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# SIXFOLD DELIVERABLE D4.1

**Work Package** - WP4 – Dissemination, exploitation, and communication

**Authors:** Adele Janulionyte, AFL

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Lead author	Adele Janulionyte		Email	adele@agrifood.lt
Other authors				
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## Executive summary

SIXFOLD is an EU-funded project that aims to accelerate the adoption of advanced technologies—such as AI, machine learning, robotics, and biotech—in Europe’s agri-food sector. These solutions have tremendous potential to modernize food processing and production, yet entrenched socio-economic and regulatory challenges frequently hinder their uptake. By bridging deep tech and existing agri-food operations, SIXFOLD seeks to foster a more sustainable, competitive, and future-proof food ecosystem in line with the Green Deal and Farm to Fork strategies.

The project builds on the Smart Solutions 4 Agri-food (SS4AF) partnership’s robust network, bringing together universities, research institutes, non-profits, industry stakeholders, and Living Labs from across Europe. Each partner contributes specialized expertise and regional insights, ensuring that innovative outputs are grounded in real-world conditions and validated through practical demonstration.

A central pillar of SIXFOLD’s work is its Dissemination, Exploitation, and Communication (DEC) strategy, which is divided into four phases to ensure targeted, effective outreach from project start to long-term sustainability. These phases encompass establishing the project’s identity and objectives, expanding engagement through Living Labs and public events, leveraging results for a multiplier effect, and embedding outcomes in enduring policy and market structures. Study visits play a pivotal role in spotlighting specific innovation barriers and showcasing how deep tech can successfully address them.

The project employs clear reporting mechanisms and Key Performance Indicators (KPIs) to measure progress, impact, and stakeholder engagement. While certain indicators have been adjusted to match the project’s 24-month duration, others remain unchanged, reflecting their strong alignment with existing dissemination channels and realistic outcomes.

This document presents the initial Dissemination, Exploitation, and Communication (DEC) Plan for the SIXFOLD project, outlining the strategy to maximise visibility, engagement, and long-term use of project results.

Chapter 1 provides a concise overview of SIXFOLD, its main challenges and objectives, and describes the purpose, vision, and structure of the DEC plan, ensuring alignment with the project’s core aim of fostering deep tech integration in the agri-food sector through Living Labs.

Chapter 2 defines SIXFOLD’s six key target groups, including the agri-food industry, deep tech solution providers, research institutions, innovation enablers, policymakers, and the general stakeholders. It explains why these groups are critical to the project’s success and details the key messages, activities, tools, and channels tailored to each.

Chapter 3 outlines the overall communication and dissemination strategy, structured around a four-phase timeline aligned with project milestones: Foundation and Vision, Awareness and Engagement, Multiplier Effect and Exploitation, and Long-Term Sustainability. It also describes the reporting mechanisms and Key Performance Indicators (KPIs) used to monitor progress, with a breakdown of roles across the consortium.

Chapter 4 details core dissemination and exploitation activities, including regional study visits, co-creation workshops, participation in relevant conferences and fairs, and contributions to both policy and scientific outputs. These activities are framed to encourage uptake, replication, and strategic use of project findings.

Chapter 5 describes the primary communication tools and channels used to reach internal and external audiences. These include the official SIXFOLD website hosted on the SS4AF platform, active LinkedIn and YouTube accounts, e-newsletters, blogs, and a coordinated multiplier campaign including press releases and regional media outreach. All content is produced in English, with country-specific translations provided by the responsible regional partners as needed.

Chapter 6 outlines the exploitation roadmap for SIXFOLD results. It presents the expected Key Exploitable Results (KERs), the target audiences for each, and their Unique Value Propositions (UVPs). It introduces a characterization template to be completed by partners and describes exploitation pathways for both commercial and non-commercial results, including the use of business model canvases, market analysis, and sustainability planning. The chapter also includes SIXFOLD's IPR strategy, detailing types of protection, partner responsibilities, access rights, and compliance with open access and confidentiality requirements.

The next report on the DEC will be submitted in Month 12 and Month 24, providing updates on the implementation of communication, dissemination, and exploitation measures. It will include a progress review of all activities, report on achieved KPIs, outline any necessary adjustments to the strategy, and define actions for the second half of the project to ensure the continued relevance and impact of SIXFOLD's results.

Through this multifaceted and collaborative approach, SIXFOLD endeavours to deliver tangible, lasting benefits to the agri-food sector, driving innovation adoption and fostering a resilient, digitally enabled future for food production and consumption in Europe.

# 1. Introduction

## 1.1 Project overview

### CHALLENGE

The main challenge of the SIXFOLD project is to overcome the entrenched barriers that hinder the smooth adoption of deep tech innovations within the traditional agri-food sector. Deep tech solutions—such as AI, machine learning, robotics, and biotech—hold immense potential to transform food systems in line with the Green Deal and Farm to Fork strategies, yet the integration faces several complex hurdles:

The SIXFOLD project must overcome deep-seated barriers that have long hindered the integration of advanced technologies within traditional agri-food processes. At its core, the project confronts the challenge of bridging the technological gap between innovative deep tech—such as AI, machine learning, robotics, and biotech—and existing industry practices that are constrained by legacy systems and diverse regulatory landscapes. Additionally, the sector faces significant socio-economic and regulatory challenges that restrict widespread adoption, making it essential to accurately diagnose and understand these obstacles through detailed assessments and stakeholder engagement. Finally, the project must address the critical need for sustainable transformation in line with overarching European strategies like the Green Deal and Farm to Fork.

### AIM, VISION, AND APPROACH

SIXFOLD is driven by a vision to create a robust ecosystem that seamlessly integrates deep tech innovations into the agri-food sector, ensuring responsible and effective implementation. The project aims to harmonize advanced technologies with traditional processes by establishing a network of regionally embedded Living Labs that will serve as dynamic hubs for experimentation and collaborative innovation. By conducting comprehensive assessments through interviews and study visits, the project will identify key barriers and use a tailored co-creation process to develop practical solutions. The culmination of these efforts will be a validated Action Plan and an updated Operational Handbook, which will offer clear and actionable guidance to drive the transition towards sustainable food systems, fully aligned with EU strategies.

### CONSORTIUM

The SIXFOLD consortium brings together six organizations from across Europe with complementary expertise in the agri-food and deep tech sectors. Rooted in the successful Smart Solutions 4 Agri-food (SS4AF) partnership, the consortium builds on years of collaborative innovation at regional, national, and European levels. Its members have already demonstrated success in projects like Food-scaleUp and

HIGHFIVE, which underscores their experience in operating within an integrated 4H ecosystem that spans research, industry, and non-profit activities.



The consortium comprises:

- **SeAMK (Finland):** As the project coordinator, SeAMK translates regional innovation strategies into practice through its own Living Lab—the Frami Food Lab—and supports the South Ostrobothnia ecosystem with long-term collaboration between food companies and technology developers.
- **AgriFood Capital (The Netherlands):** Acting as the assistant coordinator, AgriFood Capital specializes in regional development and network building. It connects public authorities, industry, and knowledge institutions, thereby driving smart regional solutions and fostering significant agri-food innovation within North Brabant.
- **AgriFood Lithuania (Lithuania):** This non-profit cluster plays a pivotal role in transforming the agri-food sector with digital innovations. Recognized for its excellence as a Digital Innovation Hub, AFL brings together research, business, and public stakeholders to promote the growth of the national innovation ecosystem.
- **Flanders' FOOD (Belgium):** As a spearhead cluster, Flanders' FOOD offers one of Europe's largest networks of agri-food companies, predominantly SMEs, and has significant experience coordinating EU-funded projects. Its involvement ensures that the technological and experimental activities are well embedded within the regional and European food ecosystems.

- **Galicia Institute of Technology (Spain):** With its robust background in ICT-based solutions, sensors, and IoT, ITG contributes advanced technological expertise focused on strengthening decision-making processes in the agri-food industry, thereby enhancing competitiveness in a rapidly evolving digital landscape.
- **Technische Hochschule Ostwestfalen-Lippe (Germany):** TH OWL leverages its interdisciplinary research and established Living Lab—the Future Food Factory OWL—to bridge academic innovation with industrial applications, ensuring that state-of-the-art research is effectively translated into tangible solutions for food processing.

