

# Project Deliverable Report

## DELIVERABLE 8.1

### DISSEMINATION AND EXPLOITATION PLAN

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## Table of Contents

<b>1</b>	<b>Communication and Dissemination</b>	<b>4</b>
	Purpose (“why?”)	4
	Message (“what?”)	4
	Key audiences (“who?”)	5
	Method (“how?”)	6
	Time (“when?”)	9
<b>2</b>	<b>Exploitation</b>	<b>10</b>
	Exploitation Goals and Activities	10
	Technology Development for Exploitation	11
	Demonstrations and Testing of Technology	11
	Exploitation of Project Key Results	12
	Exploitation Strategies Per Partner	14
	<b>Annex I: Acknowledgment of EU Funding</b>	<b>17</b>



## 1 Communication and Dissemination

### Purpose (“why?”)

REGACE aims to develop and validate a disruptive radical innovative technology that will make Agrivoltaics a major contributor to the EU clean energy portfolio. The technology is highly competitive compared to other solutions because it fully addresses the desired destination impact of clear affordable energy with a projected installed cost for customer of €600 per kilowatt compared to €880 for ground based Photovoltaic fields. Furthermore, the system demonstrated in this project is also cost effective in areas with less sunshine, which currently are outside areas for which Agrivoltaics could be considered. The core technology is a responsive tracking system mounted in the greenhouse driven by a PLC controller that changes the angle of the tracking system according to the plants’ needs.

REGACE will test a system using CO<sub>2</sub> enrichment as a means to increase electricity production in low light conditions by increasing the angle of incidence of the bifacial panels in the tracking system. The tracking system is hung with a few screws from the supports of the greenhouse, removing the need for wind-proof supports, reducing the price per installed kilowatt. Thus, this technology allows not only for the dual use of land, but also for the dual use of infrastructure. The design of the technology also leads to reduced construction and maintenance costs, duration of execution, and moreover through reduction of CO<sub>2</sub> emissions. In addition to the economic impact, this will also lead to significant positive effect on ecological-environmental sustainability and reduced ecological footprint through its lifespan maintenance and operation. It will also lead to the diversification of the energy producing market with small holding greenhouse owners playing a significant part in the market. The technology will be tested in operational industrial environments in six locations with different greenhouse types and crops.

### Message (“what?”)

REGACE aims to develop and validate a disruptive radical innovative technology that will make Agrivoltaics a major contributor to the EU clean energy portfolio. The objectives of WP8 are to maximise the impact of the project’s results through dissemination and communication to relevant audiences.

To so the project will create a strong project identity and brand that will be carried throughout REGACE’s outputs. The project communication and dissemination activities aim to inform, engage with, and maintain the interest of a broad audience with frequent communications about the general project activities and results.

Channels of communication include the project website and social media pages, e-newsletters, broad-spectrum conferences and events, graphics and media. Communication activities will be frequent (weekly to monthly), begin at the start of the project and be maintained for its duration.

Project dissemination activities are focused on results and outcomes. They are focused on specific stakeholders and end-user groups. Channels for dissemination include scientific publications and reports, workshops, targeted conferences and events.

Specific messages will be drafted as the project advances and there is a better idea of what the research outcomes are and the messages will be designed accordingly.

Targeted stakeholders in specific countries will be reached, among others, through local REGACE partners who will adopt the communication and dissemination materials to different languages.

At the first stage, communication activities will be geared mainly towards the scientific community as the project will focus on research. As the project progresses special attention will be given to each stakeholders group with relevant content that will be presented in a clear and concise manner, based on the interest of each specific group.

One of the key tools in reaching out specific target audiences is the website's blog, which is the most dynamic part of the website. Our plan is to write specific blog posts and articles that will focus each time on a specific target group, with wording and language that are suitable to the stakeholders' group. Once the post is written it will be promoted in relevant channels to the specific target group. So, for example a post related to parents can be promoted in parents' groups on Facebook and different forums. Posts that are geared towards the business community will be shared through relevant LinkedIn groups and so on.

The overarching aim of the Dissemination Plan is to achieve maximum impact, visibility and sustainability of the key project results through a range of targeted and engaging Communication and dissemination activities, products and channels.

