

NeoGIANT

The power of grape extracts: antimicrobial and antioxidant properties to prevent the use of antibiotics in farmed animals: 101036768

D11.6. Knowledge transfer strategy in Latin America

Due date of deliverable: 30/09/2022

Actual submission date: 29/09/2022



**Horizon 2020
European Union Funding
for Research & Innovation**

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PROJECT INFORMATION

Project full title: The power of grape extracts: antimicrobial and antioxidant properties to prevent the use of antibiotics in farmed animals

Acronym: NeoGiANT

Call: H2020-LC-GD-2020-4

Topic: LC-GD-6-1-2020


Start date: 1st October 2021

Duration: 48 months

List of participants:

No.	Acronym	Participant organisation name	Country
1 (Coord)	USC	Universidade de Santiago de Compostela	Spain
2	MRI	Moredun Research Institute	United Kingdom
3	IBPRS	Instytut Biotechnologii Przemysłu Rolno-Spożywczego im. prof. Waława Dąbrowskiego	Poland
4	VRI	Veterinary Research Institute	Czech Republic
5	MATE	Nemzeti Agrárkutatási és Innovációs Központ	Hungary
6	FUB	Freie Universität Berlin	Germany
7	FCUP	Universidade do Porto – Faculdade de Ciências	Portugal
8	ULL	Universidad de La Laguna	Spain
9	UNE	Asociación Española de normalización	Spain
10	JU	Jihočeská Univerzita	Czech Republic
11	CONICET	Consejo Nacional de Investigaciones Científicas y Técnicas	Argentina
12	ASAJA	Asociación Agraria de Jóvenes Agricultores	Spain
13	ATM	Anitom S.L	Belgium
14	i-GRAPE	i-GRAPE	Spain
15	CTA	Contactica S.L	Spain
16	NUS	Nutrition Science	Belgium
17	CZV	CZ VACCINES	Spain
18	LBE	LIFEBIOENCAPSULATION SL	Spain
19	BIAN	BIANOR BIOTECH	Spain
20	MAGA	MAGAPOR S.L.	Spain

DELIVERABLE DETAILS

Document Number:	D11.6
Document Title:	Knowledge transfer strategy in Latin America
Dissemination level	PU – Public
Period:	PR1
WP:	WP11
Task:	Task 11.4
Author:	
Abstract:	<p>This deliverable aims at developing knowledge transfer strategy (communication, dissemination and exploitation) for the activities of NeoGiANT in Latin-America. The main tools to achieve this aim are presented. Brochures, posters, roll-ups, infographics and other printed materials will be distributed among local producers or Argentina and neighbor countries, enabling that a larger number of end-users know the project. This will also provide the European Commission the impact of the project at an international context. The plan for dissemination and communication includes strategies for presenting results addressed to different targets (e.g., academics, professionals, producers, society at large), adapting the language accordingly. In addition, a series of workshops, conferences, round-tables and other dissemination events will be locally organized (or attended), aiming to recruit participants from Argentina and other American countries, thus increasing the impact of the results obtained in NeoGiANT.</p>

Version	Date	Change
V1	29/09/2022	Initial version

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1 EXECUTIVE SUMMARY

This document is the Plan for Knowledge Transfer of **NeoGiANT** in Latin-America and describes the activities to be performed and the channels to be used to promote, disseminate and exploit results of **NeoGiANT** and its outputs/deliverables in Latin-America. The team of CONICET, composed of professionals with complementary experience (researchers, specialists in knowledge transfer, economists, all of them having great communication skills) will be responsible for these activities.

It presents communication, dissemination and exploitation activities that will be carried out in Argentina aiming to achieve different stakeholders both in Argentina and in neighbours countries with greater potential (e.g., critical mass in research, market size, etc) for the exploitation of **NeoGiANT**'s results. This strategy will enhance the impact of the project in an international context.

2 SCOPE AND GOALS OF THIS DELIVERABLE

Knowledge transfer is defined as a complex process for disseminating knowledge from one individual, team or organization to another one, in order to contribute to solving problems, foster innovation or increase efficiency, among others.

NeoGiANT is an European project aiming at exploiting the power of grape extracts as antimicrobial and antioxidant properties to prevent the use of antibiotics in farmed animals. In this case, CONICET will be in charge of these tasks to increase the impact of **NeoGiANT** at Latin-American level, focusing efforts on building a knowledge base to inform, train stakeholders and promote the use of **NeoGiANT** practices and products in an international context (Argentina and neighbours countries).

CONICET is responsible for the communication and dissemination activities foreseen for **NeoGiANT** in a regional context. Project brochures, posters, roll-ups and infographics will be disseminated among local producers and institutions from Argentina and neighbouring countries. This will contribute to enlarge the number of end-users and increase the impact of the project. The knowledge transfer activities in Latin-America will be focused on:

- establishing collaborative community with stakeholders at local level, including local SMEs, Public administration and society at large;
- creating an interactive environment enabling co-creation and open innovation. The main activities to fulfil this aim include: publications, surveys, interviews, benchmarking studies, educational material (videos, infographics, games, etc), live events (webinars, workshops, conferences), networking, collaboration, e-learning, training material, among the most important ones;
- turning outputs into actionable knowledge, which will be translated into a greater societal impact, as determined by outputs (innovative and sustainable processes and products) and outcomes (enhanced processes and relationships, better policies);
- transferring the intrinsic passion of researchers for their work, to the society in an accessible and understandable language.