This diverse mix of academic institutions, industry stakeholders, and non-profit organizations spans key European regions and collectively covers the full spectrum of innovation—from applied research and technology integration to regional development and digital transformation. Such an interdisciplinary partnership is essential to deliver the updated Operational Handbook for Living Labs, ensuring that the SIXFOLD project drives a sustainable, efficient, and future-proof transformation of the European agri-food sector.

## 1.2 DEC plan purpose, objective, and approach

Dissemination, exploitation, and communication, are connected elements that are fundamental for increasing the reach and impact of project results. A strong DEC plan is the starting point for tapping into the wider societal relevance of science, building support for future research and innovation funding while opening up business opportunities and ensuring the uptake of results within the broader scientific community. Distinct activities and channels will bring attention to the latest research and its outcomes to non-scientific audiences, policy makers, potential business partners and scientific peers. The distinctions between communication, dissemination and exploitation are presented in Table 1.

Dissemination	Exploitation	Communication
Transfer knowledge and describe results so they are available for use or re-use	Make concrete use/reuse of results through scientific, economic, political, or social routes	<ul style="list-style-type: none"> <li>• Share the impact and benefits of the project with society</li> <li>• Inform and promote the project and its results success</li> </ul>
Target stakeholders interested in potential use/re-use of results	Target stakeholders (incl. partners) and user groups that can make use/reuse of results	Target multiple audiences



*Table 1. Distinctions between communication, dissemination, and exploitation*

To acknowledge these differences, SIXFOLD has defined unique dissemination, exploitation, and exploitation objectives.

## DISSEMINATION OBJECTIVES

SIXFOLD's dissemination strategy is designed to ensure that its innovative outcomes and best practices—such as the validated Action Plan and Operational Handbook—are widely and effectively shared with all relevant stakeholders in the agri-food and deep tech sectors. To achieve this, the project will:

- Ensure that insights on integrating advanced deep tech (e.g., AI, machine learning, robotics) with traditional agri-food processes are accessible to policy makers, industry leaders, researchers, and Living Lab networks.
- Leverage the strong foundation of the Smart Solutions 4 Agri-food Partnership and existing dissemination channels to create synergies with other regional and European innovation initiatives.
- Engage targeted audiences through tailored events and activities, collecting feedback to validate and refine outcomes for broader applicability and scalability.

## EXPLOITATION OBJECTIVES

To maximize the impact and long-term value of the project, SIXFOLD will focus on practical exploitation of its results. The exploitation strategy will:

- Identify and develop Key Exploitable Results (KERs) that accelerate the adoption of deep tech solutions in the agri-food sector—facilitating a smooth transition from demonstration to market integration.
- Promote the replication and scale-up of project outcomes by creating concrete paths for commercial application, ensuring that innovations continue to influence research, policy, and industrial practices well beyond the project's duration.
- Integrate exploitation activities with dissemination and communication efforts, ensuring that stakeholders receive actionable guidelines and practical tools that drive sustainable improvements in the sector.

By harmonizing dissemination, exploitation, and communication efforts, SIXFOLD seeks to create an enduring impact that supports sustainable food systems and fosters long-term innovation within the European agri-food landscape.

## COMMUNICATION OBJECTIVES

SIXFOLD's communication strategy aims to raise awareness about the project and its transformative impact by delivering clear, consistent, and regionally relevant messages throughout the project lifecycle. The communication activities will:

- Clearly articulate the benefits and real-world impact of integrating deep tech innovations into agri-food operations, ensuring messages are tailored for diverse stakeholder groups including food and technology industry experts, policy makers, and knowledge institutes.
- Utilize a variety of media channels—digital platforms, conferences, publications, and direct outreach—to effectively broadcast the project's objectives and successes.
- Build on existing consortium networks and expertise to foster a unified narrative that reinforces the value of sustainable, technology-driven transformation across European food systems.

### MULTI-ACTOR APPROACH

SIXFOLD will use a multi-actor approach, considering all relevant forms of experience and knowledge from a diverse set of partners and stakeholders to achieve the project aims and ensure broad communication from the start. It will also extend to the creation and implementation of the DEC plan by:

- Focusing on communicating information that matters to the target groups
- Using vocabulary and communication channels that are appealing and audience appropriate
- Capitalizing on partners existing connections, networks, and events program
- Seeking synergies and collaboration opportunities with other projects, initiatives, networks, with and between academia, industry, society, and government

The DEC plan is an outline of the strategy including the tools, channels and measures that will be undertaken to achieve these objectives and provides the guidelines for all partners for the duration of the project. The rest of the document will present the project's target groups, dissemination activities, communication tools as well as an exploitation plan including IPR.

## 2. Target groups

Defining SIXFOLD's target audience is a crucial step toward achieving focused objectives and creating meaningful impact. Clearly identifying stakeholders enables precise planning of dissemination, exploitation, and communication actions, ensuring maximum engagement and widespread uptake of project results. SIXFOLD has defined six specific target groups: agri-food industry stakeholders, process technology providers, deep tech solution providers, research and development partners, innovation enablers and policymakers, and the general stakeholders. For each target group, tailored key messages have been carefully crafted to clearly communicate the unique benefits of engaging with SIXFOLD. This chapter provides an overview of each group, highlighting their importance to the project's success and detailing targeted

activities, tools, and communication channels designed to effectively reach and engage them.

## 2.1 Agri-food industry

The private sector includes start-ups and SMEs specializing primarily in:

- Food processors,
- Machinery,
- Packaging,

Secondarily in:

- Primary production,
- Retailers,
- Logistics

### KEY MESSAGES

- Enhance your operational efficiency, quality, and sustainability by integrating advanced deep tech solutions tailored specifically for agri-food processes.
- Expand your business potential by incorporating innovative materials, novel sensors, and integrated system solutions validated by SIXFOLD's Living Labs.
- Connect directly and engage in cross-sectoral collaboration with technology providers, innovators, and industry stakeholders to implement transformative solutions and enhance competitiveness.

### KEY ACTIVITIES, TOOLS & CHANNELS

Key activities	Tools & channels
<ul style="list-style-type: none"><li>• Industry-specific workshops and practical demonstrations.</li><li>• Guided tours and technology showcase events within the Living Labs network.</li><li>• Business-to-business matchmaking events.</li><li>• Specialized technology demonstration days.</li><li>• Participation in industry fairs, technical exhibitions, and targeted online seminars.</li></ul>	<ul style="list-style-type: none"><li>• Industry magazines and newsletters</li><li>• Professional online platforms</li><li>• Project website and dedicated digital channels</li><li>• Webinars and industry conferences</li></ul>

- Regular publications including white papers and case studies.

## 2.2 Deep tech solution providers

The private sector includes start-ups and SMEs specializing in solutions based on:

- AI,
- Robotics,
- Sensors,
- Advanced Materials,
- Biotech

It is important to engage these stakeholders because they shape the deep tech industry and market and are at the forefront of developing products and services.

### KEY MESSAGES

- The agri-food sector, especially food processing, is a high-impact and economically valuable industry—vital to society yet often overlooked by solution providers. It offers untapped potential for innovation and meaningful contribution.
- Accelerate the market integration and adoption of your innovative solutions within the expanding agri-food value chains through direct engagement with industry stakeholders.
- Benefit from tailored support frameworks, including regulatory advice, validation methodologies, and co-creation opportunities.
- Showcase your technology solutions in realistic, collaborative environments provided by SIXFOLD's extensive Living Lab network.

### KEY ACTIVITIES, TOOLS & CHANNELS

Key activities	Tools & channels
<ul style="list-style-type: none"> <li>• Innovation showcases and hands-on demonstrations.</li> <li>• Targeted innovation challenge events.</li> <li>• Networking events with industry and research partners.</li> </ul>	<ul style="list-style-type: none"> <li>• Dedicated innovation platforms</li> <li>• Social media campaigns</li> <li>• Online and digital success stories highlighting technology impact</li> </ul>

## 2.3 Research & Development Partners

EU scientific bodies, universities, knowledge institutes and their individual scientists in the fields of:

- Food processing and food systems (including [agriculture](#))
- AI
- Computer science
- Engineering (including system engineering)

Researchers are at the forefront of innovation, scientific advancement, and testing. Their engagement is fundamental for providing evidence for the value and potential of drones which can be used to promote their uptake by users and foster support from policy makers and the general stakeholders.

