is easy to access because it will provide information and data on more than ten topics related to crop diversification based on legumes. The development of DLIH is part of the dissemination plan to upscale and maximize the uptake of VALERECO's results.

This plan also includes the development of a Decision-Support System (DSS) to support the decision-making of farmers and advisors regarding legume adoption and the generation of capacity-building material made available to the public through an E-learning Platform.

The DLIH Platform is a strategic tool aimed at increasing the visibility and impact of the project's results. It achieves this by actively engaging with stakeholders, including crop producers, livestock farmers, processors, distributors, and retailers.

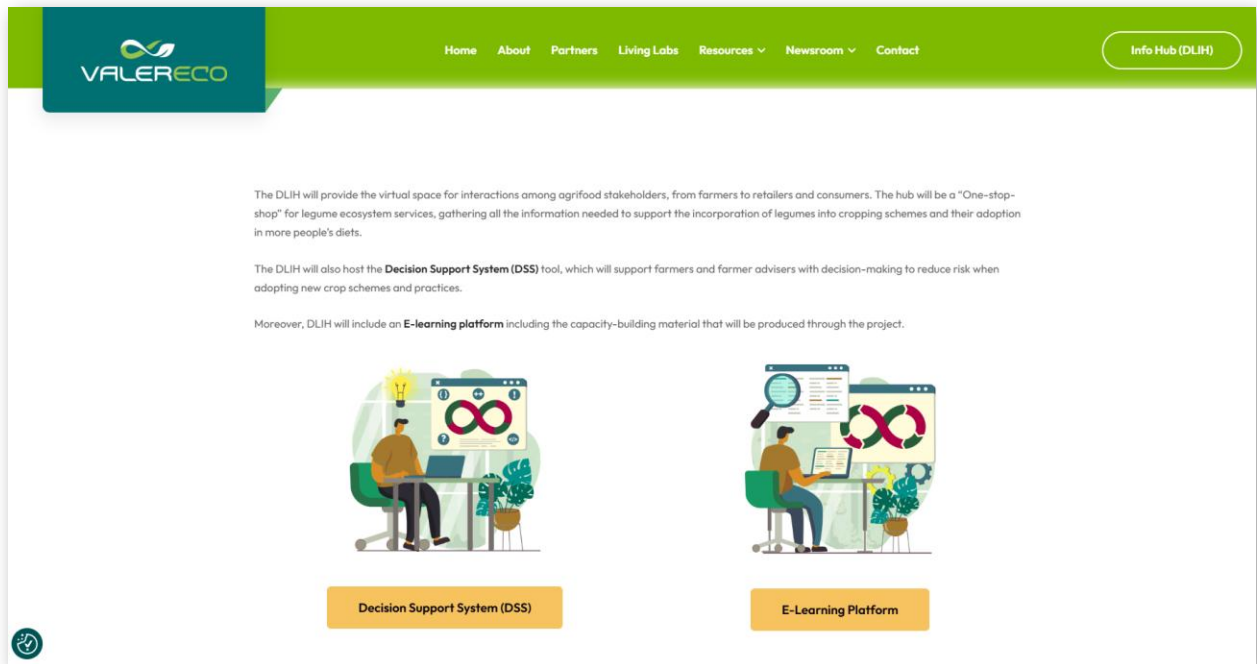


Figure 18. Digital Legume Information Hub on the VALERECO website.

Table 26. Website related KPIs per Reporting Period.

Communication Measures		Target	RP1	RP2	RP3
C2 - Website	C2.1 – Website	1	1	-	-
	C2.2 – Blog Posts	>30	18	11	6

Table 27. Website related KPIs per Partner.

Communication Measures		Target	1.AUA	2.BSB	3.DELPHY	4.UC	5.RFF	6.IFVCNS	7.LUH	8.WR	9.INTIA	10.AFL	11.UNIFI	12.UNIPI	13.AGFT	14.SSSA
C2- Website	C2.1 – Website	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-
	C2.2 – Blog Posts	>30	3	1	1	1	20	1	1	1	1	1	1	1	1	1

Table 28. Audience target for website related KPIs.

Communication Measures		Target
C2 - Website	C2.1 – Website unique visitors	≥20,000

### 4.2.3 Digital media

This strategy utilises a multi-channel approach of a dynamic and informative online presence through the project’s website and newsletters, multimedia such as videos and interviews, and a strategic social media presence across 4 platforms (LinkedIn, Facebook, X, YouTube).

This integrated approach ensures effective knowledge exchange and promotes the long-term impact of the project's findings.

#### 4.2.3.1 Social media channels

RFF has created and manages social media channels. Partners are expected to provide RFF with updates (in the reporting form/via email) and reposting on their organisations' accounts. Moreover, partners should tag the project on their posts, so they can be reposted by the project's page.



Figure 19. Social media audience scale.

Depending on each platform's accessibility, VALERECO can effectively reach its target groups through the selected social media channels, ensuring tailored communication strategies that engage diverse audiences (Figure 20). By leveraging the unique strengths of each platform, the project can maximize outreach, foster community interaction, and enhance visibility among key stakeholders, including farmers, researchers, industry professionals, and policymakers.

### 1. Facebook:

- Target Groups: TG#1 (Farmers & Agricultural Advisers), TG#5 (General Public)
- Facebook is widely used by both general audiences and specific communities, such as farmers and agricultural advisers. It is an accessible platform for sharing practical information, engaging with local communities, and disseminating content to a broad and diverse audience.

### 2. X (formerly Twitter):

- Target Groups: TG#2 (AgriFood Industry), TG#3 (Scientific and Research Organisations), TG#4 (Policy Makers & Regulators)
- X is a powerful tool for networking, sharing real-time updates, and engaging in industry-specific conversations. It is particularly effective for reaching professionals in the agri-food industry, researchers, and policymakers who use the platform to stay informed about trends, policies, and scientific advancements.

### 3. LinkedIn:

- Target Groups: TG#2 (AgriFood Industry), TG#3 (Scientific and Research Organisations), TG#4 (Policy Makers & Regulators)
- LinkedIn is ideal for reaching professionals, academics, and decision-makers. It is ideal for sharing detailed reports and white papers and networking with stakeholders in the agri-food industry, research institutions, and regulatory bodies.

### 4. YouTube:

- Target Groups: TG#1 (Farmers & Agricultural Advisers), TG#5 (General Public)
- YouTube is a versatile platform that can reach a wide audience, including farmers, agricultural advisers, and the public. It is beneficial for sharing visual content like demonstrations, tutorials, and explanatory videos that can educate and inform viewers in an engaging way.

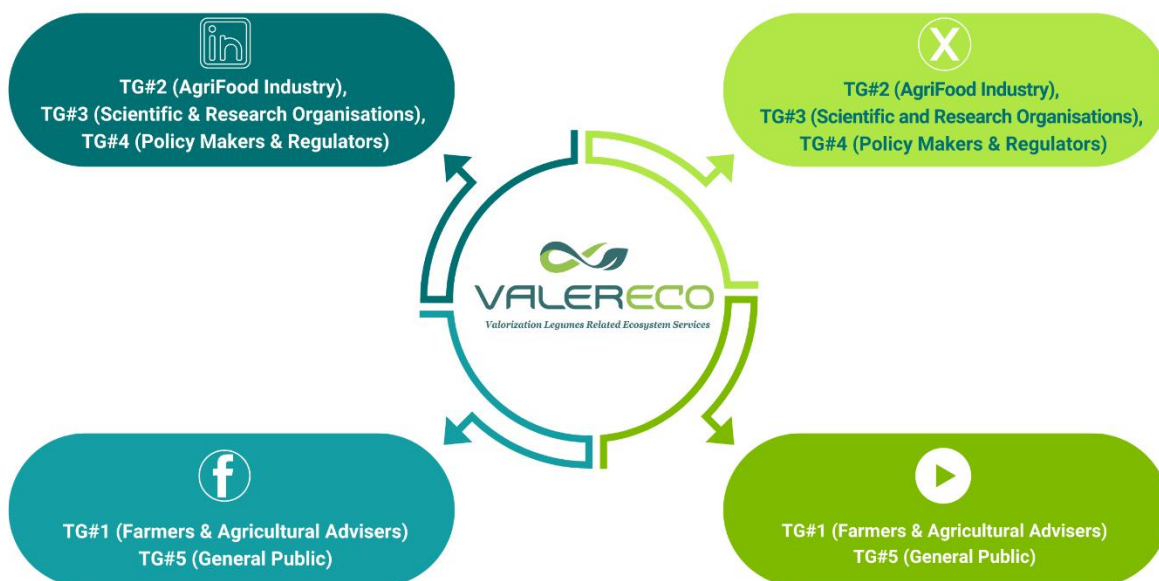


Figure 20. VALERECO Target Groups reached through each social media platform.