### Key audiences (“who?”)

The REGACE project addresses a wide range of stakeholders and audiences, each requiring appropriate tailored information. The stakeholders include:

- End users
- Local and regional authorities
- Scientific and professional communities
- Media outlets
- Others

The characteristics of the stakeholders REGACE wishes to reach are important in shaping a dissemination strategy. Since the project applies to stakeholders that are very different from each other such as the scientific community, local and regional authorities and end user, the project will have to draft specifically tailored messages for each audience group. The main idea is to draft a promotion strategy that is targeted to the characteristics of each desired segment.

Table 1. Details the target audiences to be approached via the communication and dissemination activities of the project including specific objectives and the tools for approaching these specific groups.

Target audience	Objective	Approach
Regional and local authorities	Increase awareness to the benefits of the REGACE. Create awareness of the project and to promote use of project results. Influence authorities to accept and implemented project recommendations.	Website, articles and leaflets, brochures, webinars, podcasts and videos, infographic, social media, conferences and events.
End users	To increase awareness of the benefits of the REGACE project To create dialogue with the end users as a way of bringing awareness Promote the services, inform and engage with users To promote the use of the REGACE System	Website, popular media, articles, infographic, Twitter, Facebook, YouTube
Scientific community	To create awareness of the project progress and results	E-newsletter, podcasts, webinars, academic journal articles, conferences and events, Advisory Board, Twitter, LinkedIn
Media	To amplify outreach of project results to all other audiences.	Website, press releases, articles, project events, Twitter, Facebook, YouTube

Apart from the communication activities, special focus will be given to dissemination efforts. Among others REGACE will work to get as many as possible peer-reviewed scientific publications.

The project will also be presented in relevant events, both for the scientific community and professional end users. REGACE will also collaborate with other projects to do joint activities.

### Method (“how?”)

Interteam will work closely with the project partners to ensure that the appropriate tools and channels (including relevant conferences and events) are selected and developed to meet the information needs of the target audiences and communication objectives of the project.

An attractive, user-friendly project website has been developed in order to increase visibility of the project’s outcomes and results to all target audiences. Mutual links between the partners’ websites will drive traffic to the project website.

The project website will contain:

- Latest news about the project progress and results
- Details about the project partners
- Blog, which will serve as the most dynamic part of the site and will present an up-to-date picture of the project's development.
- Electronic materials (e-newsletter, webinars, infographic, blog posts, articles)
- Social media links/buttons/live feeds
- Video outlining the project's objectives

**Social media** will be used to share project outcomes and redirect users towards the website. Twitter, Facebook, LinkedIn and YouTube accounts have been established and content related to REGACE will be posted regularly to increase outreach. Online media platforms will be monitored to provide information on the numbers, sources, types of content and individuals/organisations that promote or disseminate project messages, allowing optimisation and targeting of communication to ensure maximum outreach of news or results.

**Printed material** will also be produced explaining the project objectives and outcomes in accessible language, for distribution by partners at relevant events. Dissemination of project results will be enhanced by publication of articles in scientific journals, trade magazines, and popular articles in magazines for relevant audiences.

The plan for the dissemination of knowledge includes the following main dissemination areas of activities:

- Participation and presentation at conferences and industry-related events
- Publication of scientific papers and technical guiding documents
- Expanding the critical mass of REGACE end-users

**Conferences, workshops and events** will be attended and hosted by members of the consortium throughout the project.

**Publication of scientific papers and magazines.** Scientific excellence and technical skills available within the consortium or built through REGACE project will be used for the preparation of scientific presentations. It is expected that most submissions for publication will be concentrated during the latter two years during of the project.

Top tier journals within the specific research areas of the partners will be mainly targeted. Furthermore, educational journals focused on REGACE related issues could include European Educational Research Journal, Educational Review, Educational Technology & Society, Journal of Educational Research, Journal of Higher Education, Journal of Teacher Education.

**Media briefing:** The results and conclusions will be distributed through articles and press releases in both on online and paper media. The press material will be sent to the traditional media (press, radio, TV), whose involvement will depend on the type of information to be released and the relevance for

each country with a special focus on critical and timely issues. It is expected that most publications will be concentrated during the mid to end phase of the project. Both professional and public press will be targeted. The template presented in Annex I will be used.