## KEY MESSAGES

- Accelerate the market integration and adoption of your innovative solutions within the expanding agri-food value chains through direct engagement with industry stakeholders.
- Benefit from tailored support frameworks, including regulatory advice, validation methodologies, and co-creation opportunities.
- Showcase your technology solutions in realistic, collaborative environments provided by SIXFOLD's extensive Living Lab network.
- Break down industry barriers and bridge the gap between research and business in order to accelerate innovation and real-world impact in the agri-food sector.

## KEY ACTIVITIES, TOOLS & CHANNELS

Key activities	Tools & channels
<ul style="list-style-type: none"><li>• Innovation showcases and hands-on demonstrations.</li><li>• Targeted innovation challenge events.</li><li>• Networking events with industry and research partners.</li></ul>	<ul style="list-style-type: none"><li>• Dedicated innovation platforms</li><li>• Social media campaigns</li><li>• Online and digital success stories highlighting technology impact</li></ul>

## 2.4 Innovation enablers and policy makers

Regional and national government authorities, standardization organizations, regulatory agencies: includes organizations with a vested interest in deep tech and agriculture at the local, regional, national and EU levels:

- Living Labs,
- Innovation Hubs,
- Regional Authorities,

- Regulators,
- Non-Profits
- Clusters

Innovation Enablers and Policy Markers play an important role in networking and connecting with stakeholders making their engagement a key driver for ecosystem expansion.

### KEY MESSAGES

- Play a crucial role in facilitating responsible adoption and scalability of innovative deep tech solutions within the agri-food and food processing sector, fostering cross-sector collaborations.
- Leverage validated operational frameworks and policy recommendations from SIXFOLD to inform regional, national, and European policy agendas.
- Foster vibrant innovation ecosystems that attract investment, enhance regional competitiveness, and contribute to sustainable development goals.

### KEY ACTIVITIES, TOOLS & CHANNELS

Key activities	Tools & channels
<ul style="list-style-type: none"><li>• High-level policy dialogues and roundtable discussions.</li><li>• Stakeholder consultation events.</li><li>• Production of strategic publications such as policy briefs and best practice guidelines.</li></ul>	<ul style="list-style-type: none"><li>• Specialized policy networks and forums</li><li>• Governmental and organizational digital platforms</li><li>• Dedicated dissemination events and digital policy workshops</li></ul>

## 2.5 Stakeholders

Local communities, end-consumers, citizens, and consumer associations represent SIXFOLD's general audience stakeholders. As the ultimate beneficiaries and consumers within the agri-food ecosystem, their engagement is crucial. Their choices and acceptance shape market demand and influence the adoption of innovative technologies in food production and processing. Additionally, they are directly impacted by advancements in food quality, safety, sustainability, and environmental practices. It is therefore essential to clearly communicate the purpose of SIXFOLD's deep tech innovations, highlighting the benefits for food security, environmental sustainability, and overall quality of life, while ensuring transparency regarding safety and regulatory frameworks that protect consumer interests.

## KEY MESSAGES

- Discover how innovative deep tech solutions positively influence the quality, sustainability, and resilience of food and food systems.
- Engage in transparent dialogues and hands-on experiences demonstrating technology's role in improving everyday life.
- Understand and actively participate in the transformative journey toward sustainable food production and consumption.

## KEY ACTIVITIES, TOOLS & CHANNELS

Key activities	Tools & channels
<ul style="list-style-type: none"><li>• Community outreach</li><li>• Public seminars and exhibitions</li></ul>	<ul style="list-style-type: none"><li>• Local media (TV, radio, newspapers)</li><li>• Social media campaigns and digital storytelling</li><li>• Public exhibitions and community-focused digital content</li></ul>

## 2.6 Cross-group optimization

SIXFOLD will continually integrate dissemination, exploitation, and communication activities through:

- A unified messaging strategy aligned with the project's objectives, tailored to the unique needs and characteristics of each target group.
- Strategic coordination across partners leveraging existing networks, consortium strengths, and EU-wide initiatives.
- Regularly updated content that is professional, clear, engaging, ensuring accessibility and widespread understanding.
- Monitoring and evaluation of communication effectiveness to continually refine and optimize the outreach strategy.

This comprehensive strategy ensures maximum engagement, sustainable exploitation, and effective dissemination of SIXFOLD's results, enabling a significant and lasting impact on Europe's agri-food innovation ecosystem.

## 3. Dissemination, exploitation, and communication strategy

The DEC plan has two overarching priorities and has been organized into four distinct phases (Figure 1) to set clear goals and objectives for the duration of the project. This chapter will describe the work to be accomplished in each phase and the reporting and KPIs used to measure progress and maintain accountability.

### 3.1 DEC priorities and strategic phases

To ensure strategic, timely, and effective dissemination, exploitation, and communication of project outcomes, SIXFOLD follows a structured four-phase DEC timeline. Each phase is designed to align with the project's development stages—from early awareness-building to long-term sustainability—and includes targeted actions to engage stakeholders, promote results, and facilitate their practical application. This phased approach supports the project's ambition to create lasting impact across the European agri-food and deep tech innovation landscape.

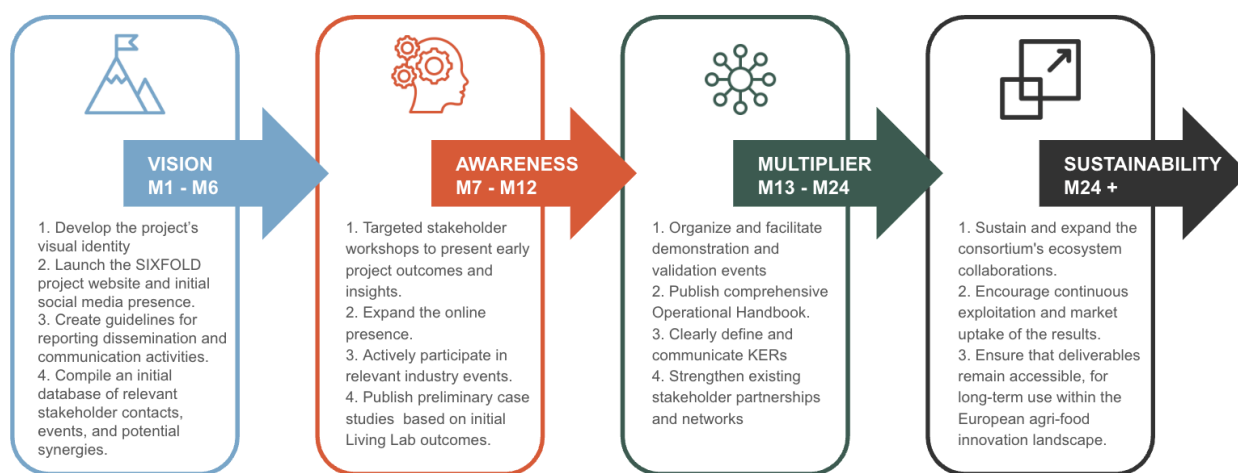


Figure 1. Four-phase DEC timeline

#### FOUNDATION AND VISION (M1–M6)

The first 6 months have set the groundwork for the project's overall dissemination, communication, and exploitation strategy. A clear project identity, including visual branding, core messages, and communication templates, has been established. The initial DEC plan guides partners' activities, ensures clarity in roles, and creates mechanisms for effective monitoring and reporting. Additionally, this phase included identifying initial dissemination events and mapping potential synergies and collaborations.



**Main Actions:**

- Develop the project's visual identity, logos, templates, and standard communication materials.
- Launch the SIXFOLD project website and initial social media presence.
- Create clear guidelines for partners on reporting dissemination and communication activities.
- Compile an initial database of relevant stakeholder contacts, events, and potential synergies.

**BUILDING AWARENESS AND ENGAGEMENT (M7–M12)**

During the second phase, SIXFOLD intensifies communication and dissemination efforts, focusing on stakeholder engagement, initial results from Living Labs, and practical demonstrations. The primary goal is to significantly raise stakeholder awareness, facilitating active participation and to ensure broad support for deeper technology integration in the agri-food ecosystem.

