



BIOVOICES

CONNECTING BIO-BASED FORCES
FOR A SUSTAINABLE WORLD

www.biovoices.eu

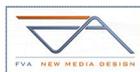


CONNECTING BIO-BASED FORCES FOR A SUSTAINABLE WORLD



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ABBREVIATIONS GLOSSARY

BBP: Bio-based Products

BIC: Bio-based Industries Consortium

CSO: Civil Society Organisation

EU: European Union

H2020: Horizon 2020

M: Month

MML: Mobilisation and Mutual Learning

NCP: National Contact Point

NGO: Non-Governmental Organisation

PO: Project Officer

TBD: To be determined

WP: Work Package





1. INTRODUCTION

The present document has been elaborated under the joint efforts of the BIOVOICES project consortium.

The BIOVOICES project is a three-year coordinating action funded by the EU H2020 Research and Innovation Programme with the overarching aim to increase the quality, the relevance, the know-how and the social acceptability of BBPs for a prosperous bioeconomy and a sustainable world, by supporting pro-active discussion and co-creation among the relevant stakeholders (civil society/users, business, research and education, public administration) and promoting the direct engagement of citizens and society at large in a co-creation research and innovation process. More specifically, BIOVOICES aims to:

- Promote multi-actor dialogue and multi-stakeholder co-creation of research, innovation, development and political context in bio-based economy;
- Design and promote a MML platform, engaging different stakeholders at European, national and local levels, including a plurality of perspectives, experiences, interests, aspirations and knowledge;
- Design and implement an action plan fostering the awareness of the wider public about the benefits and potential social, economic and environmental impact of the bioeconomy and widening the diffusion of BBPs;

To achieve these objectives, a wide range of activities have been carefully designed and will be implemented by consortium partners of BIOVOICES resulting to several valuable project assets with promising exploitation potential.

Note: This document is the first version of Exploitation and Sustainability plan, elaborated early at the lifespan of the project (M6) and provides the initial plans of partners in terms of the exploitation and sustainability of BIOVOICES assets, to the extent that it is feasible. As project activities evolve the project assets and their possible collaboration routes will be elaborated in further detail and realistically validated. An updated version of the consortium plans for exploitation and sustainability will be included in the periodic report (M18) with more specific action and time plans. At the end of the project (M36), a second version of the Exploitation and Sustainability plan will be delivered to reflect the final partners plans and actions aiming at exploiting and valorising the assets of BIOVOICES.

1.1. OBJECTIVES

Overall, this document aims to summarize the main assets of the BIOVOICES project that can be exploited either by consortium partners or external stakeholders/ target groups, beyond the lifespan of the project, safe-guarding post-project sustainability. In particular, this first version of the Exploitation and Sustainability Plan:

- Identifies the main target groups of external stakeholders and the potential benefits they stand to gain from BIOVOICES outcomes;
- Outlines in a tabular form the main exploitable assets of the project to be produced as well as their availability time and the relevant stakeholders target groups
- Provides a preliminary outline of the exploitation routes of the project assets anticipated for each one of them during the project and beyond its end, including a concise description of potential target groups and the benefits for each one of them.

2. EXTERNAL STAKEHOLDERS AND POTENTIAL BENEFITS

The targeted external stakeholders (Quadruple Helix innovation model) as well as the benefits that could arise for them by the implementation of current as well as future BIOVOICES project outcomes, are briefly summarized in the Table below:

STAKEHOLDER	BENEFITS
<p>Civil Society/Users</p> <p>Consumers, CSOs and NGOs, cultural entities, think tanks and decision makers, students etc.</p>	<ul style="list-style-type: none"> • Improve their understanding and perception towards bio-based applications and their potential social, economic and environmental benefits • Foster their direct involvement on bioeconomy in a co-constructive model
<p>Business Community</p> <p>Companies active in the bioeconomy field, chambers of commerce, technological platforms and business clusters, investors, creditors and financial entities, labour unions/ employees, IPR agencies etc.</p>	<ul style="list-style-type: none"> • Stimulate the communication of the benefits of bio-based products to the targeted consumers groups • Join forces, exchange ideas, share considerations and enhance cooperation within bio-based value-chains (biomass producers, converters, B2B, B2C) • Enable participative design of BBPs with the consumers, to shape products closer to their expectations/aspirations
<p>Public Administration</p> <p>Regional authorities, municipalities, executive government and administration, regulatory bodies, advisory bodies, etc.</p>	<ul style="list-style-type: none"> • Increase the governments' awareness on the views of relevant to bioeconomy stakeholders • Ensure that different perspectives, knowledge and experiences are integrated in BBPs and bioeconomy-related policies • Encourage cooperation along bio-based value-chains (within public administration at different levels or with other stakeholders) • Acquire actionable knowledge and plan to foster collaboration and co-creation in the bioeconomy (policy brieds, guidelines and recommendations)
<p>Research and Education stakeholders</p> <p>Researchers, R&D centres and facilities, universities and</p>	<ul style="list-style-type: none"> • Share knowledge and integrate opinions with other stakeholders (other researchers, other collaborative projects etc.) • Communicate their research to the general public and increase its social acceptability



educational institutions,
scientific/ technological parks,
scientific societies etc.

Collaboration projects and
initiatives,

- Stimulate technology and innovation that meets society views and expectations
- Gain knowledge, methodologies and tools developed by BIOVOICES to better serve their purposes

Table 1: Targeted stakeholders and relevant benefits





3. OVERVIEW OF BIOVOICES ASSETS AND THEIR EXPLOITATION POTENTIAL

The main assets and exploitable outcomes of the BIOVOICES project along with relevant beneficiaries and availability is summarized in the table below:



Exploitable assets	Availability	Main targeted external stakeholders (Quadruple Helix innovation model)				
		Civil society/ Users	Business community	Public administration	Research and education stakeholders	Collaboration projects and initiatives
D3.1 Report with a synthesis of market perspectives	31/7/2019 (estimated) ¹	X	X	X	X	X
D3.2 Participants report		X	X	X	X	X
D3.3 Map of promising perspectives of BBP for application sectors		X	X	X	X	X
D3.4 Guidelines for the design of the BIOVOICES mobilization and mutual learning approach					X	X
BIOVOICES MML knowledge online platform	30/6/2018	X	X	X	X	X
BIOVOICES informative mobile application	30/6/2019	X	X			X
BIOVOICES methodological approach for Mobilisation and Mutual Learning	28/2/2019		X	X	X	X
BIOVOICES MML events	31/12/2019	X	X	X	X	X
Stakeholders-oriented policy briefs and action plan	30/11/2020	X	X	X	X	X
BIOVOICES online communication channels (website and social media)	31/3/2018	X	X	X	X	X
BIOVOICES brand identity (logo, goodies, leaflet, poster)	31/5/2018	X	X	X	X	X

Table 2: BIOVOICES exploitable assets overview

¹ D3.1, D3.2, D3.3 and D3.4 will all be delivered until 30/9/2018 but it is estimated that they won't be publicly available until formally accepted by Project Officer after the first period project review.

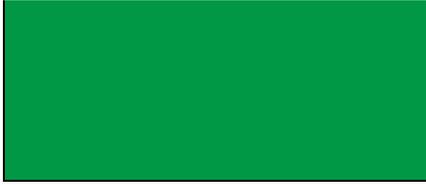
4. SUSTAINABILITY PLAN- MAIN EXPLOITATION ROUTES OF BIOVOICES ASSETS

A major concern of BIOVOICES partners is the sustainable continuation of the project activities and the exploitation of its outcomes after its completion (December 2020). The following sections provide a concise description of the main BIOVOICES assets as mentioned in Section 3, prospective beneficiaries and provisional action plans for each asset, taking into account the expertise as well as the particular characteristics and interests of each partner.

