



**Project Number:** 1567

**Project Acronym:** ISFERALDA

**Project title:** Improving Soil FERtility in Arid and semi-arid regions using Local organic DAt e palm residues

**D6-6 Plan for the Exploitation and Dissemination of Results, final version**

## Summary

The Plan for the Exploitation and Dissemination of Results (PEDR) is a strategic document for setting the impact of ISFERALDA project. It summarises the strategy and concrete actions to communicate, disseminate, and exploit the foreground generated by the project. The aim of the project is to improve the resilience of crops to climate change in arid and semi-arid areas by improving soil quality with local organic amendments, based on date palm residues. These amendments aim to increase soil water retention and fertility by increasing SOC, and to improve the microbial and fungal life of the soil to help plants to be more resistant to external aggressions. These increase and improvement will lead to secure or increase the incomes of the farmers and to increase efficiency of the use of natural resources (date palm residues and irrigation water).

This is the final version of the PEDR of ISFERALDA project. It contains an outline of the strategy and action plans relating to the communication, dissemination and exploitation of the results that the consortium will follow to promote the project, promote knowledge of its results and ensure their adoption by farmers and their interest with technical institutes, policy makers and companies for future business opportunities. All of these activities aim to help maximize the impact of the results. The PEDR will be updated when necessary.

This document will consist of three parts.

### **PART 1: Communication**

Communication activities play an important role in increasing the impact of the ISFERALDA project. The main objective of the communication is to reach different audiences, beyond the project community, and to promote the impact and benefits of EU funded projects in a strategic and effective way. The research activities carried out must be described in a language understandable by multiple audiences, especially non-specialists. Communication is relevant from the start of the project and the aim is to inform the public about the objectives and benefits of the project. Communication aims to promote the actions and results of the project to citizens, media and stakeholders.

### **PART 2: Dissemination**

Dissemination is more focused on promoting the transfer of knowledge created within the project in order to make the results available for others to use. The target audience of a dissemination action is represented by the scientific community, industrial partners, political decision-makers and sectors of interest such as the agricultural environment of oasis ecosystems.

### **PART 3: Exploitation**

The aim of the exploitation activities is to make concrete use of results for researchers, Small and medium-sized enterprises (SME) and those that can make good use of them. This part summarizes the potential exploitations that the consortium envisaged at the start of the project and which will be redefined as the project progresses. The potential of the project in terms of impacts on society, the environment and economic sectors of interest is discussed.

The various measures taken by the project to extend the dissemination of results will be presented which will allow the project to upscale its results to other regions and at other scales.

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# 1 Introduction

## 1.1 ISFERALDA Project

ISFERALDA project aims to increase resilience of agroecosystems to climate change while ensuring comparable or higher incomes to local farmers in semiarid and arid areas. This goal will be pursued by developing innovative farming systems that will generate income and create employment, having regard to environmental parameters (especially soil and water). ISFERALDA will therefore design a new strategy to support agricultural practices within a framework acceptable to local actors and in line with the objectives of circular economy of local resources and sustainable development.

The main goal of the project is to increase the resilience of agroecosystems to climate change by enhancing soil properties and soil fertility with OA. The OAs are produced mostly from agricultural wastes, and more precisely from date palm residues. The date palm culture is widespread in the southern part of the Mediterranean and generates a lot of wastes that are little recovered today. The first results obtained locally after applying that kind of amendment are very encouraging and need to be confirmed and generalized to all regions cultivating date palm. Applying this amendment aim to improve soil fertility and properties, such as water retention, on the one hand, and to ensure comparable or higher incomes to local farmers, on the other hand.

The beneficiaries and the economic sectors targeted by the ISFERALDA project approach are:

- the agricultural sector, especially farmers, but also agricultural advisers. Analysis of the results obtained in this project will provide reliable advice to the target groups.
- companies manufacturing organic amendments. The optimization of manufacturing processes and the study of the influence of these OA will make it possible to industrialize and revitalize this economic sector.
- The political decision-makers who will have in their hands the information necessary to take decisions so that the agricultural policy is an even more sustainable policy from an economic and environmental point of view.
- The general public who will have a better knowledge of the subject thanks to popularization content.
- The scientific community, which will be informed of progress thanks to the scientific publications produced thanks to the project and to the meetings organized by the project.