By strategically using these platforms, the VALERECO project can effectively communicate with all five target groups, leveraging the strengths of each social media channel to maximize outreach and impact.

- **LinkedIn:**

The VALERECO LinkedIn profile (<https://www.linkedin.com/company/valerecoeu/>) has been developed to share updates about the project and initiate discussions among project partners. This platform will help

attract a wider audience. It will also enable the project to connect with professionals, researchers, and individuals, thereby increasing its visibility within the industry and community.



Figure 21. VALERECO LinkedIn profile page.

- **Facebook:**

The VALERECO Facebook page (<https://www.facebook.com/profile.php?id=61556200475292>) enables real-time, one-on-one engagement with target audiences. Through interactive posts, comments, and shares, the project fosters a community, provides answers to questions, and collects feedback, all while keeping followers updated on the latest developments.

This dynamic interaction not only keeps followers informed about the latest developments and achievements but also deepens their connection to the project’s mission, fostering greater support and collaboration.



Figure 22. VALERECO Facebook page.

- **X (former Twitter):**

VALERECO X account (<https://x.com/valereco2024>) has been created to increase the project's visibility and engage specific audiences such as policymakers and advisors. Short messages (less than 280 characters) will be used to interact, post news, events, and updates on the project's status.

This platform will also be used to connect with influential individuals in the research and business fields related to the VALERECO project.



Figure 23. VALERECO X page.

- **YouTube:**

The VALERECO YouTube channel (<https://www.youtube.com/@valereco>) will serve as a hub for diverse content, including interviews, case studies, and demonstrations designed to inform and inspire.

By reaching a global audience with engaging visual content, the channel has the potential to amplify the project's mission significantly, driving widespread awareness and adoption of agroecological practices. Through this platform, viewers can ask questions, share feedback, and participate in discussions, cultivating a powerful sense of community and collaboration around the project.

The channel will play a crucial role in raising awareness, offering training, and disseminating key information to a wide audience. By harnessing YouTube's broad reach and impact, VALERECO can effectively communicate its mission, making complex topics accessible and compelling. This will accelerate the project's influence and foster a deeper understanding of its goals among all stakeholders.

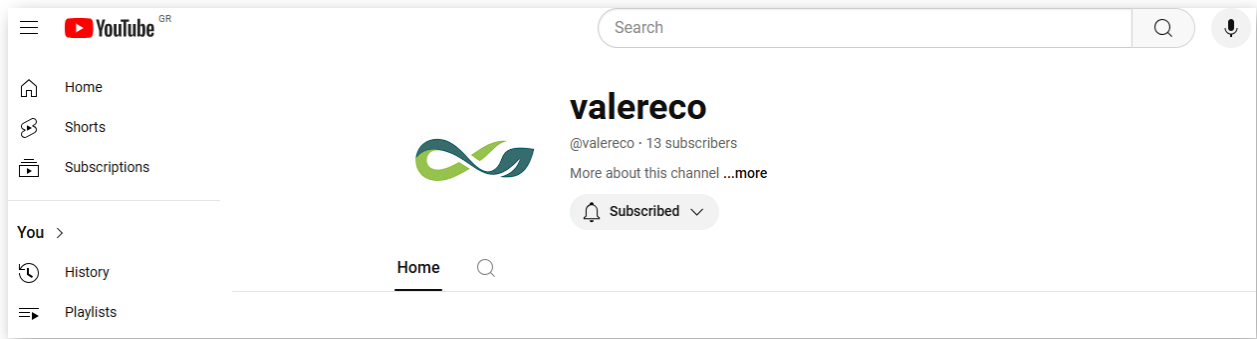


Figure 24. VALERECO YouTube profile page.



Figure 25. Social media "DOs and DON'Ts" for partners.

#### 4.2.3.2 Hashtags

RFF has already created 5 project hashtags that are used for all VALERECO posts. The purpose of every chosen hashtag is to categorise content and make it easily discoverable by users interested in the project's specific topics.

The hashtags selected to be unique and drive the audience directly to the project. Alongside the created hashtags, VALERECO will use a set of hashtags related to each post to increase its visibility.



Figure 26. VALERECO hashtags.

Table 29. Digital media KPIs per Reporting Period.

Communication Measures		Target	RP1	RP2	RP3
<b>C3 - Digital media</b>	C3.1 – Social Media Channels	≥4	4	-	-
	C3.2 – Project Hashtags	3-5	5	-	-

Table 30. Digital media KPIs per Partner.

Communication Measures		Target	5.RFF
<b>C3- Digital media</b>	C3.1 – Social Media Channels	≥4	4
	C3.2 – Project Hashtags	3-5	5

Table 31. Audience target for digital media actions.

Communication Measures		Target
<b>C3 - Digital media</b>	C3.1.1 – Social Media total audience	≥1,500
	C3.1.2 – Social media total posts	>150
	C3.1.3 – Social media total interactions	>12,000

#### 4.2.4 Topic-varied newsletters

RFF will create and distribute the bi-annual newsletter starting from M06 to M42. Partners are expected to provide input they would like to be included and are expected to subscribe and share the newsletters within their organisations and networks.

The project will publish biannual newsletters, with the first issue scheduled for release in November 2024. These newsletters will provide updates on the project's progress and key developments. Each edition will feature the latest updates, activities, upcoming events, milestones, and insightful reports and publications related to the project.

The goal is to attract readers' attention, increasing the possibilities of having them actively engaged and deliver worth-sharing valuable data.

Constant updates that present the project's efforts towards legume-based climate resilient farming systems, also targeting the different stakeholder groups per piece of information.

The newsletters will be distributed via the MailChimp platform for effective and timely delivery.

Table 32. Newsletter KPIs per Reporting Period.

Communication Measures		Target	RP1	RP2	RP3
<b>C4 - Topic-varied newsletters</b>	C4.1 – e-newsletter	8	3	3	2

Table 33. Newsletter KPIs per Partner.

Communication Measures		Target	5. RFF
<b>C4- Topic-varied newsletters</b>	C4.1 – e-newsletter	8	8

Table 34. Audience target for newsletters.

Communication Measures		Target
<b>C4 - Topic-varied newsletters</b>	C4.1.1 – e-newsletter subscribers	>400
	C4.1.2 – e-newsletter interactions	>1,500

#### 4.2.5 Multiplier campaigns

VALERECO plans to use various online publishing platforms, such as Medium and/or WIRED, to engage a wider range of stakeholders and allow the audience to access information from multiple reputable

sources. This activity will start from month 30 and will continue for up to 3 years after the project's completion.

VALERECO blogs will be focusing on sustainable production and nutrition to reach specific audiences.

This multi-channel approach will enhance the project's visibility and credibility, enabling deeper connections with diverse communities and ensuring the message resonates across different sectors.

#### **4.2.5.1 Press releases**

Press releases are official statements providing information or making an announcement directed for public release. RFF will be responsible for drafting the press releases, and partners are expected to deliver the press releases to members of their local media.

#### **4.2.5.2 Magazine articles**

Publish articles with the key points and main objectives of the project in magazines related to the project written in a more accessible and engaging style, targeting scientific and Research Organisations, AgriFood Industry, Farmers & Agricultural advisers, and the General Public. Partners are expected to contribute to content for the articles (i.e. Horizon Magazine).

#### **4.2.5.3 Videos**

Videos will be created by RFF with the contribution of partners. Partners are expected to provide RFF with short videos in a horizontal orientation and pictures of high quality from their actions during Living Labs and Demonstrations, presentations, participation in exhibitions and fairs, and other communication activities that they take part in.

One video will be dedicated to the project, its methods, ambitions, and goals, with the main aim of communicating and promoting the project by itself. The other videos, except for their promoting role, will be used to promote legume ecosystem services and enhance the knowledge of key stakeholders on these benefits. These videos will contain footage from Living Labs and demonstrations. Partners are expected to promptly inform RFF before each event to better organise side activities needed to shoot these videos.

#### **4.2.5.4 Podcast series**

A podcast series comprising ten (10) episodes will be created to highlight the project's aims and outcomes. The series will be freely available on a Podcast platform.

RFF will be responsible for organising and producing the podcasts. Partners are expected to provide interviews or help connect with stakeholders.

#### **4.2.5.5 Publications on online platforms**

To reach various groups of stakeholders and encourage the audience to fact-check information from multiple sources, we will use online publishing platforms such as Medium and WIRED, as well as blogs focusing on sustainable production and nutrition. Additionally, VALERECO will use print and conventional media to reach audiences of all age groups.