4.1 REPORTS D3.1, D3.2, D3.3

Asset description	<p>WP3 started at the beginning of the project and will be concluded in M9 with the general objective to create the framework for the realization of the BIOVOICES MML approach. In this context, two reports have already been delivered (D3.1 and D3.2), whereas one more (D3.3) is expected in M7 (July 2018).</p> <p>D3.1 is a synthesis of market perspectives of several bio-based application sectors by overviewing the existing literature for barriers and opportunities to commercialize bio-based applications. The report analyzes political, economic, social, technological, environmental and legislative factors affecting the bio-based market and public awareness and a variety of issues and questions are addressed:</p> <ul style="list-style-type: none"> • The transition to the bio-based circular economy • The market potential of bio-based application sectors and input from bio-based materials • The governance structures to develop a bio-based value chain • The policies (environmental, social, trade measures, legislations etc.) • The enabling factors and barriers to develop BBPs • A summary of key issues that can be discussed during the MML process of BIOVOICES <p>D3.2 is a report of the expected interests and motivations of the quadruple helix stakeholders (general public, business community, research community, public administration) to participate in BIOVOICES MML community, as identified in more than 56 interviews that were conducted by BIOVOICES partners in 10 European countries. The report addresses for</p>
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	<p>each stakeholder group the perceived barriers and benefits for bioeconomy, the expectations from other stakeholders' contributions, their previous experiences in similar MML and co-creation activities and the bio-based value chains and applications of specific interest and finally identifies the hot topics and trigger questions that seem more promising for future MML actions.</p> <p>D3.3 combines the most important bio-based applications based on their market potentials as presented in D3.1 with the interests and motivations of stakeholders of D3.2 to map promising perspectives of bio-based applications in the next 5 years, based on political, economic, social, technological, environmental and legislative arguments.</p>
<p>Lead partners/ Contribution of other partners</p>	<p>The main authors of the three abovementioned reports are:</p> <ul style="list-style-type: none"> • D3.1:WR • D3.2: NOVA-ID • D3.3: FVA <p>All partners provided input mainly of national character, conducted stakeholders' interviews for the preparation of D3.2 and contributed to the review of the deliverables prior to submission.</p>
<p>Target group and expected benefits</p>	<p>D3.1, D3.2, D3.3 serve as a point of reference for the current status in the European bioeconomy field at the time of their publication that apply to all BIOVOICES targeted stakeholders. They provide an extensive mapping of barriers, opportunities and perspectives in the bio-based market combined with the stakeholders' interests and motivations at local and European level, that may constitute input to relevant academic or business studies.</p> <p>Particularly policy makers of European and local level and research and education stakeholders can find meaningful information for the preparation of several activities and policies targeting in general at the promotion of knowledge about bioeconomy (i.e. in new or existing universities or high schools curricula, in academic or business studies etc.)</p>
<p>Intended exploitation and valorization route</p>	<p>During the project, the framework that will be depicted in reports D3.1, D3.2, D3.3 will feed the work done in subsequent WPs, and particularly WP5 "Creation of the online BIOVOICES social platform and online mutual learning activities", WP6 "BIOVOICES Mobilization and Mutual Learning Events" and WP4 "Bio-based Building community".</p> <p>The reports will be uploaded and kept openly accessible through BIOVOICES web portal, MML knowledge platform and mobile application. They will also be disseminated through all</p>



BIOVOICES dissemination tools (social media, internal and external events, newsletters etc.) to all identified European and national dissemination networks, especially to other projects and initiatives in the bioeconomy field and to the European Bioeconomy projects Network.

