



## In-built Triggered Enzymes to Recycle Multi-layers: an Innovation for Uses in plastic-packaging

# D8.2: Plan for exploitation and dissemination of results (PEDR)

## WP8: Communication, dissemination and exploitation activities; assessment of legislative and economic aspects

### Project Information

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## Introduction

Effectively implementing the objectives of TERMINUS calls for a coherent strategy on dissemination and exploitation activities, targeting defined audience through structured actions.

Dissemination and exploitation activities will be carried out in parallel and coordinated with other deliverables of the project, ensuring maximum visibility of the objectives and results.

Activities encompassed within the Plans for Exploitation and Dissemination of the Results (PEDR) will be divided into two categories: **communication & dissemination** and **exploitation & intellectual property rights**.

Communication and dissemination activities will focus on circulating the project results among the potential beneficiaries, relevant stakeholders and the general public. On the other hand, the exploitation and intellectual property rights (IPR) activities will provide guidance on structured protection of each of consortium partners and regulation of rights to results.

Consequently, this document presents an initial uptake on the PEDR. Continuous monitoring of all activities will be carried out, while their results will be reported in periodic PEDRs, including the necessary updates to the strategy.

## About TERMINUS

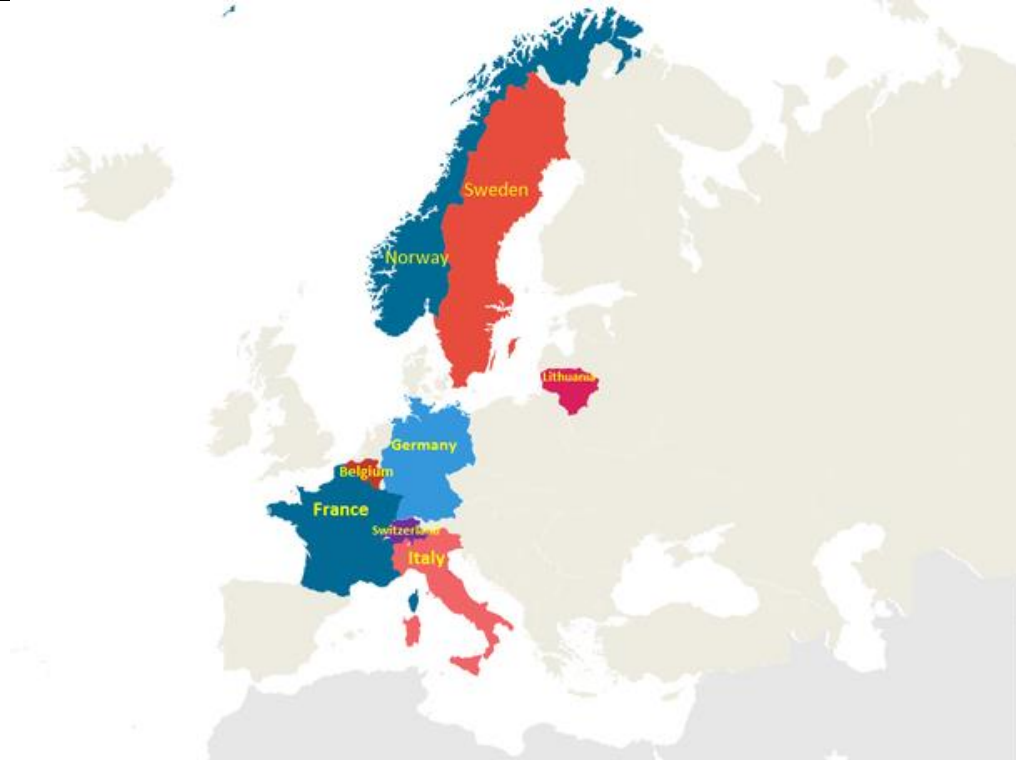
TERMINUS is funded by the European Commission under Horizon 2020, call H2020-NMBP-ST-IND-2018; grant agreement number 814400.

Multi-layer and multi-compound packaging are renowned for their many beneficial properties, which among other aspects help prevent food waste. Conversely, their complex structures pose problems in current recycling systems. To be precise, the inseparable layers and compounds cannot be effectively recycled and with that, all such packaging is either incinerated or landfilled at the end of its useful life.