**Media Coverage:** The plan will focus on coordinating media and press coverage using different strategies, including the use of traditional media (press, radio, TV) to stimulate public awareness; sending press releases to media and opinion leaders; using editorial services of multiplier organizations to promote the dissemination of information (e.g., publication of articles in magazines, web sites, etc.) and extensive collaboration with other portals. The team will seek to engage with journalists throughout the lifetime of the project and each partner will use its internal PR resources to communicate the projects' results.

**Newsletters:** Results and insights from the study, communicated via the project's deliverables, will be translated into concise and news enticing messages that will be incorporated into the Projects' newsletters. The newsletters will be disseminated according to the prepared and regularly updated stakeholder's list. The website will also include a widget with an option of on-line subscription to the newsletter.

**Endorsement by stakeholders.** Members of the consortium will be committed to involve the maximum number of people in their work and to seek institutional support in their respective countries in doing so. This dialogue process and endorsement will have a great impact on project dissemination and in turn will direct development in line with REGACE end-users' needs.

**Target group meetings:** Meetings will be organised during the first phase of the project in order to involve the target groups selected mainly from the ISF, while during the execution phase the main effort will be to collect data and information and receive feedback on the project performance. The target group will also be informed at a second stage regarding the progress and outcomes of the project.

**Endorsement by stakeholders and public authorities:** Throughout the project, a great number of stakeholders linked to all aspects of agrivoltaics will be contacted and will be informed about REGACE. Consortium members will be committed to involve the maximum number of people in their activities and seek institutional support in their respective countries. This dialogue and endorsement will have a great impact on project dissemination, uptake of the results and will direct efforts to be in line with end-user needs on the ground to ensure policy and industrial relevance. The project will reach out to public authorities to endorse the project updated on the results achieved. In particular, they will be invited as observers to the demos to expose them to REGACE, promote and ensure future uptake of the REGACE platform and its capabilities beyond the Consortium.

**Related research activities:** REGACE will advise its findings to relevant international organisations, such as the UNDP and the FAO, so that the REGACE findings and project results may be incorporated in the Strategic Research Agendas. It is expected that REGACE will work closely with other projects funded under CL5-2022-D3-01-06.

All project partners are expected to support dissemination, to ensure that stakeholders will be engaged throughout the lifetime of the project. Partners' activities may include but are not limited to



engaging with relevant national and local media (print, radio, television, web-based), contributing to social media, proactively sharing information about project results, listing their own communication activities in a shared file, and providing translations of lay materials in their local language. Where possible partners will translate press releases into their national languages and keep Interteam informed about plans, by creating lists of national media channels they will try to reach.

### Time (“when?”)

Interteam will coordinate the project dissemination by providing updates on the project’s website, e-newsletters, etc. Interteam will play a proactive role in checking with partners for updates and news, thus ensuring the regularity of the flow of information. Contents resulting from project outcomes and other activities will be published online as they become available.

At an early stage, when results are not yet available, the start of the project will be announced, general information on related news will be disseminated and the website will be promoted. The project’s website is accessible from the project’s launch (February 2023). Presence on social media has also been established and will be fed with regular updates on progress and activities as they are out and redirecting the users to the main platform.

Interteam and the other partners of the consortium will keep REGACE in the public eye with both regular and special event activities that will run throughout the lifetime of the project. These events are listed in Table 5.

A Concluding Conference will be organised in a location to be discussed, where partners will present the project's final results and address directly the industry, the scientific community and stakeholder groups about the project results. The conference will reflect on the results of the project and conclusions are sought regarding future development, implementation and exploitation.

Table 2 presents the relevant KPS's and indicates the progress towards achieving them.

Topic	Final Target	Status Today	Remarks
Media Coverage	30-40 articles in local and national media	16 articles published	On track
Twitter	300 non-affiliated Twitter followers	52	On track
Video production	300-500 views	56	On track
Scientific papers	6-10	1	On track

## 2 Exploitation

### Exploitation Goals and Activities

The REGACE consortium is fully committed to ensuring the maximum possible use of the project results, implementing the technology with the targeted markets and protecting the Intellectual Property as laid out in the consortium agreement.