4.2 D3.4 GUIDELINES FOR THE DESIGN OF THE BIOVOICES

MML APPROACH

<p>Asset description</p>	<p>D3.4 is based on the extensive mapping of barriers and opportunities, market perspectives and stakeholders’ concerns and interests in the European bio-based market, as analysed in D3.1, D3.2 and D3.3 to present specific themes for mutual learning in BBPs for the ten partners countries and guidelines for the design of the BIOVOICES MML approach.</p>
<p>Lead partners/ Contribution of other partners</p>	<p>The main author of the report is WR. All partners will provide whatever input required by the main author and review the deliverable prior to submission.</p>
<p>Target group and expected benefits</p>	<p>Collaboration projects on the development of bioeconomy, project officers of DG Research and Innovation and Media, NCPs and other similar EU structures can utilize the D3.4 Guidelines for the design of the BIOVOICES mobilization and mutual learning approach as a basis for ongoing or future similar public engagement approaches.</p> <p>In particular, policy makers of European and local level and research and education stakeholders can find meaningful information for the preparation of several activities and policies targeting in general at the promotion of knowledge about bioeconomy</p>
<p>Intended exploitation and valorization route</p>	<p>During the project, the guidelines of D3.4 will feed the work done in subsequent WPs, specifically into the development of the MML approach (Task 4.4) but also in WP5 “Creation of the online BIOVOICES social platform and online mutual learning activities” and WP6 “BIOVOICES Mobilization and Mutual Learning Events”.</p> <p>The report will be uploaded and kept openly accessible through BIOVOICES web portal, MML knowledge platform and mobile application. It will also be disseminated through all BIOVOICES dissemination tools (social media, internal and external events, newsletters etc.) to all identified European and national dissemination networks, especially to other projects and initiatives in the bioeconomy field and to the European Bioeconomy projects Network.</p>

4.3 BIOVOICES MML KNOWLEDGE ONLINE PLATFORM

<p>Asset description</p>	<p>The BIOVOICES MML knowledge platform will constitute a virtual online environment where different stakeholders and networks in the bioeconomy field discuss and share existing knowledge and experiences and co-produce new knowledge at local and European level.</p> <p>To this end, the platform will provide to its users a variety of social networking and knowledge sharing functionalities such as sharing documents and audio-visual material, virtual “labs” and online discussions, co-writing, products and projects showcase, news, documents and reports etc.</p> <p>The BIOVOICES MML knowledge platform will be populated by an ontology of concepts in the bio-based field such as reports, documents, analysis, presentations, fact-sheets, videos, pictures etc.</p> <p>The use of the platform will be openly free for all interested stakeholders.</p>
<p>Lead partners/ Contribution of other partners</p>	<p>CNR will be responsible for the creation of the BIOVOICES social platform and for its population with related contents. FVA will be responsible for the platform animation by supporting proactive interactions among stakeholders and organizing virtual co-creation labs.</p> <p>All partners will contribute to support the lead partners to the creation and animation of the platform, as well as to the enrichment of its contents.</p>
<p>Target group and expected benefits</p>	<p>All BIOVOICES stakeholders target groups, as defined in Table 1, will benefit from the use of the BIOVOICES MML knowledge platform in improving their knowledge and join forces, share knowledge, communicate effectively and enhance cooperation and participative character in bioeconomy.</p>
<p>Intended exploitation and valorization route</p>	<p>During the BIOVOICES lifespan, CNR will be responsible for the technical operation of the BIOVOICES MML knowledge platform and its contents update whereas FVA will have the animation responsibility.</p> <p>As stated in the DoW, the aim is to keep the platform accessible and operative for at least five years after the project ends. Partners will explore the possibility to give over its operation to other relevant EU projects/ structures in the bioeconomy domain, such as the European Bioeconomy Network of CSAs about bioeconomy promotion and support, BBI-JU, BIC consortium, European or national bioeconomy clusters etc. As the project evolves and these various possibilities are further elaborated, various operational details will be defined such as</p>