**Main Actions:**

- Conduct targeted stakeholder workshops, webinars, and seminars to present early project outcomes and insights.
- Expand the online presence through active social media campaigns, blogs, newsletters, and success stories.
- Actively participate in relevant industry conferences, fairs, and external stakeholder events to showcase early-stage innovations and establish further collaborations.
- Publish preliminary case studies, technical papers, and fact sheets based on initial Living Lab outcomes.

**MULTIPLIER EFFECT AND EXPLOITATION (M13–M24)**

In this critical phase, the primary emphasis shifts toward robust dissemination and strategic exploitation of validated results. SIXFOLD focuses on practical demonstrations, comprehensive result sharing through the Operational Handbook, and developing clearly articulated exploitation pathways including Intellectual Property Rights (IPR) management.

**Main Actions:**

- Organize and facilitate large-scale demonstration and validation events at regional and European levels.
- Publish comprehensive best-practice guidelines, policy briefs, and the updated Operational Handbook.

- Clearly define and communicate exploitable results and detailed exploitation scenarios, including appropriate IPR protection and business modeling.
- Strengthen existing stakeholder partnerships and networks for enhanced result uptake and replication.

### LONG-TERM SUSTAINABILITY (M24+)

Following the project duration, SIXFOLD will implement a structured sustainability strategy ensuring continued dissemination and exploitation of the project outcomes. Efforts will include ongoing stakeholder engagement, maintaining active communication channels, continuous content updates, and facilitating widespread adoption and scaling of innovations developed throughout the project lifecycle.

#### Main Actions:

- Maintain and regularly update the project's online platforms, including the website and social media.
- Sustain and expand the consortium's stakeholder network and ecosystem collaborations initiated during the project.
- Encourage and support continuous exploitation and market uptake of project results through established partnerships and synergies.
- Ensure that project deliverables, tools, and resources remain accessible, relevant, and beneficial for long-term use within the European agri-food innovation landscape.

This structured, strategic approach ensures that SIXFOLD effectively maximizes stakeholder engagement, result dissemination, and exploitation throughout and beyond the project's lifecycle.

## 3.2 Framework for study visit communication

To maximize the effectiveness, consistency, and replicability of communication around SIXFOLD study visits, all partners hosting visits are encouraged to follow this structured strategy. Emphasis is placed on highlighting specific innovation barriers, challenges, and practical solutions unique to each Living Lab, thereby enhancing stakeholder understanding and supporting targeted dissemination and exploitation.

SIXFOLD's study visits aim to showcase specific innovation barriers faced by Living Labs and how they can be addressed through deep tech solutions. The strategy follows three key stages—pre-visit preparation, activities during the visit, and post-visit follow-up—each with a clear rationale for maximizing impact, consistency, and replicability.

## PRE-VISIT PREPARATION

This stage lays the groundwork for a successful study visit by identifying core objectives, selecting the right participants, and building anticipation. By clearly defining the Living Lab's innovation barriers upfront and aligning them with stakeholder interests, these actions ensure that participants arrive well-informed, motivated, and ready to engage.

Objectives	Channels & Tools
<ul style="list-style-type: none"><li>Clearly communicate visit objectives, expected outcomes, and key innovation barriers to be addressed.</li><li>Maximize attendance and active engagement by effectively targeting relevant stakeholders.</li></ul>	<ul style="list-style-type: none"><li>Targeted emails and direct invitations</li><li>Project website announcements</li><li>Digital flyers or PDF brochures</li><li>Social media channels (e.g., LinkedIn)</li></ul>

### Recommended Actions & Timeline:

- 6 weeks before: Prepare a detailed agenda highlighting the objectives, schedule, and key innovation barriers to be showcased at the Living Lab.
- 4-5 weeks before: Send initial personalized invitations, clearly stating the relevance of the visit to each stakeholder and outlining potential benefits from participation.
- 2 weeks before: Develop and distribute concise briefing materials detailing identified innovation barriers, challenges faced by the Living Lab, and expected discussions.

## DURING THE VISIT

On-site presentations, demonstrations, and discussions provide the most direct opportunity to communicate the unique challenges faced by the Living Lab and how deep tech innovations are being applied. By offering hands-on sessions and interactive dialogues, participants can immerse themselves in the process, gain firsthand insights, and give immediate feedback on proposed solutions.

Objectives	Channels & Tools
<ul style="list-style-type: none"> <li>• Present clear, consistent, and engaging messages, focusing explicitly on identified innovation barriers and solutions.</li> <li>• Facilitate meaningful interaction, dialogue, and collaboration among participants to gather insights and validate innovation barriers.</li> </ul>	<ul style="list-style-type: none"> <li>• Structured PowerPoint or multimedia presentations highlighting innovation barriers and solutions</li> <li>• Printed case studies or informative handouts</li> <li>• Interactive participant surveys, feedback forms</li> <li>• Documented visual media (photos/videos capturing key moments, demonstrations)</li> </ul>

#### Recommended Actions & Timeline:

- Beginning of the event: Present a concise introduction clearly outlining the barriers, objectives, and anticipated outcomes of the study visit.
- Throughout the visit: Organize interactive presentations and guided demonstrations clearly illustrating the specific barriers and innovative solutions implemented or tested.
- End of the event: Facilitate dedicated Q&A sessions and feedback workshops explicitly designed around barrier discussions, gathering participant insights, experiences, and validation.

#### POST-VISIT

Post-visit activities are crucial for reinforcing key learnings, capturing detailed feedback, and nurturing long-term relationships. By promptly sharing outcomes, thanking participants, and providing avenues for further collaboration, this stage maintains momentum and ensures that the study visit's insights continue to influence ongoing work in the Living Lab and across the SIXFOLD consortium.

Objectives	Channels & Tools
<ul style="list-style-type: none"> <li>• Reinforce key outcomes and insights around the innovation barriers discussed.</li> </ul>	<ul style="list-style-type: none"> <li>• Follow-up emails and summary PDF documents</li> <li>• Project website and blog articles clearly outlining barrier insights</li> </ul>

<ul style="list-style-type: none"> <li>Maintain momentum, stakeholder relationships, and dialogue about addressing identified barriers.</li> </ul>	<ul style="list-style-type: none"> <li>Social media posts summarizing visit highlights and identified challenges</li> <li>Online repository for Living Lab documentation, accessible to consortium partners</li> </ul>
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### Recommended Actions & Timeline:

Within 1 week: Send personalized thank-you emails, including concise summaries of key innovation barriers discussed and feedback collected during the visit.

Within 2 weeks:

- 1) Publish clear, structured highlights and documented outcomes of the visit on project channels, emphasizing specific barrier cases and lessons learned.
- 2) Share detailed documentation and learnings internally with SIXFOLD consortium partners for collective analysis and follow-up action planning.

### STUDY VISIT PLANNING AND IMPLEMENTATION OVERVIEW

To streamline planning and maintain a consistent approach across all partner-hosted study visits, the table below offers a concise overview of the recommended actions, timelines, and key responsibilities. By using this summary as a quick reference guide, consortium members can ensure effective coordination and uniform standards for each phase of the study visit.

Phase	Timeframe	Action	Channel/Tool
<b>Pre-Visit Preparation</b>	6 weeks before	Prepare agenda with objectives, schedule, and innovation barriers	Internal drafts, shared docs
	4–5 weeks before	Send personalized invitations	Targeted emails, PDF flyers, direct outreach
	3 weeks before	Distribute briefing materials about barriers and expected discussions	Email attachments, brochures, website
<b>During the Visit</b>	Day(s) of event	Present objectives, facilitate demos, and gather feedback	Presentations, interactive sessions, feedback forms
<b>Post-Visit Follow-Up</b>	Within 1 week	Send thank-you emails with summaries of discussed barriers	Email, PDF summaries
	Within 2 weeks	Publish highlights and share internal learnings	Blog posts, reports, internal documentation

### 3.3 Reporting and KPIs

Within the framework of WP4: Dissemination, Exploitation, and Communication, a structured reporting system and a set of Key Performance Indicators (KPIs) have been established to monitor and evaluate communication activities across the SIXFOLD project. These indicators are designed to track the visibility, reach, and impact of dissemination efforts, including engagement with stakeholders, promotion of study visits, and uptake of project outcomes. Regular KPI reviews will support adaptive planning and ensure alignment with project goals and EC reporting requirements.