## 1.2 Scope and objectives of the PEDR

The PEDR is based on the fact that each target group must know and understand the information relevant to them, as well as know the limits of the data obtained in order to have a fair and critical look at the results of the project.

The PEDR of the ISFERALDA project represents the strategic vision of the Consortium in terms of communication of its achievements and results. The PEDR is designed to promote and publicize the impact of the solutions proposed by the ISFERALDA project to improve the

resilience of oasis agroecosystems to climate change. All consortium partners will take part in these communications and dissemination of information obtained in the project.

The objectives of the PEDR are i) the disclosure of the results of the project for everyone, ii) the use of the main results of the project to improve policies and encourage local actors to use techniques to help solve some economic and societal problems; iii) scaling up to other contexts affected by similar issues in the Mediterranean context and in other regions of the world. In addition, synergies with other projects and initiatives on a similar subject would help identify, capture and enhance the results produced by various actions as well as transfer good practices.

The PEDR will present the objectives, the target groups, and the different activities for communication, dissemination and exploitation of the results.

The first part will describe the communication, that means informing and promoting actions and results of the project. The targets groups for these communication actions are the citizens of the general public, the media and the stakeholders.

The second part will describe the dissemination activities to make the results of the project public, free of charge. These activities will mainly concern the scientific community but also farmers, industrialists, policy makers, the sectors of interest and civil society, who will be interested by the research results.

The third part will describe the exploitation activities. That represent the use of results for the sectors of interest, public policymaking and commercial purposes.

## **2 Objectives**

The main objective of communication activities is to raise awareness and effectively transfer knowledge of ISFERALDA results to farmers, industries and SMEs, scientific community and policy makers, in order to encourage replicability of results across oases from North Africa. The ISFERALDA project aims to provide innovative solutions for managing crop residues from date palms to improve soil fertility and soil properties. Although the project will be mainly focused and designed to improve the management of crop residues in oases, it could also offer solutions with real impact in other areas of the world. In this sense, special attention will be paid to how the results of the project can be exploited and replicated in other agroecosystems. To improve the acceptance of innovative agricultural systems by farmers, field visits will be organized throughout the project explaining the advantages and disadvantages of the proposed practices.

ISFERALDA communication strategy is to promote the action itself and the presentation of the main results to a wide variety of audiences, including subject matter experts, local actors, the media and the general public. Communication activities will firstly allow to present the main objectives of the project, and secondly, to communicate the main results. The information will be transmitted in such a way that each target group is aware of the issues of the ISFERALDA project and can understand the message transmitted. ISFERALDA communication activities will concern in particular the resilience of crops to climate change, the interest of using date palm residues, the improvement of soil fertility, the impact on farmers' yields and incomes, the environmental impact, the socio-economic impact etc.

The ISFERALDA Project Consortium attaches great importance to the communication of results. All partners will contribute to this and will use all existing dissemination channels such as website, social networks, newsletters and publications with a large audience (general press, agricultural magazines) for this. The project and its results will also be presented at various

conferences and meetings. Awareness-raising activities such as field visits will be organized to the experimental sites in order to present the results to the target groups.

The objective of the communication strategy is to identify and organize activities in order to optimize the influence of the project and promote its results and solutions.

The specific objectives of the communication are:

- Raise public awareness of the project, its progress and expected results with defined target groups using effective communication means and tools;
- Exchange experiences with projects and groups working in the same research area in order to unite efforts, minimize duplication and optimize work;
- Disseminate the knowledge, methodologies and technologies developed during the project;
- Promote commercial or non-commercial exploitation of project results.

### 3 Target audience

Communication activities should be tailored to reach target audiences as effectively as possible through appropriately selected dissemination channels and communication tools.