	<p>which networking functionalities of the platform will remain active after the end of the project and how they will be administrated, who will be responsible for its technical maintenance and how the update and administration of the content in terms of documents, pictures, videos etc. will be made. All the progress of the sustainability plans about the BIOVOICES knowledge online platform will be presented in the periodic report.</p>
<p>Steps and actions needed to be taken for exploitation and sustainability</p>	<p>The first release of the platform is expected at M6 (June 2018). The consortium will explore any possible opportunities of cooperation with other bioeconomy-related EU structures regarding the sustainability of the platform beyond the project lifespan. Towards the end of the project, the consortium needs to decide on a specific plan and timeline to transfer the ownership and operation to another EU project/ structure.</p>



4.4 BIOVOICES INFORMATIVE MOBILE APPLICATION

Asset description	The BIOVOICES mobile application will provide access to a database of products/services related to bioeconomy, using a gamified approach to contents delivery (i.e. a daily quizzes, news etc.)
Lead partners/ Contribution of other partners	FVA is responsible for the creation and animation of the BIOVOICES mobile application. All partners will contribute to the population of the database of products/ services and to its animation with news.
Target group and expected benefits	The BIOVOICES mobile application will enable the general public to acquire more info about BBPs and the BBP business community to better understand users' perceptions, barriers and worries.
Intended exploitation and valorization route	The BIOVOICES mobile application will be ready at M18 (June 2019) and it will be uploaded in Play Store and App Store. Until the end of the project, FVA will be responsible for the update of its contents and the provision of news, online events etc. After the end of the project, the BIOVOICES mobile app will remain in Play Store and App Store. The consortium will explore possibilities of handing over its operation to another EU project/structure, in the same concept as that described in Section 4.3 for the BIOVOICES online knowledge platform, so as for the mobile app contents and news feed to continue being updated.

4.5 D4.4 BIOVOICES METHODOLOGICAL APPROACH FOR MML

<p>Asset description</p>	<p>The final BIOVOICES methodological approach for MML, based on the framework analysed in tasks of WP3 and validated by the BIOVOICES Focus Group of experts (Task 4.3) will be presented in D4.4 to be delivered by the end of February 2019. The BIOVOICES methodological approach will be building on the quadruple helix model, participatory design and multi-actor approach.</p>
<p>Lead partners/ Contribution of other partners</p>	<p>ICLEI EURO is the responsible author of D4.4 BIOVOICES Methodological Approach. All partners will contribute with input, comments and review.</p>
<p>Target group and expected benefits</p>	<p>Collaboration projects, EU, national or local structures on bioeconomy promotion, policy makers, public administration authorities and business collaborative structures in the bio-based domain such as chambers of commerce, European or national bioeconomy clusters, the BIC consortium, etc. can benefit from D4.4 for preparing similar activities/ events etc., based on the MML approach. The MML methodological approach that will be developed may also be useful for educational organizations, to include similar activities in their training curricula.</p>
<p>Intended exploitation and valorization route</p>	<p>D4.4 will be uploaded and kept openly accessible through BIOVOICES web portal, MML knowledge platform and mobile application. It will also be disseminated through all BIOVOICES dissemination tools (social media, internal and external events, newsletters etc.) to all identified European and national dissemination networks, especially to other projects and initiatives in the bioeconomy field and to the European Bioeconomy projects Network.</p>