RFF will upload the articles although partners are expected to contribute the content.

Table 35. Multiplier campaigns KPIs per Reporting Period.

Communication Measures		Target	RP1	RP2	RP3
<b>C5 - Multiplier campaigns</b>	C5.1 – Press Release	≥8	3	3	2
	C5.2 – Magazine Articles	4	1	2	1
	C5.3 – Videos	≥9	1	9	10
	C5.4 – Podcast	>1	-	5	5
	C5.5 – Publications on online Platforms	>4	-	2	2

Table 36. Multiplier campaigns KPIs per Partner.

Communication Measures		Target	1.AUA	2.BSB	3.DELPHY	4.UC	5.RFF	6.IFVCNS	8.WR	9.INTIA	11.UNIFI	12.UNIPI	14.SSSA
<b>C5- Multiplier campaigns</b>	C5.1 – Press Release	≥8	-	-	-	-	8	-	-	-	-	-	-
	C5.2 – Magazine Articles	4	-	1	-	-	3	-	-	-	-	-	-
	C5.3 – Videos	≥9	2	-	2	2	2	2	2	2	2	2	2
	C5.4 – Podcast	>1	-	-	-	-	10	-	-	-	-	-	-
	C5.5 – Publication on online Platforms	>4	-	-	-	-	4	-	-	-	-	-	-

## 5 Exploitation Activities

During the implementation of VALERECO, a set of exploitable – commercial and non-commercial – results will be created. This chapter will introduce the Key Exploitable Results (KERs) identified during the proposal stage and set a plan for those that will be identified during the project. To ensure their sustainability, an initial exploitation plan will be developed until M6 and will be updated at M42.

### 5.1 VALERECO exploitation strategy and measures

An exploitation strategy plan will be established until M6 as part of the DEC plan, to bring VALERECO results to all target groups and deliver sustainable outputs that extend beyond the project’s lifetime. This initial exploitation plan will:

- Ensure the use, re-use and extensive dissemination of knowledge created during the project.
- Highlight the added value of the project to promote further scientific development.
- Promote sustainable growth (e.g. industry competitiveness)

This implies that exploitation refer to both commercial and non-commercial pathways. These pathways are:

- **Scientific:** Scientific outputs such as the behavioural design framework can be utilised by the scientific community to support future research.
- **Commercial:** These are the outputs that can be used to create, expand, or influence markets. Such a result is the Decision Support System (DSS).
- **Policymaking:** VALERECO results will provide policymakers and regulators with evidence to facilitate the process of forming new policies or modifying existing ones. These results will support the legume uptake and create new ways for legumes to penetrate into the new CAP.
- **Training & Education:** E-learning platform, the Digital Legume Information Hub (DLIH) and other potential results to support education and training programs for farmers, farmers advisors, agrifood value chain stakeholders, and the general public. These tools can provide skills and knowledge to facilitate the valorisation of legumes.
- **Other:** Any result that cannot be categorized as the above.

The exploitation strategy is built on three cycles, utilising the Multi-Actor Approach:

**Cycle 1 – Investigate: Explore partners’ expectations and ambitions for future development.**

VALERECO’s exploitation strategy foresees the mapping of all partners’ expectations and capabilities. This step involves the development of the “KER & IPR validation & identification tool,” which is a spreadsheet that will be used to validate the existing knowledge and information about the project’s KERs and their potential Intellectual Property Rights (IPRs).

A dedicated online tool will be used to streamline the identification and management of KERS. The tool will be accessible from partners through the projects’ SharePoint in order to keep it up to date by adding any new KERs. Partners can easily access it and contribute information within the tool, including the potential of each KER, target groups, exploitation methods, and potential IPRs. Each KER has its own sheet for individual partner input, allowing for clear collaboration.

**Cycle 2 – Co-create: Continuous mapping and analysis.**

During the continuous mapping and analysis process of existing and new KERs, VALERECO will proceed towards the validation of exploitation scenarios (commercial & non-commercial). The co-create step also includes the identification potentially exploitable results that may be developed through the project. To achieve this, constant communication with partners will facilitate the identification of possible exploitable results, both commercial and non-commercial. The procedure for the inclusion of new KERs is depicted in the following figure.

## Inclusion of new KERs

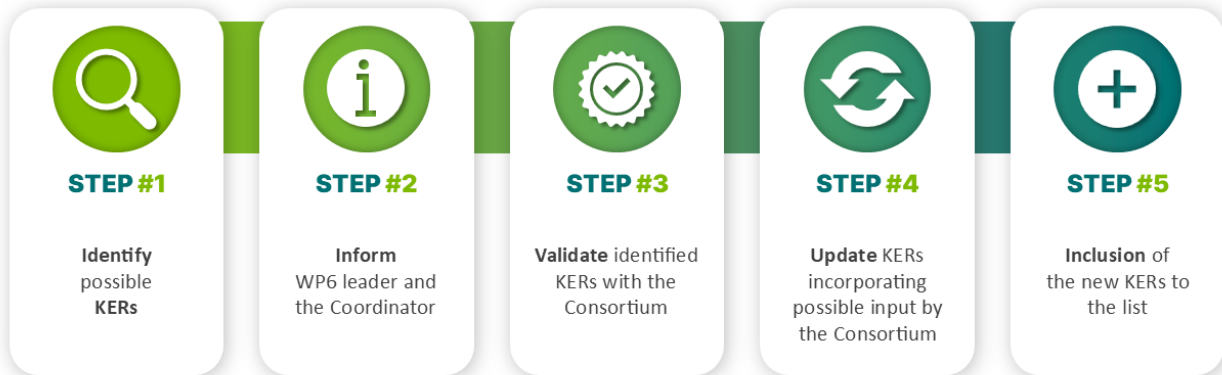


Figure 27. Procedure for the inclusion of newly identified KERs.

When one or more partners identify a new KER, the partner has to inform the WP6 leader (RFF) and the coordinator (AUA), providing a detailed explanation of the exploitability potential of the identified results, making sure that they align with the project’s exploitation plan.

The partner will have to provide all relevant information about this new KER using the “KER & IPR validation & identification tool,” covering at minimum the following fields:

- Scope of exploitation
- Target groups (to whom)
- Means of exploitation (how)
- Link to possible IPRs

### Cycle 3 – Accelerate: Finalise agreements on results’ exploitation.

Cycle 3 involves a thorough assessment of the exploitation potential, defining both commercial and non-commercial synergies with potential partners and collaborators. The final version of the exploitation plan will be released, detailing the strategies for effectively leveraging project results to maximise their impact and value.

## 5.2 VALERECO KERs

Each KER requires a different exploitation approach based on its type and its commercial potential. An initial identification and assessment of the KERs and their exploitability took place during the proposal grafting. During that stage, crucial information such as the contributing partner, the description of the KER, the stakeholders that are targeted, the type and the scope of exploitation, and the unique value proposition have been collected.

### 5.2.1 KER1: Behavioural Design Framework

Table 37. Details of VALERECO KER #1.

KER 1: Behavioural Design Framework	
<b>Contributing Partners</b>	BSB, LUH, SSSA, UNIPI, AGFT, UC, HELVETAS
<b>Description</b>	A framework to facilitate access to evaluate the market value of legumes, assessing their competitiveness.
<b>Target Groups</b>	Scientific & Research Organisations, Policy makers, AgriFood industry
<b>Exploitation Type</b>	<p><b>Scientific &amp; Research Organisations:</b> To further research the drivers and barriers for legume consumption</p> <p><b>Policy makers:</b> To create user-friendly policies, considering consumer profiles and facilitate the shift to plant-based protein</p> <p><b>AgriFood Industry:</b> To adjust to consumer habits and preferences, for profit-making, sustainable practices</p>
<b>Scope of Exploitation</b>	<b>Commercial (C) &amp; Non-commercial (NC)</b>
<b>Unique Value Proposition</b>	The framework aims at behavioural patterns change through 4 behavioural design strategies for leveraging legumes adoption and is based on 24 scenarios on consumers choices.

### 5.2.2 KER2: Decision Support System

Table 38. Details of VALERECO KER #2.