The key goal of exploitation of REGACE is to ensure the long-term viability of the project's results beyond the end of the project and to positively benefit citizens and stakeholders.

The REGACE project is strongly customer-driven and industry-driven by farmer organisations and companies, working closely together with research and technology partners to develop and demonstrate the various components of the REGACE system. All partners are working to jointly exploit the project outputs. This development aims to improve the capacities of greenhouse farmers as well as to ensure that the solutions will be economically viable in the long-term and will achieve significant impact to help Europe transition to greener energy and dual use of land and infrastructure.

The exploitation activities include, among others:

- First and foremost, preparation for the commercialisation and future implementation of the REGACE solution with greenhouse farmers;
- Involvement of professional organizations in the relevant fields, yielding access to their members and assisting in the adaptation of the products and services as well as implementation of the technology. To maximize the impact, the partners shall take all opportunities to communicate, disseminate and raise awareness on the solutions to the industrial, policy-maker and end-user stakeholders and develop relationships with them about the results and exploitation both during and after the project;
- Within the limits of intellectual property protection, REGACE disseminates the achieved results through publication on the open section of the website of all public project deliverables and pertinent news;
- Developing valuable communication materials such as online and print brochures and demonstrations of the findings;
- Publication of the results in the professional press, relevant to this field and the major stakeholder groups;
- Presence in international trade shows and conferences, and marketing and business development events appropriate for REGACE technology;
- Multiple demonstrations of the REGACE system to various groups of stakeholders;
- During events, the technology and its added value for farmers, industry, authorities, scientists and the general public will be presented. Various partners also host events in their areas with the support of the industrial and research partners to inform stakeholders about results.

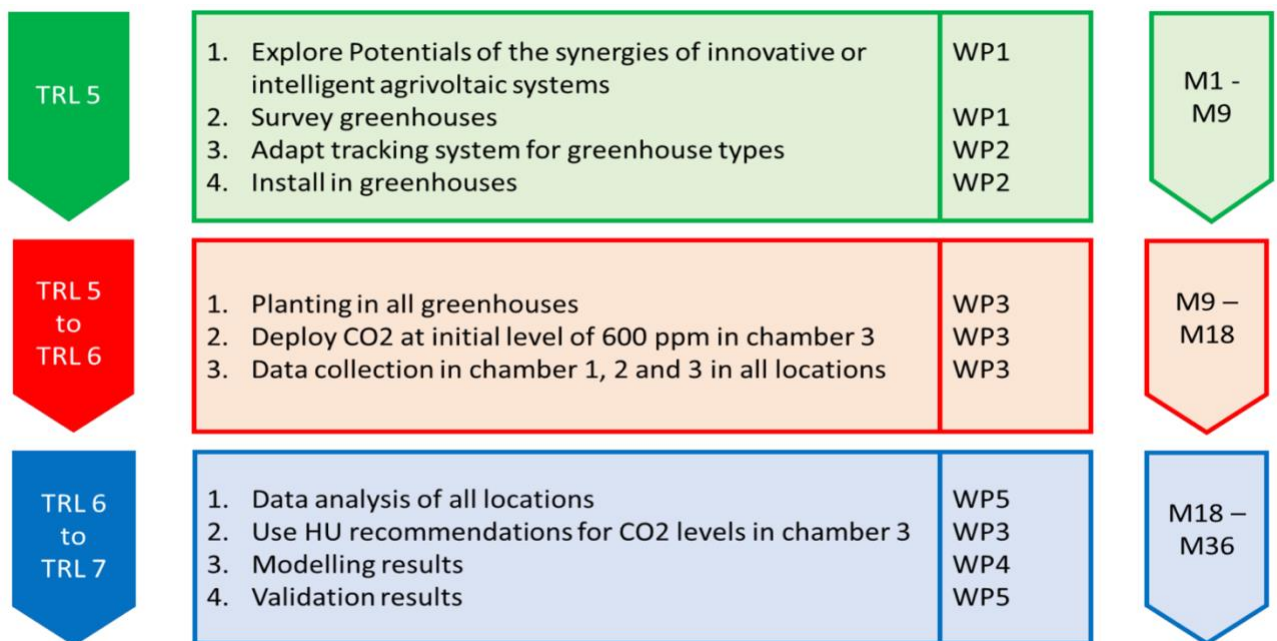
The exploitation actions are conducted by individual partners and by the consortium as a whole and extend beyond the end of the project. The communication and exploitation activities carried out are presented in three successive versions of this deliverable, *D8.1 – Dissemination and Exploitation Plan (due Month 6, Month 21, Month 36)*.