In order to get the right message to the right target group, the most appropriate channels must be used. The public interested in the results of the ISFERALDA project are varied:

- Farmers and manufacturers of organic amendments will be informed about innovative applications that can be made from agricultural residues of date palms. The techniques and results will be presented to them throughout the project. Farmers will be sensitive to the use of alternative fertilizers to conventional fertilizers;
- Scientific and education community: universities, research and development institutes, agricultural technical institutes, European projects and networks concerned, will receive regular updates on the progress of the project;
- Policy makers at local, national and international levels will be made aware of their role as a driving force in the adoption by users of the amendments developed in the ISFERALDA project;
- Investors in bioeconomy: Public and private investors will be informed of the exploitation opportunities and of a possible commercial development of the organic amendments developed in the ISFERALDA project.
- Citizens and society: the general public and local rural communities will be informed of the agronomic and environmental benefits of the new technologies developed. We also want to raise public awareness of the need for a transition to greener agriculture.
- Young people and students: technical and scientific knowledge will be shared to a larger audience in order to attain an impact multiplier effect. Project members will take part in training courses, meetings, workshops and international scientific conferences.

## 4 Activities

The main activities of communication, dissemination and exploitation of the results are presented in table 1. They are then detailed in the following sections.

*Table 1: Main measures planned for the dissemination and exploitation of the results of the ISFERALDA project*

<b>Activities</b>	<b>Target groups</b>	<b>Impact area</b>	<b>contribution to the expected impacts</b>
Website, social network	<ul style="list-style-type: none"> <li>- Policy makers,</li> <li>- Scientific community,</li> <li>- Enterprises,</li> <li>- General public</li> </ul>	<ul style="list-style-type: none"> <li>- policy making,</li> <li>- General public feeling (social, economic, environmental),</li> <li>- Business interest for investment,</li> <li>- Agronomy, Soil sciences,</li> </ul>	<ul style="list-style-type: none"> <li>- Large-scale dissemination</li> <li>- Provide understandable project information for the general public such as the importance of improving the resilience of crops to climate change, improving soil quality, or reducing the volume of irrigated water</li> </ul>
ISFERALDA data platform	<ul style="list-style-type: none"> <li>- Scientific community</li> </ul>	<ul style="list-style-type: none"> <li>- Academic research and scientific knowledge</li> <li>- Socio-economic impact</li> <li>- relevant policy-related information</li> </ul>	<ul style="list-style-type: none"> <li>- Share information, results and knowledge acquired during the project</li> <li>- Allow easy access to data during and after the project,</li> <li>- Inform and raise awareness of decision-makers to the new agricultural techniques proposed in relation to the resilience of agrosystems to climate change;</li> <li>- ensure follow-up of the project over time</li> </ul>
Field visits	<ul style="list-style-type: none"> <li>- Farmers,</li> <li>- Agricultural advisors,</li> <li>- Policy makers,</li> <li>- Enterprises</li> <li>- Scientific community</li> </ul>	<ul style="list-style-type: none"> <li>- Local farmers, agricultural advisors, policy makers and investors feeling</li> <li>- Sciences: agronomy, soil sciences, environment</li> </ul>	<ul style="list-style-type: none"> <li>- Allow a concrete vision of the use and effects of the new techniques used,</li> <li>- facilitate learning and coordination among actors and between farmers</li> <li>- Increase satisfaction of farmers</li> <li>- Compare the new farming techniques with the standard farming systems.</li> </ul>
Crop technical sheets, tools and	<ul style="list-style-type: none"> <li>- Farmers,</li> <li>- Agricultural advisors</li> </ul>	<ul style="list-style-type: none"> <li>Environment, Soil properties, agricultural yields, farmer's</li> </ul>	<ul style="list-style-type: none"> <li>- Secure or increase incomes and satisfaction of farmers</li> <li>- Increase resilience of crops to climate change</li> </ul>