KER 2: Decision Support System (DSS)	
<b>Contributing Partners</b>	AUA, SSSA, UNIPI, IFVCNS, LUH, AUA, UC, RFF, AFL, UNIFI
<b>Description</b>	A web tool supporting legume management decisions for farmers, which can also serve as a valuable resource for retailers, food companies and consumers.
<b>Target Groups</b>	Farmers & Agricultural Advisers, AgriFood Industry
<b>Exploitation Type</b>	<p><b>Farmers &amp; Agricultural Advisers:</b> To optimize crop rotation cycles, improve soil fertility and increase yield by nature-conservational assessment of the local/regional legume agroecosystem</p>

	<b>AgriFood Industry:</b> To capitalize on crop production knowledge and adopt legume-based ecosystem services
<b>Scope of Exploitation</b>	<b>Commercial (C) &amp; Non-commercial (NC)</b>
<b>Unique Value Proposition</b>	Reaching all farmers included in the LLs plus one year after the DSS web tool published online: 1000 additional farmers and food companies' suppliers. The DSS will help achieve 100% reduction in pesticide and fertiliser use, and 10-35% increase of on field biodiversity (wild flora species) compared to conventional systems.

### 5.2.3 KER3: Digital Legume Information Hub

Table 39. Details of VALERECO KER #3.

<b>KER 3: Digital Legume Information Hub (DLIH)</b>	
<b>Contributing Partners</b>	SSSA, WUR, UNIPI, IFVCNS, LUH, AUA, UC, RFF, AFL, BSB
<b>Description</b>	An online open-access interdisciplinary data platform about the benefits of legume crops in the rotation and ecosystem services of legume crops and biodiversity.
<b>Target Groups</b>	Scientific & Research Organisations, AgriFood industry, Farmers & Agricultural advisers, Policy makers
<b>Exploitation Type</b>	<p><b>Scientific &amp; Research Organisations:</b> To use as a research basis to further elaborate on legume ES</p> <p><b>AgriFood Industry:</b> To support future market steps based on comprehensive research and highlight product benefits</p> <p><b>Farmers &amp; Agricultural Advisers:</b> To make informed choices and promote production to the industry based on renown benefits</p> <p><b>Policy makers:</b> To utilise latest easily comprehensible scientific data for policies that will shift nitrogen fertiliser use practices</p>
<b>Scope of Exploitation</b>	<b>Commercial (C) &amp; Non-commercial (NC)</b>
<b>Unique Value Proposition</b>	Information and elaboration on >10 topics for crop diversification based on legumes to promote the benefits for the value chain, and support production and consumption of leguminous crops.

### 5.2.4 KER4: E-learning platform

Table 40. Details of VALERECO KER #4.

KER 4: E-learning Platform	
<b>Contributing Partners</b>	RFF, AFL, AGFT, AUA, DELPHY
<b>Description</b>	An electronic learning platform linked to the DLIH, integrating a set of interactive online principles and services that provide information, tools, and resources.
<b>Target Groups</b>	All Target Groups (Scientific & Research Organisations, AgriFood industry, Farmers & Agricultural advisers, Policy makers, General Public)
<b>Exploitation Type</b>	<p><b>Farmers &amp; Agricultural Advisers:</b> To improve capacity and receive guidance and build confidence for actual uptake of legume-based innovative practices</p> <p><b>General Public:</b> To utilise the Platform for comprehension and uptake of scientific results through interactive principles that will engage target groups and promote sustainability</p>
<b>Scope of Exploitation</b>	<b>Commercial (C) &amp; Non-commercial (NC)</b>
<b>Unique Value Proposition</b>	Targeted platform providing data and training material for >10 modules for the interested parties, with >500 stakeholders reached, to accelerate legume ES uptake.

### 5.3 IPR strategy

Intellectual Property Rights (IPR) refers to the rights that creators of all the intangible assets have on them. Examples include inventions, names, images, designs, and others that can be used for profit. To ensure VALERECO’s sustainability by protecting the ownership of research results, designs, and digital tools, an effective IPR strategy is essential. Although result protection usually comes with restrictions on sharing, VALERECO’s plan will consider the need for widespread dissemination and communication of the outcomes. To this end, Task 6.4 “IPR management & sustainability” is dedicated to the creation of an IPR management plan and its implementation.

VALERECO will examine the commercial possibilities of the results and protect them if needed. This protection can come in forms such as:

- Patent
- Trademark
- Industrial Design
- Copyright
- Trade-secret
- Confidentiality
- Geographical Indication

The choice of the most suitable form will depend on the specifications of different activities and results.

Reframe.food, which is leading the T6.4 – IPR management & Sustainability, will deploy a comprehensive IPR Scan process, consisting of the following steps:

- Identification of partners' existing knowledge, expertise, IP and third parties' potential rights
- Determination and monitoring of the project's exploitable results and the newly generated knowledge related to new IP and rights
- Management and transfer of ownership also ensuring their sustainability
- Disseminating results considering confidentiality obligations
- Planning post-project obligations concerning IPR provisions and results sustainability

Reframe.food will handle Intellectual Property Rights (IPRs) through a structured approach across three phases: Proposal, Implementation, and Post-Project. This approach ensures thorough management of IPRs, contributing to the sustainability and impact of the project's outcomes. In detail:

### IPR at Proposal Phase

The consortium has pre-identified outputs that can be subject to IP/ownership, such as the DSS and the DLIH during the proposal drafting stage. In order to ensure that identical or similar characteristics to an IPR are not already in use, preliminary searches were conducted using open resources (Google Patents, Patent Lens) and tools provided by EUIPO (Espacenet, eSearch plus), EUIPN (TMview), and WIPO (Global Brand Database). These searches confirmed that there are no existing trademarks on the project's acronym, logo, or full title.

### IPR During the Project

The Horizon IP Scan service will be utilised by the project's SMEs to assess intangible assets and identify any potential IP issues. Newly generated knowledge and IPR will be recorded, recognized, and assessed using appropriate tools. As part of this procedure, RFF will lead an IPR scan process to identify and manage intellectual property rights generated by the project. This process will include two (2) IPR workshops for all partners, distribution of IPR & Exploitation questionnaires, and potentially one-on-one interviews. The goal is to establish a clear set of IPR measures and a joint exploitation strategy that aligns with the project's overall goals.

Ownership of all identified IP will be clarified. Moreover, the project's published results, including scientific publications and training materials, will be made available without charging IPR. All peer-reviewed and technical publications will be accessible on the VALERECO's website and in a centralised repository (Open Research Europe), aligning with the Horizon Europe "Open Science Policy".

### Post-Project IPR Strategy

Post-project sustainability hinges on the systematic management of IP risks and the contractual environment. RFF will offer comprehensive services for the entire IPR lifecycle to project partners, including two workshops to address pathways for protecting their results.

The above described IPR strategy will be elaborated in greater detail in Deliverable 6.7, which will be submitted in month 18. Moreover, an update version of the IPR management and Sustainability plan will be submitted in month 36 (D6.8).

## 6 Conclusion

The first version of the “D6.1 Dissemination, exploitation & communication plan and report” deliverable provides an overview of the dissemination, communication, and exploitation measure while it highlights the pathway of the actions that partners will take to ensure the impact maximisation and results sustainability after the project’s completion.

In more detail, this report includes all the actions that partners will take through the project to disseminate and communicate the project itself and its outcomes. To properly monitor the progress, we assigned a set of KPIs and allocated them through the reporting periods and partners.

The next version of the “Dissemination, exploitation & communication plan and report”, which will be submitted in M42, will be an update of this version, focusing on the achieved targets and the additional efforts done by the consortium.

# Annexes

## Annex I: VALERECO Templates

### Deliverable template




**VALERECO**  
Valorization Legumes Related Ecosystem Services

**Dx.z: [Deliverable Title]**

**Responsible Author: [Author Name and Surname (Partner)]**



Dx.z – [Deliverable Title]



### Document Information

Grant Agreement No.	101135472		
Project Acronym	VALERECO		
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Call	HORIZON-CL6-2023-BIODIV-01		
Start – ending date	01/06/2024 – 31/05/2028	Duration	48 months
Project Website	<a href="https://www.valereco.eu/">https://www.valereco.eu/</a>		
Work Package	WPx: [Work Package Title]		
WP Lead Beneficiary	[Beneficiary Name (Short Name)]		
Relevant Task(s)	Tx.y [Task Title], Tx.z [Task Title]		
Deliverable type <sup>1</sup>	XXX	Dissemination level <sup>2</sup>	XXX
Due Date of Deliverable	DD Month 20YY		
Submission Date	DD Month 20YY		
Responsible Author	[Author Name and Surname (Partner)]		
Contributors	[Contributors' Name and Surname (Partner)]		
Reviewer(s)	[Reviewer's Name and Surname (Partner)]		

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<sup>1</sup> Please consult the Grant Agreement: R: Document, report; DEM: Demonstrator, pilot, prototype, plan designs; OEC: Websites, patents filing, press & media actions, videos, etc.; DATA: Data sets, microdata, etc; DMP: Data management plan; ETHICS: Deliverables related to ethics issues; SECURITY: Deliverables related to security issues; OTHER: Software, technical diagram, algorithms, models, etc.