### Technology Development for Exploitation

The technologies to be developed and tested in this project (responsive tracker and CO2 enrichment methods) started with a Technology Readiness Level (TRL) of 5 – *Technology validated in relevant environment* and will be developed to TRL 7 – *System prototype demonstration in operational environment* by the end of the project. The development work from TRL5 to TRL7 also includes critical non-technological issues which will allow the technology developed by REGACE to be deployed quickly and effectively. These issues include research to ensure valid business cases for the technology in target markets, research to create an optimised path to introducing the technology to farming communities, as well as research to analyse environmental and technological impact.

The diagram below shows REGACE technology development across work packages and project duration.



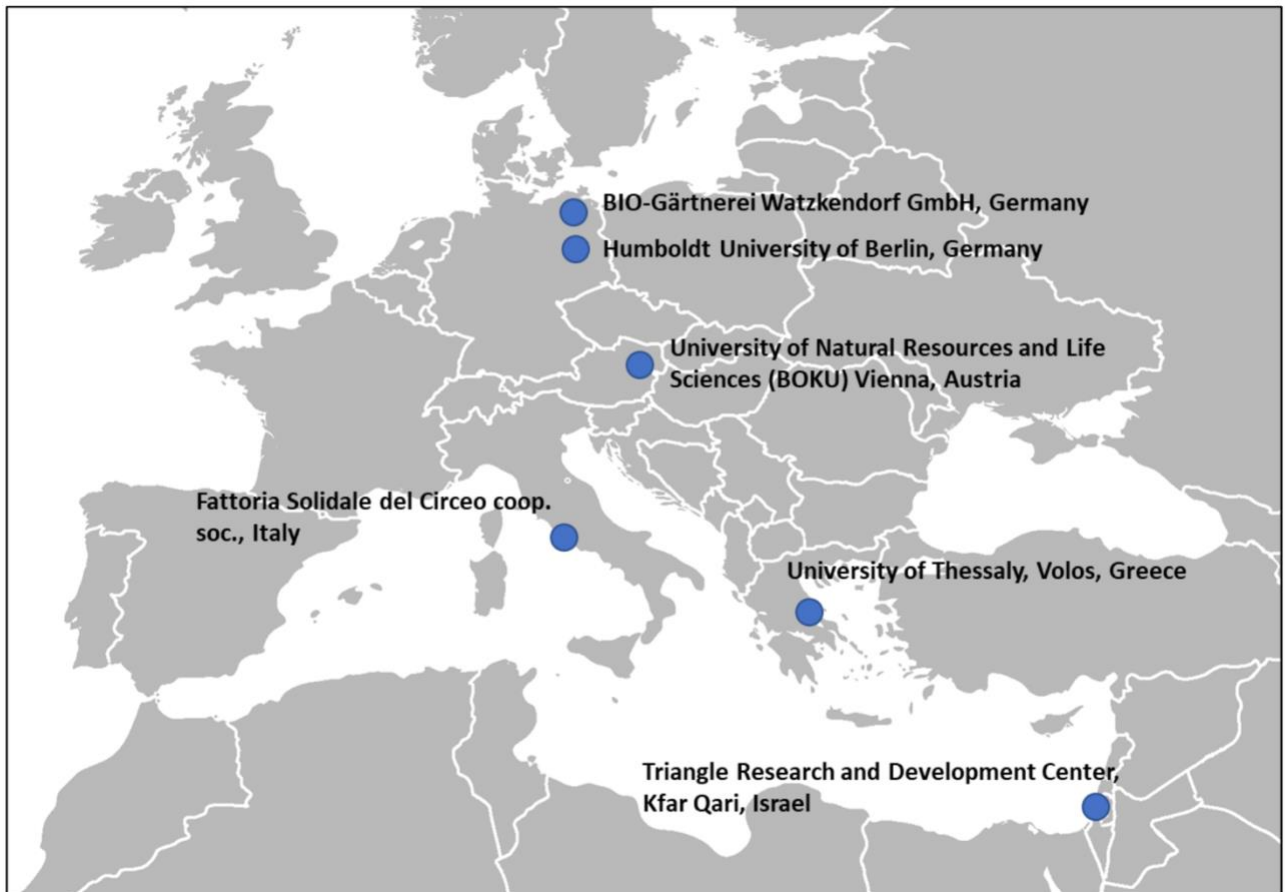
The further steps for technology development beyond the life of the project, including time, investment and human resources needed to reach commercialisation, will be presented in *Deliverable 7.2 – Roadmap for Achieving TRL 9 (due Month 36)*.