#### REPORTING

The Dissemination, Exploitation, and Communication (DEC) Plan is submitted through the EU Portal Continuous Reporting tool, following the guidelines and schedule set by the granting authority. The initial version was submitted in Month 3 (M3), and an updated version (v2) is planned for Month 8 (M8). This updated plan will cover the entire 24-month duration of the project.

The DEC outlines strategic communication and dissemination actions, including Living Lab study visits, key deliverables, and milestones. These are reflected in Figure 2.

The approach ensures effective communication that supports stakeholder engagement and the broader exploitation of insights on innovation barriers identified throughout the project lifecycle.

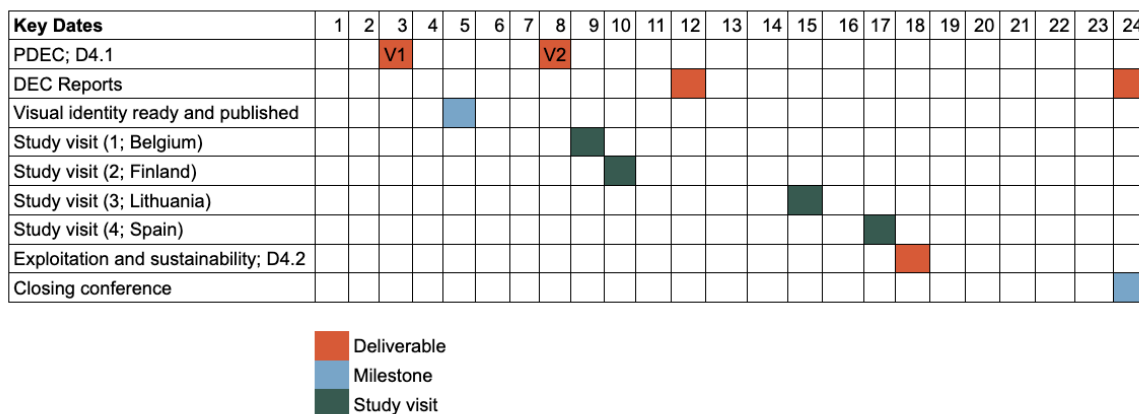


Figure 2. Key dates of Dissemination and Communication activities

#### KEY PERFORMANCE INDICATORS

In the proposal phase, KPIs related to the target audiences and number of stakeholders to be engaged with the project's results were determined. These KPIs cover the number of activities, communication tools, and dissemination channels, as

well as the number of audience members expected to be reached. They are critical for achieving project objectives, as they serve as measurable and monitorable targets that allow for ongoing evaluation, progress tracking, and corrective action when necessary.

However, upon reviewing the initial phase of implementation, it became clear that the original KPI targets (v1.0) were based on a sister-reference project HIGHFIVE with a 36-month duration, while SIXFOLD runs for only 24 months. As a result, the initial KPIs were overly ambitious given the shorter timeframe and available resources. To ensure the targets remain realistic and meaningful, we propose a **33% reduction** in some figures (v2.0), to be formally revised in Month 8.

Tools and channels		Start month	Target v1.0	Target v2.0
SIXFOLD project page on the SS4AF Partnership website	A webpage for the SIXFOLD project on the SS4AF Partnership website will be set-up, with downloadable public deliverables and results.	M3	3000 page views 8 newsletters	2000 page views 6 newsletters
Social media	The team will use relevant social media (e.g. Facebook, LinkedIn): link with study visits, workshops, concrete results, etc., to create messages which can be broadly shared. YouTube will be used for distributing audio-visual material	M3	>50 posts >800 followers	>36 posts >536 followers
Graphical communication material	Digital and printed format: leaflets, project roll-up, etc.	M3	1 roll-up 1000 leaflets distributed	1 roll-up 670 leaflets distributed
Publications in journals, professional magazines and professional newsletters	Publications at regional, national, international level, e.g. Food Navigator, EuroNews, EU agenda, as well as relevant journals in the broad agri-food sector.	M3	>12 publications	>9 publications
Involvement and engagement of 4H actors and external experts in the SIXFOLD's work plan via study visits, workshops, meetings, etc.	Relevant 4H stakeholders will be involved actively in a series of actions organized within the project's workplan: • Interviews with Living Labs and relevant innovation actors (WP1) • Study visits and co-creation workshops (WP2) • Validation of SIXFOLD's Action Plan (WP3)	M3	>350 4H actors will be involved and engaged in the various activities of the SIXFOLD project	>230 4H actors will be involved and engaged in the various activities of the SIXFOLD project
EC Dissemination routes	SIXFOLD will utilise the dissemination tools provided by the EC for dissemination to European	M6	3 project outputs presented in	3 project outputs presented in

	citizens, industry and the scientific community.		EU tools	EU tools
Presentations in conferences, seminars, trade shows, exhibitions Face-to-face meetings	SIXFOLD will actively promote the best practices and in relevant exhibitions and conferences at national and EU level. This could include Foodexpo, Herning, Denmark, the largest food event in northern Europe; Anuga FoodTec, Cologne, Germany; SIAL, Paris, France, etc.	M12	At least 12 events attended; at least 12 presentations given	At least 12 events attended; at least 12 presentations given
Closing conference	At the closing conference, the project results and best practices will be showcased. Policy recommendations, related to how to create supportive framework conditions, will be presented and lessons learnt shared.	M24	>120 participants	>100 participants
MoUs	MoUs signed by relevant networks, partnerships, organisations, etc. from the broad SIXFOLD community	M24	At least 5 signed MoUs	At least 5 signed MoUs

## RATIONALE FOR MAINTAINING SELECTED DISSEMINATION KPIs

Several dissemination KPIs have remained unchanged, despite adjustments in other indicators to match the project's 24-month duration. This decision has been carefully considered based on consortium capacity, previous experience, and the realistic feasibility of achieving these targets within the project timeline.

Firstly, presenting three project outputs via European Commission dissemination routes by Month 6 remains both achievable and strategically valuable. The European Commission provides established platforms, including the Horizon Results Platform and CORDIS, specifically designed for rapid dissemination of EU-funded project outputs. Considering the consortium's early-stage deliverables—such as methodological guidelines, preliminary assessments, and initial Living Lab reports—meeting this KPI within the given timeframe is not only feasible but beneficial for early visibility and stakeholder engagement.

Secondly, attending and presenting at 12 conferences, seminars, trade shows, or exhibitions by Month 12 is an attainable goal due to the diverse and extensive networks of the SIXFOLD partners. The consortium is composed of partners strategically dispersed across various European regions, each embedded in strong local and international networks. This distribution ensures broad geographical



representation and makes attending and actively contributing to twelve relevant industry and scientific events within the first year practical and realistic. Previous consortium projects and partner experience confirm the ease of delivering at least one presentation per event, ensuring comprehensive dissemination and significant stakeholder exposure within this timeframe.

Thirdly, the target for the closing conference has been adjusted from 120 to 100 participants to reflect the scale of the SIXFOLD consortium. While the previous target was based on reference projects with significantly larger partnerships (e.g., HIGHFIVE with 30+ members), SIXFOLD operates with only 6 partners. This smaller consortium naturally limits the direct outreach capacity. However, the revised target of 100 remains both realistic and impactful. It aligns with attendance figures achieved in similar contexts and leverages the partners' strong networks and focused communication efforts. Given the diverse stakeholder groups already identified—including industry actors, policymakers, researchers, and the wider agri-food community—the updated figure still supports meaningful engagement and visibility for the project's outcomes.

Lastly, the aim to secure at least five Memoranda of Understanding (MoUs) by Month 24 is both reasonable and strategically aligned with the consortium's objectives. These MoUs represent tangible commitments to future collaboration, exploitation, and sustainable use of the project's results. Given the existing relationships and proven cooperation history among consortium partners and their extensive networks, establishing a minimum of five MoUs is entirely feasible. Additionally, the closing conference provides an ideal setting to formalize these agreements, leveraging the presence and interest of key stakeholders.

In summary, these unchanged KPIs reflect realistic and strategically significant targets based on the consortium's robust network, previous dissemination experience, and the carefully considered potential for successful stakeholder engagement throughout the project duration.