TERMINUS addresses the challenge of recycling multi-layer and multi-compound packaging by developing biodegradable, smart enzyme-containing polymers acting as tie-layers and/or adhesives in these applications. Such innovation would bring about immense positive changes, especially at a time when plastics are increasingly criticised for the adverse effects of their improper end-of-life management.

## Consortium partners

Partner	Website	Country
<b>Coordinator</b> SIGMA Clermont	<a href="http://www.sigma-clermont.fr">www.sigma-clermont.fr</a>	France
Centre Technique Industriel de la Plasturgie et des Composite (IPC)	<a href="http://www.ct-ipc.com">www.ct-ipc.com</a>	France
Alma Mater Studiorum - Universita di Bologna (UNIBO)	<a href="http://www.unibo.it/it">www.unibo.it/it</a>	Italy
Fachhochschule Nordwestschweiz (FHNW)	<a href="http://www.fhnw.ch/en/startseite">www.fhnw.ch/en/startseite</a>	Switzerland
Organic Waste Systems NV (OWS)	<a href="http://www.ows.be">www.ows.be</a>	Belgium
Plastics Recyclers Europe (PRE)	<a href="http://www.plasticsrecyclers.eu">www.plasticsrecyclers.eu</a>	Belgium
Covestro Deutschland AG	<a href="http://www.covestro.com">www.covestro.com</a>	Germany
STTP Emballage SAS	<a href="http://www.sttp-emballage.com">www.sttp-emballage.com</a>	France
Tetra Pak Packaging Solutions AB (TPPS)	<a href="http://www.tetrapak.com">www.tetrapak.com</a>	Sweden
Valstybinis Moksliniu Tyrimu Institutus Fiziniu ir Technologijos Mokslu Centras (FTMC)	<a href="http://www.ftmc.lt/en">www.ftmc.lt/en</a>	Lithuania
Biopox SRL	<a href="http://www.biopox.com">www.biopox.com</a>	Italy
Norner	<a href="http://www.norner.no">www.norner.no</a>	Norway
Benkei	<a href="http://www.benkei.fr">www.benkei.fr</a>	France



## Objectives of exploitation and dissemination strategy

The main objective of the exploitation and dissemination activities is to support the results of the project, in that they ensure knowledge of the same is extended to the widest possible extent and the implementation of deliverables is successful in entirety, paving the way for successful market penetration of TERMINUS solutions.

In parallel, the aim is to provide a structured overview as well as a plan of action on how to coherently conduct these activities and on how the partners can exploit the given results. While a number of actions listed hereafter will be conducted independently, the objective is to preserve the interests of all partners, at all times.

Establishing key target groups and organising activities around them facilitates effective and extensive communication that reaches large audience segments. Through the dissemination of the TERMINUS solutions, the aim is to encourage the interested stakeholders and involved industries to adopt the developed solutions.

Clear and coherent principles will guide the exploitation of results, as well as intellectual property and data management. Specifically, these aim to coordinate the rights to results and background rights, in accordance with the commercial interests of partners.

## Management of dissemination and exploitation activities

Management of the dissemination and exploitation activities throughout the project will be carried out by the Dissemination and Exploitation Team, which will be composed of:

- The Dissemination Manager, represented by PRE
- The Exploitation Manager, represented by IPC

Both Dissemination and Exploitation Managers will work closely together and with the other academics, RTOs and companies of the project in order to make sure that all targeted audience will be reached. They will be in charge of the project's results management: results tracking, dissemination and protection strategy, as well as the consolidation of the PEDR. Furthermore, DET is responsible for implementing a procedure to ensure that the management of the results will be carried out in agreement with the overall dissemination and exploitation strategy of TERMINUS.

In addition, the Dissemination and Exploitation board, composed of a representative from each partner will be in charge of reviewing publication requests by partners, as specified in the publication procedure, and of working on key exploitable results exploitation strategy (procedure to be defined in the future).

## Contractual obligation

By participating to TERMINUS Project, partners shall follow guidelines spread throughout several TERMINUS documents, such as the consortium agreement, the Grant Agreement, the PEDR, etc and more specifically rules and guidelines related to communication, dissemination and exploitation.

TERMINUS project focuses on making data openly available but before any dissemination activity, partners shall communicate with the Dissemination and Exploitation Team (DET) to evaluate any legitimated reasons, such as commercial interests, need for confidentiality, filing a patent, privacy or security reasons and such before.