### Demonstrations and Testing of Technology

Six different locations in five countries (Germany, Austria, Italy, Greece and Israel) will be used to demonstrate and test the technology in areas with varying crops and climatic conditions. Although the tracking technology has been tested in Israel, the aim of testing the technology in a variety of locations is to demonstrate the viability of the technology under different climatic conditions. In the REGACE installations, CO2 enrichment will be used to enable successful crop growth under reduced light levels. This will allow the responsive tracker to orient towards the sun over a longer period of time throughout the day and consequently produce more electricity, particularly in areas with less solar intensity.

The map below shows the REGACE testing locations.





These demonstrations and tests in real-world conditions with both researchers and potential customers will provide valuable feedback and lessons for the development business and commercialisation strategies. The business and commercialisation activities will be presented in *Deliverable 7.1 – Business Plan (due Month 36)*.

### Exploitation of Project Key Results

The innovations of the REGACE project will ultimately lead to key results that will be exploited in various ways in order to provide further impact in the future. The purpose of exploitation is to provide benefits to society, the economy and the environment beyond the life of the project. Exploitation routes may include:

- Commercialisation: Integration into existing or new products or services; Manufacture and sale of solutions; Services using the results; Creation of a spin-off or joint venture;
- Process: Significant improvement of manufacturing equipment and/or processes;
- Internal development: Use internally to improve something else for sale or to launch another project;
- Licensing: To a third party;
- Knowledge-transfer: To industry for further exploitation;

- Further research: Future R&D activities or other research projects;
- Publication: Dissemination in scientific journals or non-scientific media;
- Education: New university courses or non-university training;
- Policy: Input into policy design and policy improvements;
- Standards: New contributions to recognised standards.

The REGACE strategy will focus primarily on commercialisation of products and services for sale to greenhouse farmers as well as providing knowledge and applied research for further development in publications, education and future research projects. The following table presents the Key Exploitable Results planned for the project as well as the potential Exploitation Routes currently envisioned. This table will be maintained throughout the project and amended as new developments arise and as decisions on exploitation strategies are made.

KEY EXPLOITABLE RESULTS	OWNER, and PARTNERS INVOLVED IN GENERATING RESULT	INITIAL TRL	EXPECTED TRL at Project End	POTENTIAL CLIENTS OR USERS	EXPLOITATION ROUTES	TIME TO MARKET or COMPLETION (Approximate month during project or after)	IPR PROTECTION
Responsive tracking structures and software	TriSolar, TRDC	5	7	<i>Greenhouse owners and operators</i>	<i>Commercialisation of new products and capabilities</i>	<i>+6 months after project</i>	<i>Patents, Copyrights</i>
CO2 enrichment methods and protocols	HU, TriSolar, TRDC	5	7	<i>Greenhouse owners and operators; potentially other industries and researchers</i>	<i>Commercialisation of new products and capabilities;</i>	<i>+6 months after project</i>	<i>Copyrights, Trade secrets</i>



					<i>publications</i>		
Comparative measurement protocols	BOKU	5	7	<i>Greenhouse owners and operators; potentially other industries and researchers</i>	<i>Publications, Education</i>	<i>Month 36</i>	<i>Copyrights</i>
Predictive simulation model	UR	5	7	<i>Greenhouse owners and operators; potentially other industries and researchers</i>	<i>Publications, Education</i>	<i>Month 36</i>	<i>Copyrights</i>