## KPI TRACKING

A spreadsheet, located on the project's shared drive, will be distributed to partners monthly to report on event participation and communication activities (Figure 3) and will help maintain accountability and engagement with the dissemination and communication process. The results will be compiled using online reporting tools and serve to monitor targets and inform DEC strategies as the project progresses.

1. A - Activity Planning (until 31-08-2023)					Reporting of the delivered activities 31-08-2023						
Event link (if applicable)	Date(s)	Location(s)	Potential SIXFOLD involvement	Status of dissemination activity	Type of dissemination activity What?	Target groups Who?	Supporting information	The number of participants	Link if any	Description of the objective(s) with reference to a specific project output (max 200 characters) Why?	If there was a social media post or press release, please report it!
			Presentation	Ongoing	Forums	Investors	List of participants				
Online directory where to upload supporting information											Communication reporting
2. B - Synergy & Liaison mapping (until 31-08-2023)					Reporting of the delivered activities 31-08-2023						
Website	Initiative Leader	Potential joint activities	Status of dissemination activity	Type of dissemination activity What?	Target groups Who?	Supporting information	The number of participants	Link if any	Description of the objective(s) with reference to a specific project output (max 200 characters) Why?	If there was a social media post or press release, please report it!	
Online directory where to upload supporting information											Communication reporting
3. C - Publication Planning (until 31-08-2023)		Reporting of the delivered activities 31-08-2023									
Publication website	Estimated submission date	Notes									
Online directory where to upload supporting information											Communication reporting

Figure 3. DEC reporting form

## 4. Dissemination activities

The chapter will describe each of the types of dissemination activities to be carried out during the project.

### ORGANISING AND PARTICIPATING IN EVENTS

To make the most out of the partner's existing plans, an event planning form will be distributed biannually to request information on events already planned by the partners and if there is any potential for SIXFOLD' participation. To better coordinate efforts between partners participating at similar events and establish an effective plan for SIXFOLD, information will be consolidated online in a living document that will be updated frequently (Figure 4).

SIXFOLD event planning (partner events)									
#	Type of event	Event	Event link	Start date	End date	Location	Participating partner(s)	Target groups	Potential SIXFOLD involvement

Figure 4. Consolidated record of potential events for SIXFOLD participation

### STUDY VISITS AND CO-CREATION WORKSHOPS

Study visits and co-creation workshops represent critical exploitation activities within SIXFOLD, designed to directly address and overcome identified innovation barriers in the agri-food sector. These face-to-face engagements at regional Living Labs will

facilitate practical, targeted discussions on deep-tech integration, including aspects such as technology validation, regulatory compliance, socio-economic implications, and environmental sustainability. Each partner will host structured study visits to showcase their region-specific use cases and innovative approaches, guided by clearly outlined operational standards and the consortium's shared methodology. Key outcomes, best practices, and stakeholder insights from these visits and workshops will be thoroughly documented and disseminated via the project's digital channels, enabling broader replication, skill-building, and the long-term application of results across diverse European contexts.

### CONFERENCES, EXHIBITIONS, AND EXTERNAL EVENTS

To enhance SIXFOLD's visibility, promote project results, and ensure comprehensive exploitation of its outcomes, consortium partners will actively participate in at least 12 external events—including major industry conferences, exhibitions, trade fairs, and scientific symposia. The project's presence at strategically chosen events will help establish valuable connections across industry, academia, and policy networks. Participation in these events will directly support broader dissemination and facilitate targeted collaborations, ensuring long-term sustainability and integration of SIXFOLD's innovations into Europe's agri-food value chains.

## 5. Communication tools and media kit

This chapter outlines the communication tools and channels that will be used to engage SIXFOLD's defined target groups. All core communication materials will be produced in English to ensure consistency and accessibility across the consortium and broader EU community. Where necessary, and particularly for region-specific outreach activities or stakeholder engagement, translations into national or local languages will be provided. In such cases, the partner responsible for the respective geographical area will oversee the translation and contextual adaptation of materials, ensuring that the content is culturally appropriate, technically accurate, and effectively tailored to the local audience.

### 5.1 Branding

To ensure visibility and recognition across diverse stakeholder groups, SIXFOLD has developed a clear and consistent visual identity that reflects the project's values, objectives, and innovative character. The branding will be applied across all communication materials and digital channels to maintain coherence and reinforce the project's presence. SIXFOLD will maintain an active presence across selected digital platforms to share updates, highlight results, and foster ongoing dialogue with its target audiences. Content will be curated with attention to tone, frequency, and

relevance—ensuring that it is engaging, accessible, and appropriately tailored to each audience segment, while avoiding communication fatigue.

## 5.2 Visual identity

SIXFOLD's visual identity (Figure 5) serves as the project's public face, conveying its mission and values through a cohesive and recognisable aesthetic. It has been carefully designed to reflect the project's focus on innovation, sustainability, and collaboration within the agri-food and deep tech sectors. The visual identity brings together a consistent use of imagery, colour palette, typography, and design elements to create a strong and memorable brand. It is versatile and adaptable across both digital and print communication channels. Key considerations in its development included alignment with the project's core objectives, clarity of message, and ease of application across diverse formats and platforms.



Figure 5. SIXFOLD logo

In addition, all SIXFOLD outputs will follow the requirements set out by the European Commission and will include the EU flag, the source of funding and the Grant Agreement number as followed.



This project has received EU funding under Grant Agreement 101158281

Figure 6. EU flag, funding source and Grant Agreement number

## FLYERS AND ROLL-UPS

Roll-ups will be used at physical events for eye-catching identification of the ICAERUS booth, the first banner has already been created (Figure 7). Flyers are being designed

and will also be distributed at these events to provide concise project information relevant to the target groups present to promote their engagement beyond the event. If needed, partners will translate these materials into their languages for use during local and national events.



**Stimulating Innovation eXperiments in Food prOcessing Live Demonstrators**

SIXFOLD unites 'Smart Solutions 4 Agri-food' partners and Living Labs across Europe to drive agri-food innovation. Focusing on AI, robotics, and biotech, it supports the EU's Green Deal and Farm to Fork strategy, aiming for sustainable food systems.

- Demand driven innovation**  
Organizing six major study visits and co-creative sessions, with insights shared across at least eight partnerships and networks.
- Innovation methodologies**  
Delivering a comprehensive sustainability plan and governance model to ensure the network's long-term success.
- Piloting**  
Empowering 150 agrifood companies to test and implement cutting-edge technologies.
- Food processing, digitalization, deeptech**  
Growing and strengthening the network of Living Labs, connecting agrifood companies, tech innovators, and regulators across Europe.

Follow us on Social Media:   

**Markus Ojala**  
Projects: SIXFOLD - HIGHFIVE  
B6 Food Processing and Biotechnology  
SeAMK - Saimaa University of Applied Sciences  
Contact:  
+358 40 830 2084  
Kampusaranta 9A, 5th floor  
P.O. Box 421, 00101 Seinäjoki | Finland  
markus.ojala@seamk.fi

**AgriFood Capital**  
**FF** FARMERS' FORUM  
**TH OWL**

**itg**  
**SeAMK**  
**AgriFood Lithuania**

 **Funded by the European Union**

This project has received EU funding under Grant Agreement 101158281

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Figure 7. SIXFOLD Roll-up

## TEMPLATES

Templates (Figure 8) have been created for partners to use for all written internal and external communication, presentations and deliverables to maintain consistent, professional aesthetics. The deliverable template includes a cover page featuring the

project's logo and acronym, the deliverable information (number, full title, corresponding work package number and title) as well as the author's name and organization. See ANNEX 1 for more branding examples.