guidelines		income	- Improve soil properties (soil water retention, SOC, soil microbial diversity) and therefore increase soil fertility
Scientific publications	Scientific community	Academic research	Provide access to knowledge and results on the research and innovation themes of the ISFERALDA project: - factual scientific knowledge on the evolution of soil properties and yields in agricultural fields, - and how crop residues management affects agricultural, economic and civil society systems.
Project meeting and symposium	- Scientific community - Farmers, - Agricultural advisors, - Policy makers, - Enterprises - General public	- Academic research and scientific knowledge - Business interest for investment, - policy making,	- Engage all target groups of stakeholders in the exchange of experiences and knowledge; - Present the results of the projects concerning i) securing or even increasing farmers' incomes, ii) the contribution of new agricultural techniques from an environmental, social and economic perspective, iii) improving the use of natural resources, iv) and improvement of soil quality through the proposed farming systems; - Networking the different target groups (scientists, farmers, public and private actors in civil society); - Promote cross-border and Mediterranean cooperation; - Make science and innovation accessible; - Generate market demand for the products developed.
courses and presentations in schools and universities	Young people and students	Formation of students	- Improve skills and educational training - Raise awareness of environmental practices resilient to climate change
Participation to national	- Scientific community	- Academic research and	- Disseminate knowledge and innovative results of the project,



and international conferences, workshop	- Policy makers	scientific knowledge - policy making,	- Promote networking to create and facilitate synergies with other projects and initiatives, - Draw attention to the research and innovation themes of the project, - Promote the ISFERALDA project
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## 4.1 Communication activities

All consortium partners should contribute to communication skills according to their role and intended efforts and using all available tools, for example participating and making presentations at conferences, publishing articles, organizing events, press conferences ... University of Reims Champagne-Ardenne is the partner responsible for communication activities.

### 4.1.1 Graphic identity LOGO

The logo is intended to capture the attention of the audience.

It includes the name of the project (ISFERALDA) and is made up of date palm tree, the plant at the base of this project, and barley sprigs which will constitute the model plant of the project (Figure 1).

The LOGO will be used for any deliverable (internal or external), reporting and dissemination tool.



Figure 1: logo of ISFERALDA project

### 4.1.2 Project website

The project website is one of the main communication tools of the project. To ensure maximum visibility of the objectives and results of the ISFERALDA project, a simple and intuitive URL has been chosen to facilitate access to the site: [www.isferalda.org](http://www.isferalda.org).

The design of the website is based on the following criteria:

- i. visual communication: use of colors and photos, easy navigation of web pages, short information and included links to relevant websites and publications.
- ii. written communication: use of simple formulas to attract the widest possible audience.
- iii. visibility: maximum use of free or affordable methods to increase the ranking of pages on search engines,
- iv. regular updating of content: the website will be updated regularly throughout the duration of the project and 3 years after the end of the project, ie 6 years in all.
- v. monitoring tools: the site will include a statistical tool allowing to know the number of visits, the pages visited, etc.

The ISFERALDA website interactively informs the general public of the activities and results of the project. It is translated into 3 languages: English, Arabic and French. This makes it easier to read the different target audiences who are interested in the information on the website. This multilingual website is an important communication channel, in particular towards relevant stakeholders and the general public. Project documents, reports and deliverables are available for reading and downloading. Links to scientific publications of the results in "gold" open access platforms are also published. Regular updates on project development, key results and activities to disseminate results to the general public are included on the website.

The public section of the website provides a brief summary of the project highlighting the objectives, methodology, expectations and structure of the Project with composition, description and a link to the websites of each partner of the ISFERALDA Consortium. It also gives access to the public deliverables of the project, to the publications and to the presentations made during conferences and meetings. It will provide information on the different study sites of the project (location, characteristics). It will have a section related to project-related events such as meetings, workshops, conferences, etc. Links on the website allow access to the project's pages on Social Networks (X, Facebook, LinkedIn – see section 4-1-3 for more details).