### Exploitation Strategies Per Partner

Opportunities for utilising project results are explored in terms of exploitation routes both by each individual partner as well as by the consortium as a whole. Each partner organisation will exploit results according to their own capabilities and needs and seek to expand impact with their respective stakeholders and customers. As beneficiaries of Horizon Europe funding, all partners will carry out activities to increase the impact of project results:

- This includes sharing research results with the scientific community, commercial players, civil society and policymakers ('dissemination').
- It also includes taking action to utilise project results for achieving commercial purposes, for addressing societal challenges and/or for supporting policy strategies ('exploitation').

The following table presents brief summaries of each partner's **initial Exploitation Strategies**, which will be further developed during the execution of the project.

Partner	Exploitation Strategies & Opportunities
Triangle Research and Development Center	Will gain data, knowledge and analytical information and will further disseminate the project results through publications and future research, as well as knowledge transfer and technology transfer to TriSolar for commercialisation

Fattoria Solidale del Circeo	Will gain technology and practical expertise as an end user of the results and will exploit these further through existing and/or new products and services
University of Rome Tor Vergata	Will gain data, knowledge and analytical information and will further disseminate the project results through publications, education and future research
University of Thessaly	Will gain data, knowledge and analytical information and will further disseminate the project results through publications, education and future research
Humboldt University of Berlin	Will gain data, knowledge and analytical information and will further disseminate the project results through publications, education and future research
Tel Aviv University	Will gain data, knowledge and analytical information and will further disseminate the project results through publications, education and future research
University of Natural Resources and Life Sciences, Vienna	Will gain data, knowledge and analytical information and will further disseminate the project results through publications, education and future research
Bio-Gärtnerei Watzkendorf	Will gain technology and practical expertise as an end user of the results and will exploit these further through existing and/or new products and services
Interteam Project Management	Will guide and advise partners on Communication and Dissemination Strategy as well as Exploitation Strategy and will support partners in executing these activities
TriSolar Innowadi Group	Will commercialise results into existing and new products and exploit enhanced capability offers for owners and operators of greenhouses
Time.lex	<p>Will guide and advise partners on legal and regulatory issues and will support partners in executing these activities</p> <p>Added by Ezgi after the July 2023 submission...</p> <p><b>Legal and Regulatory Framework Development for Agrivoltaics Technologies</b> Timelex plans to conduct comprehensive legal research with the aim of contributing to the development of a robust legal framework that promotes the growth of agrivoltaics technologies. This strategy will involve creating guidelines about the regulations related to the installation of these technologies. Insights will be obtained from the challenges faced by consortium partners, providing valuable legal perspectives to help shape policies encouraging the growth of the agrivoltaics sector within the EU.</p> <p><b>Business Development for Legal Services</b> Timelex intends to provide specialized legal services within the agrivoltaics sector, which includes compliance, contract drafting and review, and intellectual property rights management. These services will be offered not only to the firm's existing clientele but also to prospective agrivoltaics technology companies and other stakeholders within the sector.</p> <p><b>Dissemination</b></p>

Timelex plans to disseminate their legal research findings through articles and seminars targeted at legal scholars and policymakers. This strategy will not only increase awareness of the legal aspects of agrivoltaics but also help Timelex establish a position in legal matters surrounding this emerging green technology.



## Annex I: Acknowledgment of EU Funding

All Communication and dissemination products will acknowledge EU funding as required as part of the Grant Agreement.

Beneficiaries of EU funding must display the EU flag and funding statement ("Funded by the European Union" or "Co-funded by the European Union") in all their communication and dissemination activities and any infrastructure, equipment, vehicles, supplies or major result results funded by the grant.

The EU flag and funding statement must be displayed in a way that is easily visible for the public and with sufficient prominence (Figure 1).

EU funding must moreover be acknowledged in all types of public outputs (including patent applications, EU standardisation of results), media contacts and other public statements.

The EU flag and funding statement are available in the Grant Agreement and on the [Europa website](#) (source: [Communicating your project - Acknowledging EU funding](#), accessed 17th May, 2023):



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