Basic rules regarding dissemination, protection and exploitation are summarised hereunder where each partner agrees to<sup>1</sup>:

- **Ensure protection of project results** Partners must examine the possibility of protecting results and must adequately protect them when they can reasonably be expected to be commercially or industrially exploited, or when it is possible and justified, taking into account not only its own legitimate interests but also the legitimate interests of the other beneficiaries (**Article 27** of the Grant Agreement),
- **Promote the action and its results**, by providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange (**Article 38** of the Grant Agreement)
- **Disseminate results** — as soon as possible — through appropriate means, including in scientific publications (**Article 29** of the Grant Agreement)
- **Ensure open access** (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results (**Article 29** of the Grant Agreement)
- **Take measures aiming to ensure ‘exploitation’ of the results** — up to four years after the end of the project – by using them in further research activities; developing, creating or marketing a product or process; creating and providing a service, or using them in standardization activities (**Article 28** of the Grant Agreement)
- **Acknowledge EU funding** in all communication, dissemination and exploitation activities (including IPR protection and standards) as well as on all equipment, infrastructure and major results financed by the action by using the wording and criteria specified in the Grant Agreement (Articles 26, 27, 28, 29, 38).

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<sup>1</sup> The European IPR Helpdesk, *Communication, Dissemination, Exploitation: Why should I care?*



## Communication and Dissemination

Beginning months of the project will focus on raising awareness and establishment of a wide audience base. As the first results and deliverables are reached, the activities will be more targeted, with technical content.

The European Commission defines communication of a project as “a strategically planned process that starts as the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measure for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.”

While dissemination is defined as “the public disclosure of the results by an appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium”<sup>2</sup>

### Communication and dissemination disclaimer

As mentioned under the contractual obligations, the partners are to acknowledge the received funding throughout the communication, dissemination and exploitation activities.

The partners should clearly specify that:

*“TERMINUS has received funding from the European Union’s Horizon 2020 research and innovation programme, under grant agreement number 814400.”*

The phrase can be alternated to suit the purpose of the activity carried out, as long as the name of the project (TERMINUS), acknowledgement of funding by EU and the grant agreement number are clearly specified.

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<sup>2</sup> EC Research & Innovation Participant Portal Glossary/Referenced Terms)

## Tools and activities

### Project logo and templates

TERMINUS logo will be used throughout all the communication tools and activities of the project, effectively representing the project's identity.



*Figure 1: TERMINUS logo*

Document templates are to be used for public dissemination of deliverables, press releases and presentations, along with other publishable materials.

A basic template has been made for the presentation of the project and is available for use to all the partners. Modifications to the presentation will be made as the project progresses if needed and as partner see fit, given their individual use of it.



*Figure 2: General presentation template*

## Website

TERMINUS website will be the hub of the project communication and dissemination activities. The website has been published with the kick-off of the project and will be maintained and populated regularly throughout the duration of the project.

Currently, the website contains general information on the project and its objectives, in addition to the information about partners and the kick-off meeting. Furthermore, events and download sections are provisioned. Through the contact section, all the interested parties can easily get in touch with project partners and obtain the needed information.

Providing up-to-date, relevant information on the progress of the project, in an accessible manner is the overall objective of the website. In time, publishable results and deliverables will be made available via this channel.

WP1 leader will hold the administrative rights of the website, while the content management will be done in coordination with the WP8 leader, as well as other partners.



Figure 3 : TERMINUS website; [www.terminus-h2020.eu](http://www.terminus-h2020.eu)

## Social media channels

To augment the impact of communication and dissemination activities, social media channels (Twitter and LinkedIn) have been launched. As with the website, the social media channels will be regularly updated with relevant information, aiming to raise awareness about the project itself but also on other relevant novelties in the applicable sectors, given they are of importance to the project objective. Viability of additional channels such as Facebook and YouTube will be reviewed with the progress of the project.

Content of the social media channels will be generated by the Dissemination and Exploitation Team (DET) and the Management Team, in collaboration with all the partners. WP8 leader will be in charge of the management of these channels.



*Figure 4: TERMINUS Twitter channel; @H2020TERMINUS*



*Figure 5: TERMINUS LinkedIn channel; TERMINUS Project*

[Project brochure & poster](#)

The project brochures and posters are to be distributed at various events, such as fairs and conference, to augment the visual representation of, as well as the knowledge about the project. They will be updated during the project to integrate significant results, consortium composition modifications or other significant and relevant changes.



*Figure 5: TERMINUS project brochure*

[Project video](#)

The DET will look into the feasibility and evaluate the possibility of creating a short promotional video about TERMINUS.