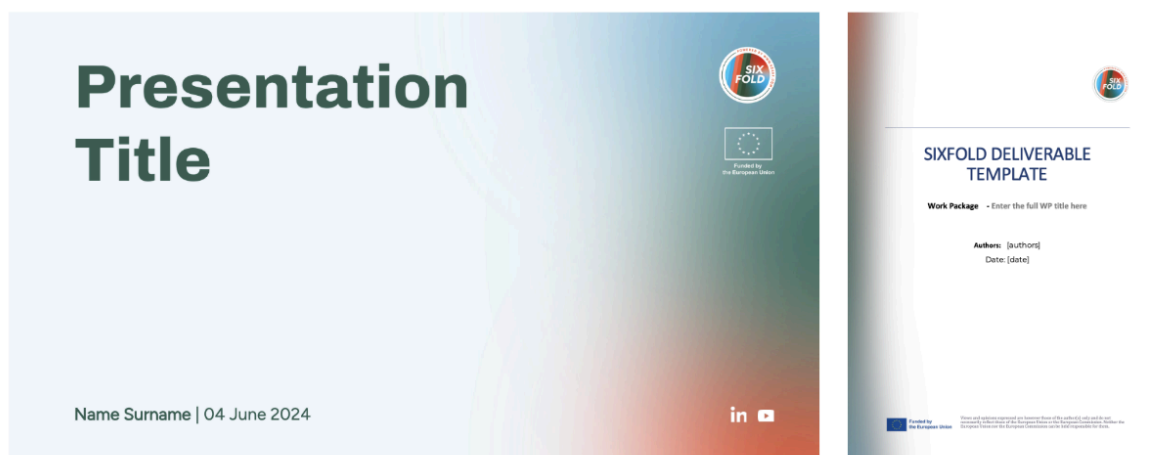


Figure 8. SIXFOLD templates

### 5.3 Digital presence

Maintaining a strong digital presence and utilizing multiple digital tools will play a critical role in spreading results across geographical boundaries and accessing a greater diversity of stakeholders. They also offer easy to use evaluation metrics to assess the engagement level of audiences.

#### WEBSITE

The SIXFOLD website, accessible at <https://sixfold.ss4af.com/>, serves as the central information hub for the project. It is the primary access point for stakeholders seeking updates on project activities, outcomes, and opportunities for engagement. Hosted within the Smart Sensors 4 Agri-food (SS4AF) platform, the website connects users with relevant EU resources and provides comprehensive details about the consortium, upcoming events, study visits, blog posts, public deliverables, and results. It is designed to ensure transparency, accessibility, and timely communication with all target audiences throughout the project lifecycle.



Figure 9. SIXFOLD website

## SOCIAL MEDIA

Social media plays a key role in supporting the dissemination and communication objectives of SIXFOLD by enabling timely, engaging, and targeted outreach to the project's diverse stakeholder groups. In the early planning stages, four platforms were proposed for use: LinkedIn, Facebook, and X (formerly Twitter). However, following a consortium-wide consultation and formal vote, it was agreed to retain only LinkedIn as the project's official social media channel. This decision was based on an assessment of audience relevance, platform effectiveness, and the communication needs specific to SIXFOLD's goals and target groups.

LinkedIn (Figure 10) was selected as the primary channel for professional engagement. It offers an ideal environment for sharing project news, updates, publications, event invitations, and stakeholder highlights with professionals in the agri-food, tech, policy, and research sectors. With its focused audience and strong B2B networking capabilities, LinkedIn enables SIXFOLD to reach relevant actors across the innovation ecosystem and build credibility among expert communities. Engagement metrics such as post reach, follower demographics, and interaction rates (likes, shares, comments) will be monitored to evaluate performance.

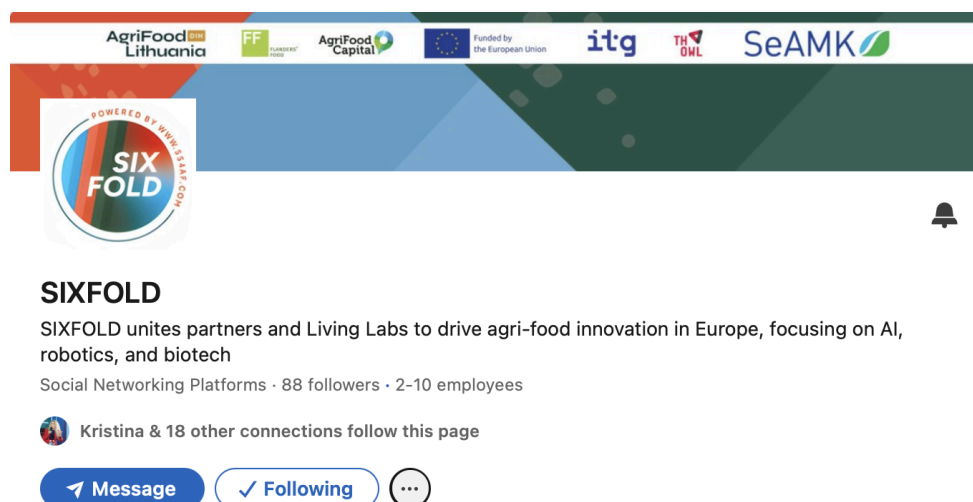


Figure 10. SIXFOLD LinkedIn page

While Facebook and X offer broad public outreach, their relevance to the specific professional and technical audiences targeted by SIXFOLD was deemed limited. The streamlined focus on LinkedIn and YouTube allows the project to maintain a high standard of content quality, ensure consistency in messaging, and allocate communication resources more efficiently. This focused approach supports deeper engagement with core stakeholder groups while maintaining flexibility for cross-promotion through partner channels as needed.

## BLOG

The SIXFOLD blog will serve as a dynamic platform for sharing project stories, insights, and updates in an accessible and engaging format. Written in a conversational yet informative style, blog posts will cover a wide range of topics—from Living Lab activities and deep tech applications in agri-food, to interviews with stakeholders and behind-the-scenes project developments. Each entry will be accompanied by visuals such as photos, infographics, or short videos to increase appeal and readability. The blog will play a key role in humanising the project, sparking interest across different audience segments, and enhancing the visibility of results and regional contributions throughout the project lifecycle.

## E-NEWSLETTERS

SIXFOLD will publish e-newsletters every six months, with additional special editions following each study visit. These newsletters will offer concise, curated updates on key project activities, including progress from Living Labs, outcomes from co-creation workshops, and insights from demonstration and validation events. Special editions will focus specifically on lessons learned and innovation barriers discussed during study visits, allowing wider stakeholders to benefit from local experiences across the



network. The newsletter will also promote upcoming opportunities for engagement, such as events, publications, and relevant external initiatives. Subscriptions will be available via the project website and promoted at in-person events. This schedule ensures that each edition delivers relevant, timely content that supports stakeholder involvement while avoiding communication fatigue.

## 5.4 Multiplier campaign

SIXFOLD will implement a focused multiplier campaign that combines key communication and dissemination strategies to reinforce the project's visibility, strengthen stakeholder engagement, and maximise the reach and impact of its results. These activities will be conducted using the tools and formats defined in the Grant Agreement, with strong alignment to regional dissemination channels available through the SS4AF partnership. The campaign will be particularly relevant during study visits, public demonstrations, and key project milestones.

### PRESS RELEASES

Press releases will be published at strategic points throughout the project to announce major achievements, events, and findings. These will include updates on study visits, validation outcomes, and the release of key outputs such as the Operational Handbook and Action Plan. Press releases will be written in English and translated by local partners as needed to ensure accessibility for regional audiences. Each release will highlight the project's goals, the role of regional Living Labs, and how SIXFOLD supports the EU's Green Deal and Farm to Fork objectives.

### INTERVIEWS AND MEDIA OUTREACH

SIXFOLD will also engage in targeted media outreach, including interviews with key project stakeholders such as researchers, Living Lab leads, regional authorities, and industry participants. These interviews will help to humanise the project, provide relatable narratives, and communicate the real-world value of deep tech integration in the agri-food sector. Depending on regional relevance, outreach may include appearances on local radio, podcasts, or online media platforms. All media efforts will aim to connect communities with the project while supporting knowledge transfer and uptake of results.

Through this structured multiplier campaign, SIXFOLD will extend its communication footprint, deliver consistent and locally relevant messaging, and support the broader dissemination and exploitation of its outcomes across the European agri-food innovation landscape.

## 6. Exploitation plan

The exploitation plan in SIXFOLD outlines the initial and ongoing steps to ensure that project results are used, re-used, and have long-term value beyond the project duration. Aligned with Horizon Europe guidelines, the plan is designed to promote both commercial and non-commercial uptake of outputs, support the development of future research, and strengthen innovation capacity in the agri-food sector.