<sup>2</sup> Please consult the Grant Agreement: PU – Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page); SEN – Sensitive, limited under the conditions of the Grant Agreement; Classified R-UE/EU-R – EU RESTRICTED under the Commission Decision No2015/444; Classified C-UE/EU-C - EU CONFIDENTIAL under the Commission Decision No2015/444; Classified S-UE/EU-S – EU SECRET under the Commission Decision No2015/444

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Dx.z – [Deliverable Title]



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Meeting Agenda template



Valorization Legumes Related Ecosystem Services

**Meeting Agenda**

[Meeting Title]  
DD Month 20YY,  
[Place of the Meeting]

Organised by: [Partner]

Dissemination Level	
P	Public
C	Confidential, only for members of the consortium and the Commission Services



Funded by the European Union

2. 1st day of [Meeting Title] meeting: DD/MM/YY

Time*	Session	Presenter
	Tea & Coffee Break	
	Lunch Break	
	Tea & Coffee Break	

\*[Please specify the time zone]

4. Participants

No.	Organisation	Name	email
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Meeting Minutes template



**VALERECO**  
Valorization Legumes Related Ecosystem Services

**Meeting Minutes**

[Meeting Title]  
DD Month 20YY,  
[Place of the Meeting]

Organised by: [Partner]

Dissemination Level	
P	Public
C	Confidential, only for members of the consortium and the Commission Services



Funded by the European Union

**Participating members**

The meeting was attended by, as shown in the table below:

No.	Organisation	Name	email
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**2. Minutes**

Paragraph 1 Text text text

- Bullet 1
- Bullet 2

Paragraph 2 Text text text

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Newsletter & Document template



PRESS RELEASE

[DD/MM/YY]

**[INSERT TITLE]**

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**[INSERT SUBTITLE]**

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Notes to editors

At a glance - Key facts and figures	
<b>Instrument</b>	Horizon Europe
<b>EC Funding</b>	4,899,856.25 €
<b>Duration</b>	4 years, 2024-2028
<b>Consortium</b>	15 partners from 11 countries

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<b>Project Coordinator</b>	Ass. Prof. Ilias Travlos, <a href="#">Agricultural University of Athens</a>   Iera Odos 75, 11875, Greece <a href="mailto:travlos@aua.gr">travlos@aua.gr</a>
<b>Project Communication</b>	Dimitris Fotakidis <a href="#">reframe.food</a>   L.Sofou 20, 57001 Themi, Thessaloniki, Greece <a href="mailto:dfotakidis@reframe.food">dfotakidis@reframe.food</a>




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2



Document Title

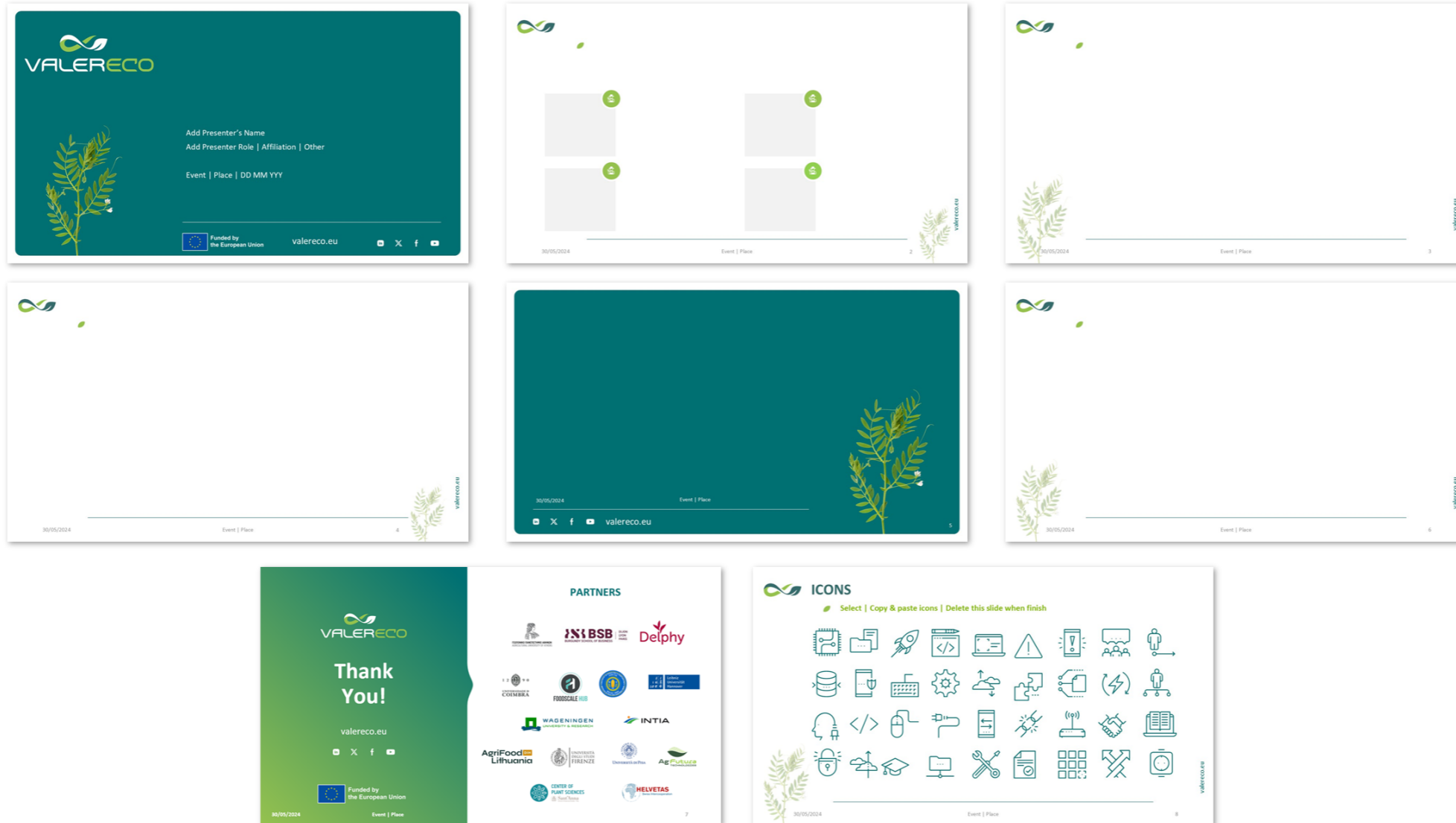


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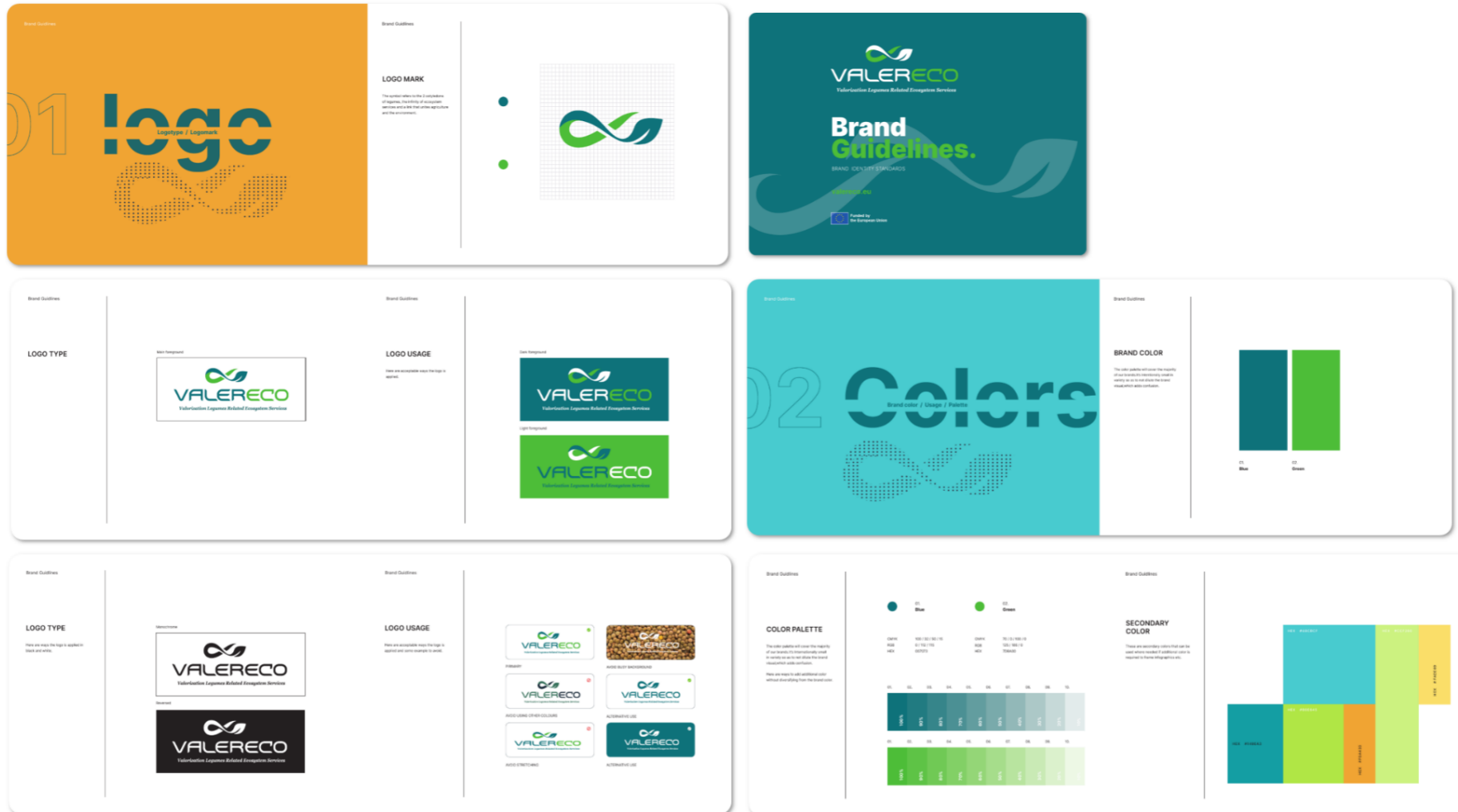
1