### 4.1.3 Social networks

Social networks are the emerging medium for sharing information. They are also the best tool for raising public awareness and interacting with it.

In order to reach a large target audience while establishing two-way communication channels, the presence of the ISFERALDA project in social media is one of the key actions for dissemination activities. ISFERALDA is registered in standard platforms such as Facebook, X and LinkedIn.

The website gives direct access to these social networks by clicking on the icons located on the header part of the site. In this way, it is easy for every user to participate and access it when the website is visited.

### 4.1.4 Courses

The technical and scientific knowledge will be shared to a larger audience in order to attain an impact multiplier effect. Project members will take part in training courses, meetings, workshops and international scientific conferences. In order to ease knowledge sharing, at least

one summer school will be organized. Information will be distributed through various channels (for example newsletter, ISFERALDA website, video, Facebook and Twitter). Courses and presentations in schools and universities will be organized during the project to raise awareness of environmental practices resilient to climate change developed during ISFERALDA project.

## 4.2 Dissemination activities

The dissemination activities are focused on promoting the transfer of knowledge created within the project in order to make the results available for others to use. Contrary to communication activities, the target of which is rather general, the target groups of dissemination activities are represented by the scientific community, industrial partners, political decision-makers and sectors of interest such as the agricultural environment of oasis ecosystems.

### 4.2.1 Scientific publications

The industrial and academic partners published and will publish present scientific advances individually and in collaboration in technical articles as well as in journals (peer-reviewed or not) and magazines. Scientific publications are an effective means of disseminating high-level information on projects and of attracting the interest of other representatives of the scientific community in particular. Publications in specialized journals, communications sent to related events will attract the attention of technicians and researchers and provide the opportunity to create new collaborations with members of the ISFERALDA consortium.

ISFERALDA partners published and will have to publish their innovative results in international open access “gold” journals. Specific financial resources will be devoted to publication costs. The publications will ensure that each partner is treated fairly, especially in cases of joint production of results. Scientific papers related to the ISFERALDA project published on the open access journal will also be available on the project website.

### 4.2.2 Conferences, Meeting and workshop

Presentation of project results or promotion of the project itself at scientific conferences targeting areas relevant to the project is strongly encouraged. The impact of presentations at such events is very high due to the presence of scientists and industrial experts. National and international conferences are an excellent opportunity to share the results with experts in the field and, therefore, to achieve an effective dissemination of the project. Workshops, meetings and other major events (exhibitions, shows, showcases) represent relevant opportunities for the dissemination of the project. The objective of these events will be to disseminate both the techniques developed during the project and the preliminary results of the project to the targeted beneficiaries of the ISFERALDA project.

### 4.2.3 Field visits

Currently, only a small part of the agricultural residues of the date palm is used. ISFERALDA aims to provide innovative solutions for the management of this waste to achieve organic amendments in a very simple way so that farmers can appropriate the proposed techniques and

achieve a circular economy model promoting the economic development of the agricultural sector.

The fact of offering a simple manufacturing system that can be carried out by the farmers themselves means that industrial and commercial development, without being totally excluded, is not the priority of the ISFERALDA project. The goal is really to offer local actors a simple and effective system to improve the resilience of their agroecosystems to climate change by improving soil fertility and soil properties.

If this approach is favoured, the participation of industrial manufacturers of organic amendments is also encouraged, as shown by the presence of the company Palm Compost in the consortium. The results from the various organic amendments will be communicated and will enable manufacturers wishing to collaborate with the project to offer farmers products suited to their agronomic and environmental needs.

Field visits to the agricultural fields of the different study sites will be organized to concretely show the main results and draw attention to the innovative methods and strategies proposed by the ISFERALDA project. The goal of these visits is to help farmers to improve farm management in a risky and uncertain environment, and secure a sustainable income. It will be possible for local farmers, for companies wishing to invest and for policy makers to visualize the technical details of the proposed strategies. During these days, friendly exchanges will improve the strategies implemented and suggest adaptations for innovations to other geographic and economic contexts.