4.6 BIOVOICES MML EVENTS

<p>Asset description</p>	<p>A series of about 70 European, national and regional MML co-creation events will be organized during the project life span, so as to promote the dialogue and develop a common understanding of the different needs and challenges among civil society, business, policy makers and researchers. The structure of the events will follow a collaborative, bottom-up approach based on the MML methodological approach developed by BIOVOICES and focus will be made on European, national and regional barriers and mismatches identified by the project. Participants will be precisely identified and invited to collaborate, so as to ensure an adequate representation of all “bioeconomy voices” to be heard. Results of these events, including the basic conclusions and lessons learnt will be incorporated in D6.1 and D6.2 Preliminary and Final Report on European, National and Regional MML events and will feed the Action Plan and Stakeholders-Oriented Policy Briefs, as described in section 4.7.</p>																										
<p>Lead partners/ Contribution of other partners</p>	<p>The following responsibilities scheme has been agreed for organization of the MML events:</p> <table data-bbox="606 1120 1372 1713"> <tr> <td>APRE</td> <td>1 European MML, 2 National MML, 6 Regional MML</td> </tr> <tr> <td>FVA</td> <td>1 National MML, 1 Regional MML</td> </tr> <tr> <td>PEDAL</td> <td>1 European MML, 2 National MML, 4 Regional MML</td> </tr> <tr> <td>CNR</td> <td>1 National MML, 1 Regional MML</td> </tr> <tr> <td>CE</td> <td>2 National MML, 4 Regional MML</td> </tr> <tr> <td>LOBA</td> <td>1 National MML, 2 Regional MML</td> </tr> <tr> <td>NOVA-ID</td> <td>1 National MML, 2 Regional MML</td> </tr> <tr> <td>Q-PLAN</td> <td>2 National MML, 4 Regional MML</td> </tr> <tr> <td>FMMC</td> <td>2 National MML, 4 Regional MML</td> </tr> <tr> <td>WR</td> <td>2 National MML, 4 Regional MML</td> </tr> <tr> <td>MINERVA</td> <td>2 National MML, 4 Regional MML</td> </tr> <tr> <td>ASEBIO</td> <td>1 European MML, 2 National MML, 4 Regional MML</td> </tr> <tr> <td>ICLEI</td> <td>1 European MML, 2 National MML, 4 Regional MML</td> </tr> </table>	APRE	1 European MML, 2 National MML, 6 Regional MML	FVA	1 National MML, 1 Regional MML	PEDAL	1 European MML, 2 National MML, 4 Regional MML	CNR	1 National MML, 1 Regional MML	CE	2 National MML, 4 Regional MML	LOBA	1 National MML, 2 Regional MML	NOVA-ID	1 National MML, 2 Regional MML	Q-PLAN	2 National MML, 4 Regional MML	FMMC	2 National MML, 4 Regional MML	WR	2 National MML, 4 Regional MML	MINERVA	2 National MML, 4 Regional MML	ASEBIO	1 European MML, 2 National MML, 4 Regional MML	ICLEI	1 European MML, 2 National MML, 4 Regional MML
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ICLEI	1 European MML, 2 National MML, 4 Regional MML																										
<p>Target group and expected benefits</p>	<p>All BIOVOICES stakeholders target groups, as defined in Table 1, will benefit from the BIOVOICES MML events in enhancing cooperation and participative character in bioeconomy and developing a common understanding of the different needs and possible solutions.</p>																										
<p>Intended exploitation and valorization route</p>	<p>Given the big number of the MML events to be organized, important connections with all the key bioeconomy sectors at European, national and regional level are expected to be</p>																										



created both internally and outside of the project consortium, multiplying networking and collaboration potential. To this end and given their innovative and recognizable structure, this series of MML events could create a ground for becoming a regular annual or biannual organization of events in EU, national, or local level. Partners will explore this possibility with bioeconomy structures and allies such as NCPs, the BBI-JU, the BIC consortium, European and national bioeconomy clusters, policy making bodies etc.