Presentation template



## Annex II: Communication Material

### Brand book



Brochure

### At a glance

VALERECO target is to promote adoption and understanding the value of legume crops towards transition to sustainable, productive, climate-neutral, environment-friendly and resilient farming systems. Its overarching aim is to valorise the ecosystem services provided by legume crops and promote sustainable legume cultivation practices by incorporating stakeholder perspectives and generating new insights into the use of legumes in different agroecological conditions.

#### Stakeholders

Farmers

Agriculture Advisors

Agrifood Industry Stakeholders

Scientists & Researchers

Policy Makers & Regulators

General Public

“  
**Co-creating sustainable solutions for legumes into cropping systems**”

#### Coordinator

#### Partners

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#### Get in touch

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in X f y

### Unlocking the Benefits of Legumes: Boosting Sustainability of Agroecosystems

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### Unlocking the Benefits of Legumes: Boosting Sustainability of Agroecosystems

### Challenges

- The benefits of incorporating legumes into cropping systems are often overlooked or underestimated.
- Many farmers are not fully aware of these benefits or they lack the necessary knowledge and resources to incorporate them into their cropping systems.
- Inadequate investment in legume-based cropping systems, resulting in a missed opportunity to harness their full potential for sustainable agriculture.
- Producing organic legumes can be even more challenging due to technical constraints and regulations, as well as a lack of investment in facilities for collecting and processing them.

### The VALERECO approach

**Identify | Valorize | Disseminate**  
Legume Ecosystem Services (ES)

#### Identification

- Analysis of the ecosystem services legacy
- Investigation of gateways for penetration of legumes and their associated ES to the new CAP

#### Valorization

Establishment of 9 Living Labs (LLs) in 6 different countries across Europe to conduct:

- behavioural design strategies to promote the adoption of legumes
- on-station participatory trials to assess the performance of major and minor-underutilised legume crops in diversified farming systems
- demonstrate and co-create technical, economically, and environmentally assessed solutions for incorporating legumes into cropping systems

#### Dissemination

will be realised through the development of:

- a Digital Legume Information Hub (DLIH)
- a Decision Support System (DSS)
- an E-learning platform

### Key Objectives

The overall objective of VALERECO is to develop an EU wide legume ecosystem that will identify barriers and enablers of legume adoption and provide services on the economic and environmental benefits of their widespread inclusion into EU agricultural systems to promote biodiversity.

DEVELOPMENT OF A KNOWLEDGE BASE

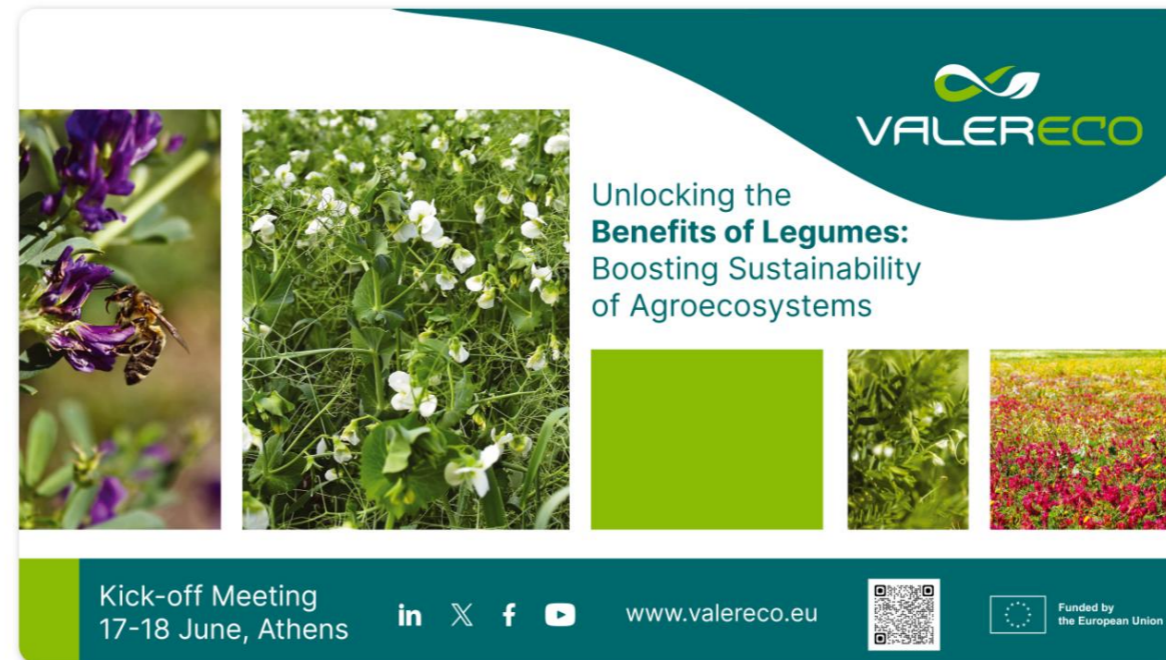
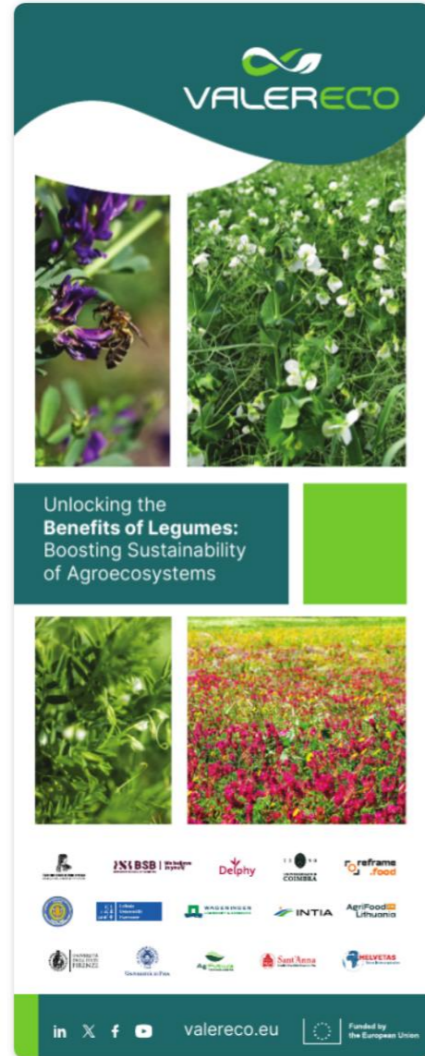
ESTABLISHMENT OF LIVING LABS