These visits will be very important to capture the attention and interest of local farmers. It is indeed during this type of visit that some may want to try the innovations offered by the ISFERALDA project. They must be very explicit and clear, they must honestly present the advantages and disadvantages so as to create a climate of trust between visitors and members of the ISFERALDA consortium. This climate of trust is the basis for good collaboration and good acceptance of the innovative solutions proposed by the project.

#### 4.2.4 Crop Recommendation sheets

Members of the ISFERALDA project will write crop recommendation sheets at the end of the project that will help farmers to choose the best and the most relevant farming systems with or without amendments. The relevant farming system will depend on the priorities of each farmer: increase of soil water retention capacity, improvement of soil fertility, use of less irrigation water volume.

These technical sheets, written in different languages and in particular in Arabic, must be synthetic, they must not exceed 1 or 2 pages. For each technique proposed, they should summarize all the practical aspects, advantages and disadvantages.

These sheets represent an essential deliverable of the ISFERALDA project. Part of the success of this project will depend on their quality and clarity.

### 4.3 Exploitation activities

The aim of this part is to prepare all the partners of the consortium for a possible commercialization of the products, the machines created or the protocols for the preparation of organic amendments. In particular, it will be decided precisely how the intellectual property will be managed and who will be the owners of the results generated.

In case of commercialization, the results will be protected by a patent application. It remains to define exactly the conditions of registration of the various patents.

In case of financial benefits generated, the distribution of the benefits must be defined between the partners of the consortium.

These aspects were the subject of specific parts in the consortium agreement at the beginning of the project but they will have to be specified. These parts are presented below.

### 4.3.1 Ownership right to and right of commercialising the Foreground

All the clauses hereunder overrule the related statements made in the proposal submitted and validated in the frame of the PRIMA Call.

#### 4.3.1.1 *Background*

Each Partner or Associated Partner retains full and total ownership of its own Background.

#### 4.3.1.2 *Foreground belonging to one Partner*

Foreground belongs to the Partner who created it and any resulting new patents shall only be registered in the name, and at the expense, of said Partner and at its sole initiative. The Partner or Associated Partner owning this patent, shall inform the other Partners or Associated Partner, for information only.

#### 4.3.1.3 *Joint Foreground*

##### 4.3.1.3.1 *Ownership principle*

In the event that foregrounds are created by the staff of two or more partners in an indivisible way, this foreground shall be jointly owned by these partners, hereinafter referred to as the “Co-Owner Partners”, proportionally to their intellectual, human, material and financial contributions, unless concerned partners were to contractually agree to the related property rights being transferred to one of them.

Any and all joint foreground consisting of a new patent, software or other knowledge protected by an intellectual property right, shall be subject to rules of co-ownership, that shall be drawn-up between the Co-Owner Partners as soon as necessary and, in all cases, prior to any and all industrial and commercial use.

##### 4.3.1.3.2 *Jointly patentable Foreground*

The co-owner partners of the patentable joint foreground shall decide whether it shall be subject to patent applications filed/registered in their joint names and shall designate the partner from amongst them which shall be responsible for accomplishing the filing/registration formalities and for maintaining the patent in force.

The expenses relating to filing/registration, obtaining and maintaining the new patents in force under co-ownership arrangements shall be borne by the co-owner partners according to their share of ownership as set forth in part 4-3-1-3-1 hereinabove.

If a partner intends not to seek protection of foreground capable of being protected, that partner shall inform the other partners and provide them with the possibility to take over these

foreground for registering protective rights in their own name. The details of the transfer shall be agreed between the partners in separate agreements based on customary market terms.

A co-owner partner shall be deemed to have relinquished its rights over a new patent if he fails to respond in the sixty (60) days following receipt of a registered letter with acknowledgement of receipt requesting it to give its decision in this respect, sent by the co-owner partner responsible for accomplishing the formalities relating to filing/registration and maintaining the patents in force, as referred to in the first paragraph of this part.