The objectives of the SIXFOLD exploitation plan are to:

- 1) Ensure the sustainable use and replication of results produced across the network of Living Labs;
- 2) Demonstrate the added value of deep tech integration for scientific, industrial, and policy development;
- 3) Encourage uptake by agri-food stakeholders, policymakers, and regional innovation actors to foster resilient, competitive, and sustainable food systems in line with the Green Deal and Farm to Fork strategies.

Exploitation will take several forms: transfer of knowledge and operational models to public and private users; capacity building through co-creation and study visits; policy contributions via recommendations and white papers; and potential commercialisation of solutions validated during the project.

### 6.1 Steps towards exploitation

The project will define and monitor Key Exploitable Results (KERs) throughout its lifecycle. Each result will be characterised using a standardised template to assess its type, target users, exploitation potential, and IPR considerations. This template—developed in WP4—will help determine the most suitable pathway for each result, whether commercial (e.g., Living Lab services, technological tools, operational models) or non-commercial (e.g., policy recommendations, capacity-building materials).

### 6.2 Exploitation pathways

Exploitation approaches will differ depending on the nature of the result:

#### OUTPUTS

These may include new technological tools or services that emerge from Living Lab validation. For such results, a simplified business model canvas will be applied to define value propositions, target markets, stakeholder roles, costs, and potential

revenue streams. If needed, market analysis from WP1 will be further developed to support commercial exploitation planning.

Results such as policy recommendations, the updated Operational Handbook for Living Labs, or action plans for regional ecosystems will follow alternative pathways. These include open access dissemination, incorporation into regional or EU policy discussions, and long-term sustainability planning via institutional or network-based support (e.g., through the SS4AF Partnership).

## SUSTAINABILITY

To ensure the long-term impact and continuity of non-commercial outcomes, a dedicated sustainability plan will be developed as part of Deliverable 4.2. This plan will outline the necessary steps to maintain the relevance and accessibility of selected project results—such as policy recommendations, the updated Operational Handbook for Living Labs, and regionally validated co-creation methodologies—well beyond the conclusion of the project.

The sustainability plan will define key elements including:

- The responsible actors (e.g. consortium members, Living Labs, or SS4AF partners) tasked with the maintenance and continued promotion of these outputs;
- The resources required for post-project upkeep, including technical infrastructure, coordination capacity, and content updates;
- The long-term value of the results to stakeholders and the mechanisms for continued uptake and usage;
- Potential funding opportunities, such as future EU programmes, regional development funds, or integration into existing platforms and partnerships.

By incorporating this plan into Deliverable 4.2 - Exploitation and sustainability strategy, SIXFOLD ensures that sustainability is not treated as a stand-alone task, but as an integrated aspect of exploitation planning. This approach reinforces the project's ambition to create a durable, self-sustaining knowledge and innovation ecosystem that supports the transformation of Europe's agri-food sector beyond the funded period.

## KEY EXPLOITABLE RESULTS (KERs)

SIXFOLD anticipates a defined set of Key Exploitable Results, which will include:

- The updated Operational Handbook for Living Labs, which will guide future regional experimentation in agri-food innovation;
- A validated Action Plan for deep tech adoption in agri-food ecosystems;
- Use-case-based methodological approaches for stakeholder engagement, co-creation, and regulatory alignment;

- Region-specific innovation barrier case studies, offering actionable insights for replication and policy uptake.

Each KER will be mapped to its target group(s), including industry actors, research institutions, policymakers, regional authorities, and innovation facilitators.

Through these structured pathways, SIXFOLD will ensure that its outcomes are not only disseminated but actively used—supporting long-term transformation, innovation scalability, and knowledge transfer across Europe’s agri-food value chains.

## 6.3 IPR strategy

SIXFOLD will implement a clear and pragmatic Intellectual Property Rights (IPR) strategy to ensure that all project results are appropriately protected, shared, and, where relevant, made available for further exploitation. The aim is to safeguard the interests of the consortium partners while enabling the broader use and re-use of results in line with Horizon Europe regulations.

SIXFOLD will assess the potential for IPR protection of any result with commercial, scientific, or policy-related value. Where justified, and in accordance with the Grant Agreement and Consortium Agreement, partners will take steps to apply appropriate forms of protection—ranging from copyright and trade secrets to patents or confidentiality agreements. The choice of IPR protection will be determined based on the nature of the result and its intended exploitation pathway.

### PARTNER RESPONSIBILITIES AND ACCESS RIGHTS

All partners are responsible for managing their own background and results, as outlined in the Grant Agreement. Access rights to necessary background and results will be provided to other beneficiaries for the purpose of implementing the project or exploiting its results, as defined in written agreements. At the time of the Consortium Agreement signature, no background was declared essential by one partner for another’s work, but the Consortium retains the flexibility to update this if needed.

Results generated by individual beneficiaries will remain their property unless developed jointly. In cases of joint ownership, a joint ownership agreement will be established to define usage terms, access conditions, and cost-sharing for any protection measures. Each joint owner may use the results for non-commercial purposes and may license them for other uses under agreed conditions.

### DISSEMINATION AND OPEN ACCESS

SIXFOLD is committed to open access for all peer-reviewed publications resulting from the project. Publications will be deposited in trusted repositories and made available under a Creative Commons Attribution Licence (CC BY). Metadata will be openly accessible in line with FAIR principles and Horizon Europe requirements. All

dissemination activities will be conducted with prior notice to other partners, and objections based on confidentiality, IPR protection, or legitimate interests will be handled in accordance with the procedures set out in the Grant Agreement.

## OWNERSHIP AND TRANSFER OF RESULTS

Results may be transferred in line with the terms of the Consortium Agreement and applicable EU rules. Any third-party transfers must respect existing rights and be communicated to the consortium. A detailed results ownership list will be maintained and updated during periodic reporting.

## CONFIDENTIALITY AND NDAs

All consortium members are bound by confidentiality obligations. Non-disclosure agreements (NDAs) will be used where necessary to protect sensitive information, especially during study visits, workshops, or bilateral exchanges. A standard NDA template will be made available to ensure consistent application across the consortium.

## NEXT STEPS

Throughout the project, partners will identify and document potential Key Exploitable Results (KERs). These will be evaluated for their IPR needs and exploitation potential as part of the broader exploitation planning in WP5. Where applicable, IPR protection measures will be initiated, and partners will receive guidance on procedures and compliance. Any non-commercial results, such as methodological frameworks or policy recommendations, will be governed by open access and sustainability strategies, ensuring continued use after project completion.

# ANNEX 1

## Presentation Title



Funded by  
the European Union  
Grant Agreement No.  
101158281

Name Surname | 04 June 2024



## Title

*Subtitle*

Welcome to this presentation, where we explore ideas and insights that shape our understanding of the topic at hand. This placeholder text is intended to represent the structure and tone of a typical presentation without committing to specific content or conclusions.

The phrasing here is designed to reflect a professional and engaging delivery, giving you a clear sense of how the actual material might appear once fully developed. It serves as a flexible template for refining your message and visual storytelling.

*Presentation title*



# Title

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Presentation title

Name Surname



# Title

Subtitle

This is placeholder content used to illustrate how text will appear in this section of the presentation. It does not contain final information and should be replaced with relevant points or explanations. The style and tone reflect a typical slide format for professional use.

Presentation title



# Title

Subtitle

1.

This is a sample sentence written to demonstrate layout design.

This placeholder text is intended to show how content will look in this section. It helps visualize structure and layout before the final material is added or refined for presentation purposes.

2.

This is a sample sentence written to demonstrate layout design.

This placeholder text is intended to show how content will look in this section. It helps visualize structure and layout before the final material is added or refined for presentation purposes.

3.

This is a sample sentence written to demonstrate layout design.

This placeholder text is intended to show how content will look in this section. It helps visualize structure and layout before the final material is added or refined for presentation purposes.

Presentation title



# Title

Subtitle

1.

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6.

This is a sample sentence written to demonstrate layout design.

Presentation title







## Title

This section is reserved for content that will be added at a later stage. The text here simply acts as a stand-in to maintain the visual balance of the slide and help you preview how the layout will look once finalized. Feel free to replace this with meaningful insights, data, or commentary relevant to your topic.

Presentation title



# Thank you!

## Partners



04 June 2024