[Conferences & fairs](#)

Attendance of industry fairs will be instrumental in publicising the results among the key stakeholders, end users, researchers and industries.

Targeted conferences and fairs include among others: K-fair 2019 & 2021 (Düsseldorf), Interpack 2020 (Düsseldorf),ACHEMA 2021 (Frankfurt/Main), ECOMONDO (Rimini), PRSE (Amsterdam), ScanPack 2021, AMI - Multilayer Packaging Films (annual), PACE (annual), European Bioplastics Conference (annual), SPE ANTEC (annual), as well as national congresses, such as the French Federation de la Plasturgie.

The table below gives an overview of the already attended and planned conferences and meeting, where TERMINUS is to be presented. Each partner should inform the WP8 leader of their scheduled presentations to such meetings.

Conference, fair, event or meeting	Date, Place	Attendee	Audience outreach
World Circular Economy Forum (WCEF19)	03 June 2019, Helsinki	Haroutioun Askanian (SIGMA)	<i>tbc</i>
Plastics Circularity - Synergies in H2020 Projects	04 June 2019, Brussels	Vincent Verney (SIGMA)	<i>15 pax</i>
Packaging & Recycling Forum	3-4 July 2019, Milan	Laura Sisti (UNIBO)	<i>tbc</i>
Chemistry meets Industry and Society (CIS); A creative showcase conference	28-30 August 2019, Salerno	Vincent Verney (SIGMA)	<i>tbc</i>

### Publications

Furthermore, project results will be disseminated through a series of publications in high impact journals to boost research excellence and innovation in Europe.

Targeted journals include the following:

- European Polymer Journal
- Angewandte Chemie
- Journal of American Chemical Society (JACS)
- Chemical Science
- Journal of Chemical Society, Chemical Communications
- PLOS One
- Applied Clay Science
- Scientific Reports
- International Journal of Biological Macromolecules
- Green Chemistry
- RSC Advances, The Royal Society of Chemistry
- Progress in Organic Coatings
- Journal of Industrial Technology
- Applied Microbiology and Biotechnology

The table on the following page will be populated, as the project progresses, with the issued publications.

## Publication procedure

Ahead of any publication, the partners should inform the DET as soon as possible and at least 45 (forty-five) calendar days ahead of the submission of the publication. In addition, the partner should provide the DET with the content of the publication, along with a short summary of the state of the art of the results.

Such requests will then be submitted to the Dissemination and Exploitation Board, which is composed of one representative for each partner (Composition is provided in Annexe), to ensure outmost fairness and consideration of partners' interests. The board will review the requests and evaluate whether the publication can be released as is or with slight modifications.

The board will review the requests within 7 to 10 working days.

As mentioned above the board will approve or give suggestions on possible modifications – the release of a publication cannot be restricted by the board, in other words “no” cannot be given as an answer. The absence of response by the Dissemination and Exploitation Board is to be considered as validation.

## Open access – dissemination of project results and research data

Open access to research data is encouraged throughout the project. Guidelines on handling the collected, processed and generated data will be outlined in the **Data Management Plan**.

It's encouraged to deposit the relevant publications in repositories, such as OpenAIRE ([www.openaire.eu](http://www.openaire.eu)). Partners also have the option of Gold Open Access publishing, where open access to the peer-reviewed publication is granted upon paying a fee to the publisher.

Intellectual property rights of partners will not be affected by open access, as research results can only be published after consent of the Dissemination and Exploitation Board .

Type of publication	Title of the scientific publication	ISSN or eSSN number	Authors	Title of the event	Date
Publication in Conference proceedings/Workshop					
Publication in Conference proceedings/Workshop					
Publication in Conference proceedings/Workshop					
Publication in Conference proceedings/Workshop					
Publication in Conference proceedings/Workshop					
Publication in Conference proceedings/Workshop					
Publication in Conference proceedings/Workshop					
Publication in Conference proceedings/Workshop					
Book Series					



### Press releases

Diffusing the results on a bigger scale and specifically through the various industry media channels will be done via press releases. Raising awareness on the project itself, as well as sharing information on specific results and publications of the project will be encompassed within such press releases.

Project partners are free to publish press releases individually to their established networks, with prior notification to the Dissemination and Exploitation Board. Similarly, effectiveness of these should be communicated and monitored.