PROMOTION OF DIVERSIFIED LEGUME-DERIVED ECOSYSTEM SERVICES

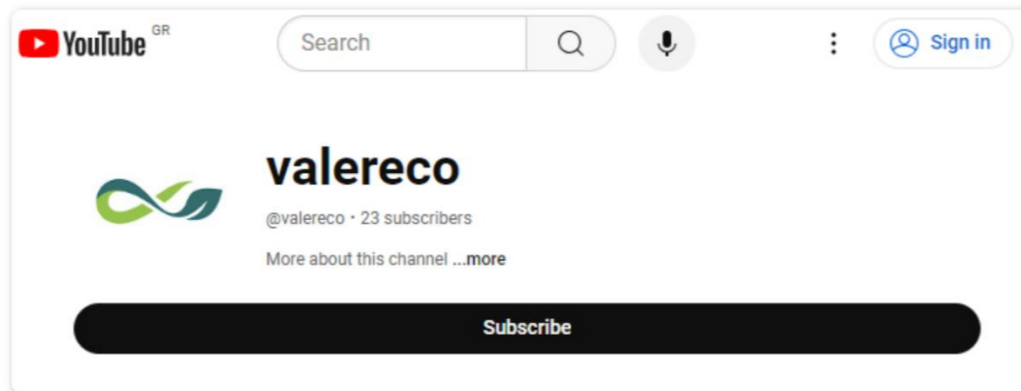
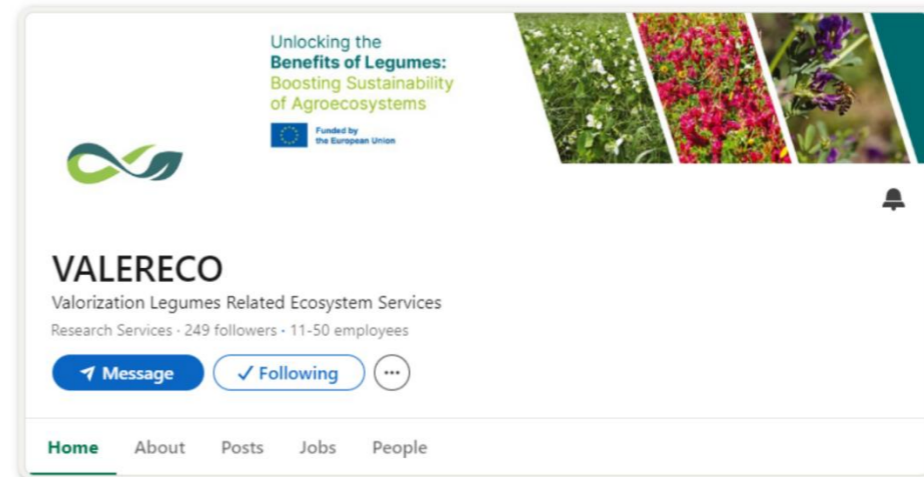
EXPERIMENTATION OF INNOVATIVE USES OF LEGUMES

DEVELOPMENT OF A DIGITAL LEGUME INFORMATION HUB (DLIH)

Banner (Vertical printed & Digital Horizontal)



### Annex III: Project's social media channels



## Annex IV: Dissemination & Communication KPIs clarifications

Dissemination & Communication KPIs		Clarification	Verification means
<b>Dissemination Measures</b>			
<b>D1 - Scientific Publications</b>	D1.1 - Peer-reviewed open-access journals	Publish the scientific project's results in peer-reviewed scientific publications in Open Access Journals and be available free of charge.	- Hyperlinks - PDF files of published articles
	D1.2 - Scientific Conferences	Participation in scientific conferences presenting results of the VALERECO project through oral or poster presentations. Photos from the conference can be used as validation mean.	- Photos from conference - Posters - Presentations - Book of abstracts
<b>D2 - Technical Publications</b>	D2.1 - Technical Publications/articles	Publish the research findings, methodologies, and insights of the project, providing practical information and guidelines, targeting professionals within the AgriFood Industry, Farmers & Agricultural advisers. Technical publications are published in books, inventories, technical reports, white papers, industry-specific journals, and websites.	- Practice abstracts - Book chapters - White papers - Hyperlinks for published articles
	D2.2 - Blog Contributions	Contribution of VALERECO partners in technical-oriented blog posts regarding research findings, insights, and engaging with stakeholders. Partners are expected to contribute to blog posts in the project's webpage and/or other websites and/or blogs.	- Hyperlinks of published blog posts
	D2.3 - Inventories/Guides	Inventories containing material provided to stakeholders with additional information for better understanding and replicating the key points of the project's results and outcomes. These guides can include different protocols (e.g. cultivation methods, protocols for the UAVs, metagenomics sequencing protocols and analysis pipelines) or other similar types of information. These guides will be uploaded on a publicly accessible inventory like Zenodo.	- Hyperlinks of inventories - Files of guidelines - Deliverables reports
<b>D3 - Policy Contribution</b>	D3.1 - Policy Briefs (Recommendations)	Concise documents providing recommendations based on research findings, communicate the project's key findings, insights, and policy implications, targeting the policy makers & regulators highlighting the efficiency and environmental benefits of leguminous crops, while influencing policymaking and fostering interactions between EC actors towards long-lasting impact.	- Deliverables reports
	D3.2 - Policy recommendation Workshops (online)	Event aiming at engaging key stakeholders, policymakers, experts, and project partners in discussions around the development of actionable policy recommendations based on the project's findings. At the end of the project, a parliamentary session will be organized at the end of the project to ensure the policy support of the VALERECO results at EU level.	- Workshop agendas - Workshop recordings - Screenshots and/or photos

	D3.3 - Policy support Parliamentary session	A parliamentary session will be organized at the end of the project to ensure the policy support of the VALERECO results at EU level, presented to the European Commission Headquarters to foster the development of adequate policies within the eco-schemes.	- Photos - Session agenda
	D3.4 - Position papers validated through scientific publications	A document that presents the project's stance or viewpoint on a specific issue or topic supported by scientific research and evidence. These papers aim to influence policy makers & regulators. They are published in peer-reviewed journals, special issue collections, policy platforms.	- Hyperlinks - PDF files of published articles
<b>D4 - Capacity Building</b>	D4.1 - Training Sessions	Training sessions are designed to train and support the learning process and knowledge increase in key actors. The trainings will assist in expanding ecosystem services provision regarding the utilisation of legumes in rotation schemes. Training sessions will be organized by the assigned partners.	- Photos - Videos - Training materials
	D4.2 - Knowledge transfer workshops	Workshops are referred to interactive sessions connecting producers with consumers and different ecosystem players without intermediaries, facilitating direct communication and knowledge exchange. Photos, presentations, and other education material can be used as means of verification.	- Photos - Screenshots
	D4.3 - Joint events with EU projects & initiatives	Participation and presentation of the outcomes of VALERECO project in events with other EU projects. These events could involve joint webinars, workshops, conferences, and other events. EU projects including those funded under topics HORIZON-CL6-2021-FARM2FORK-01-02 and HORIZON-CL6-2022-BIODIV-02-02, ongoing projects such as Horizon 2020 projects LegValue and TRUE, the thematic network 'Legumes Translated' and other EU initiatives such as the partnership on agroecology and the Mission "A Soil Deal for Europe"	- Photos - Presentations
	D4.4 - Demo acts (2 per LL)	Demos that will run for two growing seasons (years 3 and 4) in the various legume-based cropping systems conducted in the on-participation trials in six countries (Greece, 3x Italy, Portugal, Spain, Serbia, 2x Netherlands). <b>One technical meeting will be conducted annually per LL, including the LL stakeholders for facilitating the knowledge exchange and cross-fertilization of the legumes ES.</b> The demo activities will serve for dissemination purposes.	- Photos - Videos - Training materials
<b>D5 - Ecosystem Building</b>	D5.1 - Booths in Exhibitions & Fairs	Participation in Industry fairs, exhibitions, and trade shows by promoting the projects results through visual content and printed material.	- Photos - Banners - Printed or digital promo material