It is hereby stipulated that the waiving partner shall not be able to claim any compensation as regards the use of the new patent(s) in question in the relevant country(ies).

Each co-owner partner shall be personally responsible for any compensation for its inventors.

### 4.3.2 Principe of use of foreground

Each partner may freely use, exploit and/or have exploited, the Foreground that it owns.

The partners undertake to take all appropriate measures, in particular, with regards to their staff and/or any subcontractors, to enable them to grant the other Partners the rights of use and usage of its own foreground or the joint foreground, under the terms and conditions provided for in the agreement.

#### *4.3.2.1 Use for carrying-out the Work Packages*

Each Partner or Associated Partner grants a non-exclusive, non-assignable right, that may not be sub-licensed, and without financial consideration, to the other Partners, to use its Foreground for the sole purpose of carrying-out their share of the Work Packages.

#### *4.3.2.2 Use for research and education*

Each Partner or Associated Partner may use, freely and free-of-charge, at its request, the Foreground belonging to the other Partners solely for education purposes or for its own research requirements and pursuant to research collaboration with third parties, to the exclusion of any and all direct and/or indirect use for commercial purposes.

#### *4.3.2.3 Use for commercial purposes*

##### *4.3.2.3.1 Use of the joint Foreground by a co-owner*

The co-owner partners of the joint foreground shall specify the terms and conditions for its use pursuant to an agreement prior to any and all industrial and commercial use or, for new patents subject to joint ownership, pursuant to rules of co-ownership in compliance with the principles set forth.

The partners agree that any direct industrial and commercial use by a co-owner partner of the joint foreground shall be subject to financial compensation being paid to the other co-owner partners according to terms and conditions set forth subsequently in the abovementioned agreement. The co-owner partners agree to keep each other informed before any commercial use of the joint foreground.

#### 4.3.2.3.2 Use of foreground by another Partner

For a term of eighteen (18) months as from the agreement's expiry or termination date, each owner partner or co-owner partner undertakes to enter into good faith negotiations to grant a non-exclusive, non-assignable right, without possibility to sub-licence, for commercial use of its own foreground within a field of application to any other partner that may so request, provided such is required by the partner making the request in order to use its own foreground.

The conditions shall be negotiated prior to any and all industrial and/or commercial use and shall be subject to a separate license agreement executed between the relevant partners.

In the event that no license agreement is executed between the partners under the foregoing terms and conditions within eighteen (18) months of the agreement's expiry or termination date, the abovementioned commitment shall lapse and the owner partner or co-owner partner shall again be free to use the foreground and/or have it used exclusively to a third party, against financial compensation, subject to the agreement of the other co-owner partners for foreground.

## 5 Evaluation

In order to evaluate the communication, dissemination and exploitation activities of the ISFERALDA project, quantitative indicators are proposed.

The Table 2 details all the key performance indicators (KPI) proposed in ISFERALDA project and the results achieved. These results will be commented in the final report.

Table 2: Key Performance Indicators for evaluation of the dissemination activities of the ISFERALDA project

Communication channel	Key Performance Indicator	Objective	Results
Website	Number of visitors of the site	10 000	6734
	Duration of visits	2 minutes	3 minutes
Social networks	Number of followers	100 per social network	209 (Facebook) 58 (X) 67 (LinkedIn)
Press release	number of articles in the mainstream press	10	3
Courses	Number of courses / conferences	10	>20
Scientific publications	Number of peer reviewed papers	10	6 for the moment, but more than 10 papers submitted or in preparation
Conferences, Meeting and workshop	Number of communication during meetings and workshop	20	>30
	Number of conferences and organized workshops	3	3
Field visits	Number of field visits	8	6
Crop technical sheets	Drafting of crop technical sheets	5	5 x 3 languages



<b>HISTORY OF CHANGES</b>		
<b>Version</b>	<b>Publication date</b>	<b>Change</b>
1.0	21/08/2021	▪ Initial version
2.0	15/06/2023	▪ Updated version with exploitation information
3.0	31/01/2025	▪ Final version