### Printed materials

Printed materials such as flyers and brochures will be created to further support the communication and dissemination activities. These materials will be made available to all the partners, as well as uploaded on the TERMINUS website and distributed at various events.

A general flyer will be designed, explaining the purpose and the objectives of the project. Additional materials will be created with published results, to bring visibility to more technical components of the project and maximise their impact.

### Workshops

TERMINUS will organize a workshop with an industrial design contest as one of the main highlights of the project. Packaging manufacturers (e.g. Bemis, Schur Flexibles, Termoplast, Huhtamaki ...) will be invited to propose case studies for future products to be manufactured using the TERMINUS technology. Each company will propose a multilayer packaging based on the TERMINUS principle. The proposals will be evaluated (vs. economical, technical and environmental criteria) and ranked by the project partners. The winning design will be produced for free by the partners as a demonstrator, which will also be used to highlight the project results.

Furthermore, SIGMA will develop a demonstrator for in-situ multi-layer films recycling integrating innovative processes.

## Targeted audience

The dissemination strategy will build on the clear understanding of relevant stakeholders and consequently target audience groups.

Evaluating and conduction activities towards specific target groups will ensure their maximum effectiveness.

The main target groups of the TERMINUS dissemination activities and possible connections will be:

- General public at large (including specific dissemination towards children) and consumer associations for general acceptance of the TERMINUS solution
- Industries including the bio-industry, polymer producers, packaging manufacturers and recyclers, among others
- Policy makers to anticipate legislation for proper implementation of the project results
- Research centres and universities relevant to the fields of research
- EU associations in the relevant fields
- Innovative SMEs interested in adopting new technologies and knowledge, as well as starting new business models

## Overview of main communication and dissemination activities

Activity	Target audience	Description	Performance indicator
<b>Project website</b>	The general public, consumer associations, NGOs, stakeholders, researchers, end users	A website with all non-confidential project data: general description, relevant publications, public deliverables, research partners and researches, project news and events. Partners will include information about the project on their own websites with regular updates.	50 visits/day (target set for the last year) Weekly update of the website
<b>Social media</b>	The general public, consumer associations, NGOs, end users	Latest news regularly posted on LinkedIn and Twitter. A project video will be available on the website and the social media accounts. Communication material specifically dedicated to consumers at large (incl. children). Facebook and YouTube accounts will be created upon evaluation.	Video views > 50,000 Followers in Twitter and LinkedIn > 1,000
<b>Conferences &amp; fairs</b>	End users, researchers, industries	Talks in conferences to groups of interest and policy makers.	Talks in international events > 8 / year

<b>Scientific publications</b>	Industries and researchers	Papers in high impact journals to boost research excellence and innovation in Europe	> 15 papers in high impact journals
<b>Press releases</b>	General public, consumer associations, end users	Press releases will target large audience and technical journals.	> 12 press releases / year
<b>Printed materials</b>	Consumer associations, end users, researchers	Posters and leaflets with the general description and targets of the project to be distributed in conferences and national/international fairs.	2500 leaflets and 50 posters to be distributed
<b>Workshops</b>	Industry, researchers, stakeholders, policy makers	Final contest during a dedicated workshop at the end of the project in order to disseminate the results and give the opportunity to a company to manufacture its own demonstrator.	2 major workshops (scientific & industrial) with participation of more than 100 stakeholders

## Exploitation and IPR

Exploitation is “the utilisation of the results in further research activities other than those covered by the action concerned, or in developing creating and marketing a product or process, or in creating an providing a service, or standardisation activities.”<sup>3</sup>

The aim of the exploitation and IPR strategy is to ensure that all partners will have complementary business strategies and that freedom-to-operate conditions will be guaranteed for all of them, as well as efficient protection of projects’ results.

The exploitation of the project’s key results as well as the management of knowledge and intellectual property are critical issues not only for the success of the project but also for the protection of each of the consortium partners.

The main rules addressing issues of ownership and use of IPR and the exploitation plan have been developed. Moreover, these will be constantly updated so that they encompass the progress that is made during the project.