4.7 ACTION PLAN AND STAKEHOLDERS-ORIENTED POLICY BRIEFS

<p>Asset description</p>	<p>Stemming from the activities of WP5, an Action Plan with recommendations and guidelines for policy makers on strategies to raise awareness and involve citizens in bottom-up co-creation activities increasing knowledge uptake about BBPs. Additionally four separate policy briefs will be prepared for business community, research community, public administration and for civil society on how to raise citizens awareness on bioeconomy. The Policy Briefs will follow a simple and visually attractive format and will cover the validated knowledge, insights and lessons learnt from the project, along with best practice tips and case studies.</p>
<p>Lead partners/ Contribution of other partners</p>	<p>Minerva will lead the creation of the BIOVOICES Action Plan and Policy Briefs, with the specific support of ICLEI and ASEBIO and engagement of all partners in comments, suggestions and review.</p>
<p>Target group and expected benefits</p>	<p>All BIOVOICES stakeholders target groups, as defined in Table 1, will benefit from the BIOVOICES Action Plan and Policy Briefs in improving their knowledge and enhance cooperation and participative character in bioeconomy.</p>
<p>Intended exploitation and valorization route</p>	<p>The BIOVOICES Action Plan and Policy Briefs will be disseminated through all BIOVOICES dissemination tools (social media, internal and external events, newsletter etc.) in either electronic or physical format. These documents aspire to become a lasting record of BIOVOICES work and become a useful reference point for future work in the same area.</p>

4.8 BIOVOICES ONLINE COMMUNICATION CHANNELS

<p>Asset description</p>	<p>The BIOVOICES web portal (www.biovoices.eu) outlines BIOVOICES concept, aims, consortium, results, news and assets. The web portal platform suits different devices (mobile, tablet, desktop), it has a social media sharing facility, mailing list subscription functionality and access to the BIOVOICES online knowledge platform.</p> <p>The BIOVOICES social network pages on Twitter, LinkedIn, Facebook, YouTube and Google+ are used to boost BIOVOICES activities, results and news to the social networks community.</p>
<p>Lead partners/ Contribution of other partners</p>	<p>LOBA is responsible for the creation and administration of the BIOVOICES website and social media accounts. All partners contribute with news, articles, photos etc. to serve as news feed both for web portal and social media and actively participate and promote the BIOVOICES social media to personal networks, in order to attract more followers and spread the BIOVOICES word.</p>
<p>Target group and expected benefits</p>	<p>The BIOVOICES web portal and social media can be ‘exploited’ by all targeted stakeholder groups, as defined in Table 1, in order to find meaningful information on the field of BBPs as well as access to BIOVOICES other assets.</p>
<p>Intended exploitation and valorization route</p>	<p>During the project, BIOVOICES web portal that will act as the main web visibility tool and information hub of the project. Social media accounts will be used to enhance networking of the targeted stakeholders and information about project activities and outcomes. More information about the valorization of the BIOVOICES online communication tools is available in D7.1 Communication and Dissemination Plan.</p> <p>BIOVOICES web portal and social media will remain in operation for a period of five years following completion of the project. LOBA will be responsible for its operation and maintenance, while news in Social Media will be periodically uploaded</p>

4.9 BIOVOICES BRAND IDENTITY AND PROMOTIONAL MATERIAL

Asset description	BIOVOICES has created various brand identity materials and goodies (leaflet, folder, poster, roll up, pen, ball, sacks, sticky notes notebooks) with the BIOVOICES logo, URL and claim proposal. During the lifespan of the project, other promotional material will also be generated, such as short videos, articles etc.
Lead partners/ Contribution of other partners	LOBA is responsible for the creation of BIOVOICES brand identity and promotional material.
Target group and expected benefits	All targeted stakeholders groups, as defined in Table 1.
Intended exploitation and valorization route	They will be used by partners as reference to BIOVOICES.
Steps and actions needed to be taken for exploitation and sustainability	They will be used by partners as reference to BIOVOICES.

5. CONCLUSIONS AND NEXT STEPS

At this early stage of the project, consortium expectations regarding the usage of the project assets does not appear to present any serious difficulties. Still, every 6 months, Q-PLAN will ask partners to review exploitation and valorisation plan to see if anything has changed. In this way, Q-PLAN will be able to keep the plan updated and be aware of any potential bottlenecks so that they may be addressed before the end of the project. An updated version of the consortium plans for exploitation and sustainability will be included in the periodic report (M18) with more specific action and time plans. At the end of the project (M36), a second version of the Exploitation and Sustainability plan will be delivered to reflect the final partners plans and actions aiming at exploiting and valorising the assets of BIOVOICES.



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