	D5.2 - Community outreach presentations	Community outreach presentations disseminate project information, gather feedback, and foster collaboration with local communities, stakeholders, and the general public. These presentations aim to raise awareness about the project, its objectives, activities, and potential impacts, as well as to promote dialogue and participation.	<ul style="list-style-type: none"> <li>- Photos</li> <li>- Presentations</li> <li>- Printed material</li> </ul>
	D5.3 - Organisation of joint activities/data sharing with EU/national projects/initiatives	This could include joint workshops, organization of conferences, working groups, training sessions, or research collaborations aimed at addressing shared challenges or advancing common goals. Moreover, data sharing protocols and agreements can be developed to facilitate the exchange of relevant data and information between projects. Furthermore, training and capacity-building activities can be provided to project teams and stakeholders involved in data sharing and collaboration efforts, including workshops, webinars, or training sessions on data management, sharing protocols, and data analysis techniques. Dissemination of the results can be done through reports, publications, presentations, or other communication channels to maximize impact and visibility. An international conference will be organized at the end of the project to bring together all relevant parties and ensure transnational collaborations on agroecology after the project.	<ul style="list-style-type: none"> <li>- Reports</li> <li>- Recordings and screenshots of meetings</li> <li>- Photos</li> <li>- Hyperlinks</li> </ul>
<b>Communication Measures</b>			
<b>C1 - Branding development</b>	C1.1 - Visual Identity	Creation of the project's visual identity by RFF (project's fonts, colours, logo variations).	- Brandbook
	C1.2 - Motto	A motto that reflects project's goals in an engaging way.	- Motto (DEC plan)
	C1.3 - Brochures	RFF will design the project's brochure. Validation may be requested. Partner's may also request specific material to be included.	<ul style="list-style-type: none"> <li>- Brochure file</li> <li>- Photos</li> </ul>
	C1.4 – Brochures' translation	RFF will coordinate the translation of the brochures, but it will be the responsibility of designated partners to translate text upon request.	- Text document
	C1.5 - Banners	RFF will design the project's banners. Validation may be requested. Partner's may also request specific material to be included.	<ul style="list-style-type: none"> <li>- Banner file</li> <li>- Photos</li> </ul>
	C1.6 - Banners translations	RFF will coordinate the translation of the banners, but it will be the responsibility of designated partners to translate text upon request.	- Text document
<b>C2 - Website</b>	C2.1 - Website	RFF will design the website and keep it updated. Partners will be required to validate or provide input over the course of the project	<ul style="list-style-type: none"> <li>- Landing page</li> <li>- Full website</li> </ul>
	C2.2 - Blog Posts	Blog posts are short articles and project updates published on the VALERECO website's newsroom. Topics will include features on results updates, partner activities, as well as feature specific topics relevant to the project. RFF will format the posts and upload them to the website. Partners will be expected to draft blog posts relevant to their expertise, organisation, and/or specific project work. Partners are expected to publish blog post(s) on their organisation webpages about the project.	<ul style="list-style-type: none"> <li>- Hyperlinks</li> <li>- Screenshots</li> </ul>

<b>C3 - Digital media</b>	C3.1 - Social Media Channels (LinkedIn, Facebook, Twitter, YouTube)	RFF will create and manage the social media channels. Partners are expected to provide RFF with updates (in the reporting form/via email) and reposting on their organizations' accounts. Moreover, partners should tag the project on their posts, so they can be reposted by project's page.	- Hyperlinks - Screenshots
	C3.2 - Project Hashtags	RFF will create 5 project hashtags that are expected to be used for all VALERECO's posts.	- Hashtags (DEC plan)
<b>C4 - Topic-varied newsletters</b>	C4.1 - e-newsletter (Twice a year)	RFF will create and distribute the bi-annual newsletter. Partners are expected to provide input they would like to be included and are expected to subscribe and share within their organisations and networks.	- Newsletters
<b>C5 - Multiplier campaigns</b>	C5.1 - Press Release	Press releases are official statements providing information or making an announcement directed for public release. RFF will be responsible for drafting the press releases, although partners are expected to deliver the press releases to members of their local media.	- Press releases - Hyperlinks - Screenshots
	C5.2 - Magazine Articles	Publish articles with the key points and main objectives of the project in magazines related to the project written in a more accessible and engaging style, targeting scientific and Research Organisations, AgriFood Industry, Farmers & Agricultural advisers, and the General Public. Partners are expected to contribute to content for the articles.	- Hyperlinks - Photos or screenshots
	C5.3 - Videos (>1 for each LL and >1 for the project)	Videos will be created by RFF with the contribution of partners. Partners are expected to provide RFF with short videos in a horizontal orientation and/or pictures of high quality from their actions during Living Labs and Demonstrations, presentations, participation in exhibitions and fairs, and other communication activities that they take part in. One video will be dedicated to the project, its methods, ambitions, and goals, with the main aim of communicating and promoting the project by itself. The other videos, except for their promoting role, will be used to promote legume ecosystem services and enhance the knowledge of key stakeholders on these benefits. These videos will contain footage from Living Labs and demonstrations. Partners are expected to promptly inform RFF before each event to better organise side activities needed to shoot these videos.	- Videos
	C5.4 - Podcast (10 episodes)	RFF will be responsible for organizing and producing the podcasts. Partners are expected to provide interviews, or help connect with stakeholders	- Hyperlinks
	C5.5 - Publication on online Platforms	To engage indirect groups of stakeholders and help the audience verify presented information with different sources, online publishing platforms will be occasionally used (e.g., Medium, WIRED), blogs for sustainable production and nutrition, print and conventional media for all age groups. RFF will upload the articles although partners are expected to contribute the content.	- Hyperlinks - Screenshots



## Annex VI: Dissemination & Communication monitoring tool

1	Reporting form		1.AUA										
2													
3	Project Month	Event/Action Date (double click on cells)	KPI (choose from the list)	i	Title / Description	Link	Promo material uploaded	Report status	Target audience (hover for help)	No. of Stakeholders reached	Joint Action?	If yes, with whom?	Notes
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## Annex VII: KER & IPR identification & validation tool

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R		
1	<b>KER #1</b>	<b>Behavioural Design Framework</b>																		
2	Contributing Partners	2.BSB, 7.LUH, 14.SSSA, 12.UNIPI, 13.AGFT, 4.UC, 15.HELVETAS																		
3	Description	A framework to facilitate access to evaluate the market value of legumes, assessing their competitiveness																		
4	Target Groups	Scientists, Researchers, Policymakers, Agrifood Industry Stakeholders																		
5	Means of Exploitation	<u>Scientists &amp; Researchers</u> : to further research the drivers and barriers of legume consumption <u>Policymakers</u> : to create user-friendly policies, considering consumer profiles and facilitate the shift to plant-based protein <u>Agrifood Industry Stakeholders</u> : to adjust to consumer habits and preferences, for profit-making, sustainable practices																		
6	Scope of exploitation	Commercial (C) or Non-commercial (N - Scientific, Policy making, Training & education etc.)																		
7	Unique Value Proposition	The framework aims at behavioural patterns change through 4 behavioural design strategies for leveraging legumes adoption and is based on 24 scenarios on consumer choices.																		
8																				
9		<b>II. RESULT DETAILS</b>																		
10		<b>Result type</b>			<b>Potential</b>				<b>Audience or target group (To whom)</b>			<b>Exploitation</b>								
11	<b>Partner (By whom)</b>				Does the result have a high potential?							Means of exploitation* (Please indicate means of exploitation, where relevant)				Market maturity*				
12		Main	Secondary (if applicable)	Notes	Main	Secondary (if applicable)	Description of high potential (max. 200 characters)	Main	Secondary (if applicable)	Notes (if other please specify)	Main	Secondary (if applicable)	Notes	State of the market targeted by this result						
13	1.AUA																			
14	2.BSB																			
15	3.DELPHY																			
16	4.UC																			
17	5.RFF																			
18	6.IFVCNS																			
19	7.LUH																			
20	8.WR																			
21	9.INTIA																			
22	10.AFL																			
23	11.UNIFI																			
24	12.UNIPI																			
25	13.AGFT																			
26	14.SSSA																			
27	15.HELVETAS																			
28																				

Partner (By whom)		III. RESULT OWNERSHIP																			
		Linked IPRs to the KER						Confidentiality ⊖	Single or joint ownership of results	Result Owners						In which form will the result be made available to other consortium members and/or third parties?		Does the exploitation of the results require access to background of one or several consortium members?		Does the exploitation of the results require access to third party IPR?	
		Please indicate if you foresee any possible IPRs								IPR is Confidential	Notes	Indicate the number of owners	Main	Other(s) (if applicable)	Owner country of establishment	Will the owners exploit the result?	Notes	Answer	Notes	Answer	Notes (If so, please specify the)
Patent	Trademark	Registered design	Utility Model	Copyright	Other (please clarify)																
13	1.AUA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>															
14	2.BSB	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>															
15	3.DELPHY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>															
16	4.UC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>															
17	5.RFF	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>															
18	6.IFVCNS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>															
19	7.LUH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>															
20	8.WR	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>															
21	9.INTIA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>															
22	10.AFL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>															
23	11.UNIFI	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>															
24	12.UNIPI	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>															
25	13.AGFT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>															
26	14.SSSA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>															
27	15.HELVETAS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>															
28																					
29																					

**END OF DOCUMENT**