<sup>3</sup> EC Research & Innovation Participant Portal Glossary/Referenced Terms

## Exploitation and IP management process

The TERMINUS consortium has been set up in order to enable the partners to manage IPR as smoothly and efficiently as possible. Firstly, the implementation conditions of TERMINUS have been created and they encompass:

- **Setting up a fully complementary group of partners with no obvious conflicts of interests:** the consortium covers a complete chain of value with no direct overlap of competences and/or markets. The three materials- and technology-providers (COVESTRO, BIOPOX and OWS) develop complementary building blocks (PUR materials, enzymes development and life cycle assessment). Targeted end-users' demonstrators are distinctive because they are based on three different processes: adhesive lamination for flexible packaging (STTP), blown extrusion (NOR and TPPS when films will be subsequently laminated on board) and extrusion coating lamination (TPPS).
- **Reaching at preliminary stage clear rules for sharing the ownership of the project results and for granting access rights to partners' background and results.** This main goal is to ensure for all partners freedom-to-operate in their respective markets and to create a climate of trust. On a general basis, when the results concern end-users together with universities, RTOs or technology-providers, freedom-To-Operate conditions will be guaranteed for the end-users. In counterpart, universities, RTOs or technology-providers will be free to transfer or license to potential other users, i.e. other users working outside the field of business of the Partner end-users in order to disseminate the project results widely across different industrial sectors. This is key for the benefits of the universities, RTOs or technology-providers but also of the project end-users because the TERMINUS technology can only be economically viable if the number of users is large.

Based on these general conditions, TERMINUS proposes an exploitation strategy in line with the industrial and research strategies of the different partners.

The partners recognize the scientific and commercial potential of the foreground they plan to develop. The dissemination and exploitation will be carried out as rapidly as possible after the swift protection of the foreground IP or protected as confidential know-how or trade secrets.

Management of Intellectual Property Rights is the object of a task in WP8, Task 8.6. IPC has been appointed as Intellectual Property (IP) Manager, who will be in charge of tracking and proposing adequate IPR actions for generated knowledge (Results), and for establishing exploitation and dissemination strategies. The objective is to ensure high-impact exploitation of the results of the project while at the same time protecting the commercial interests of partners. IP and any related decisions will be discussed at General Assembly meetings at least every 6 months. The IP Manager will regularly update the IP database, which will clearly indicate which IP is detained by whom. When needed, the IP Manager will give advice to the parties concerned about the ownership of IP resulting from the project using the simple rules outlined in the consortium agreement and propose protection strategies according to the nature of the result. S/he will also manage and inform partners about opportunities to provide input to standards.

The key background brought by all partners has been identified. It has been confirmed that at the time of signature of the consortium agreement, there are no specific limitations and/or conditions for implementation or exploitation of the background listed, which ensures freedom to operate of the expected results based on it for all partners

## Expected Results

The Consortium Agreement defines Results as follow: “Any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected, which are generated in the action as well as any attached rights, including intellectual property rights.”

Expected Results have been listed in the Project Proposal with the help of WP Leaders and are communicated to partners in the table below; Key Exploitable Results list will be regularly updated by the Partners throughout the Project, in cooperation with the DET, which is charged with collecting the results at least 5 weeks before the General Assembly meeting.

Information that should be provided includes:

- The Name of Partners involved in the generation of the relevant KER
- A short summary of the state of the art on the same subject.
- The protection means expected
- The exploitation means expected

## **List of Expected Results (CO)**

(CONFIDENTIAL)

These Key Exploitable Results will further be characterised at a workshop planned in connection to the 24M meeting. The action plan is to:

- Perform characterisation and a risk assessment around each KER
- Monitor the evolution of the risks
- Perform specific KER related IP watch along the project

Overall objective of the exploitation and IP management strategies is to ensure that property rights will be established for all the new elements of the TERMINUS Project and that innovations will be exploited. Most adapted exploitation & protection rules of the results generated throughout the project will be defined in close relation with all partners. The outputs will be integrated into the PEDR. The exploitation strategy will be established for describing the expected exploitation

## Monitoring and Way Forward

As stated earlier, communication, dissemination and exploitation activities will be instrumental in ensuring sound implementation of TERMINUS and its results. Ensuring the maximum effectiveness, the progress of the above-mentioned activities, procedures and strategies will be regularly monitored, and their results evaluated. Accordingly, these results will be reported in periodic PEDRs, due annually.

Such monitoring will help identify possible areas of improvement in the strategy and redefine activities as necessary.

Performance indicators included on page 12 will guide the quality evaluation of the planned activities.

To facilitate the monitoring, all partners should habitually inform the WP8 leader of their planned communication and dissemination activities, and similarly consult with the IP manager on exploitation activities, following the outlined procedures.

## Annexe : Dissemination and Exploitation Board (CO)

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