The transfer lifecycle involves the creation and exploitation of knowledge generated in Europe by the consortium and expand it in Latin-America taking into account the local reality.

This deliverable presents the dissemination strategy, aiming at identifying the most appropriate activities to maximize the impact of **NeoGiANT** in Latin-America. Two key areas associated to

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knowledge transfer will be reported separately in this deliverable: the dissemination and the exploitation of results:

Dissemination (<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/glossary>): Involves the public disclosure of the knowledge and results by any appropriate means (other than those resulting from protecting or exploiting results), including scientific publications (in any medium). The Dissemination Plan describes the dissemination measures and activities that will be carried out up to M48 of **NeoGiANT**. This deliverable aims at presenting a suitable dissemination plan for making **NeoGiANT** known within Latin-America, with the aim of maximizing the transfer of knowledge and results and the impact of research achieved in **NeoGiANT**. The results from all these activities will be presented in M48 as D11.7.

Exploitation: concerns the use of **NeoGiANT**'s results in further research activities (outside the action), or in developing, creating and marketing a product or process, or in creating or providing service, or using them in standardization activities in Latin-America. Taking into account that the development of processes and products will be carried out by European partners of **NeoGiANT** (owner of the results), exploitation in Latin-America will be restricted to investigate local markets (market study foreseen for M45, as D9.11). Efforts will be made to potentiate a maximum exploitation of **NeoGiANT** results in Latin-America.

3 DISSEMINATION PLAN IN LATIN-AMERICA

3.1 Dissemination strategy in Latino-America

The objectives of the dissemination plan are:

- disseminate fundamental and applied knowledge, or technologies developed in **NeoGiANT** in Latin-America,
- exchange experience with other Latin-American scientists in the domain (from public and private organizations), to joint efforts for maximizing impact and also for avoiding duplication of research;
- raise public awareness about **NeoGiANT**, its expected results and impact, targeting different audiences and adapting to each audience the dissemination tools and activities;
- pave the way for future commercial exploitation of results in Latin-America or academic collaborations beyond **NeoGiANT**'s project.

The dissemination strategy and activities will follow principles and best practices in line with the EC guidelines for dissemination:

- all members of **NeoGiANT** will be informed about the outcomes of project results;
- all research reports/publications of **NeoGiANT** will be duly reviewed/verified by senior scientists working in the field;
- all public results will be accessible from the project website.

The dissemination strategy involves a detailed description of four critical elements, thoroughly explained in the following subsections:

1. the subjects of the dissemination;
2. the target audiences;

3. the management of dissemination, including tools and channels
4. the expected impact of the proposed activities/measures.

3.1.1 Subjects to be shared

- **NeoGiANT** project itself (general scope, aims, singularities, milestones and work plan to reach them);
- intermediate results (previous notification to the consortium and only if there are not IPR)
- technologies (previous notification to the consortium and if there are no IPR restrictions)
- innovation potential at local level (formulation, process).

3.1.2 Target audiences

NeoGiANT results will be disseminated through different target groups, with particular focus in the Latino-American scientific community, stakeholders, users and end-users and taking into account their needs and interests.

The receivers will include from technical and experienced academic community working on Analytical Chemistry, Pharmaceutics' Technology and Veterinary, to all communities concerned about sustainable production (industry, policy makers, general public).

CONICET is an interdisciplinary group including communication, business and technology transfer specialists, besides the Academic staff. **This will facilitate the identification of industrial end-users in Latin-America, based on thorough market analysis.**

According to the target audience and the goal to accomplish, transfer technology activities in Latin-America will be segmented in:

- Academic and research community,
- Industry,
- Government bodies and policy makers, and
- Society at large.

3.1.2.1 Academic and research community

Articles: Review articles in international peer-reviewed journals (Q1), dealing with the environmental problematic of livestock production in Latin-America and the available (or desirable) tools addressed to a greener production. Special emphasis will be put on the implementation of **NeoGiANT** products to overcome local problems. Gold and green open access will be warranted. The following journals will be considered for publication: Poultry Science, Food Chemistry, Food Research International, Frontiers group, among other Q1 journals.

Conferences and seminars: CONICET partners will also participate actively in international conferences at Latino-American level, that will be suitable places to disseminate the approach of the project towards livestock and aquaculture production. In this regard, efforts will be put in the dissemination through CYTED activities (Ibero-American Program of Science and Technology for the Development -www.cytmed.org) and also seminars organized by INTA (Institute for Agro-livestock Technology, Argentina), that regularly organizes seminars addressed to Veterinarians.

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3.1.2.2 Industry

Special attention will be paid to dissemination to potential users, especially industrial audience involved in the production of antioxidants as ingredients and the production of feed for livestock and aquaculture.

In addition, a half-day workshop will be organized by CONICET (probably associated with CYTED Program, Iberoeka-Forum - https://www.cytcd.org/es/Innovacion_iberoecka) on the livestock production in Latin-America.

Andres Gomez-Zavaglia is also manager of the Agro-Food Area of CYTED Program (<https://www.cytcd.org/en/node/4799>). In this context, it is possible to organize workshops and disseminate NeoGiant among at least 12 research networks in the field, at Latino-American level.

Publication in Latino-American technical journals (e.g. New Food - <https://www.newfoodmagazine.com/>;- Avinews - <https://avinews.com/revistas-avinews/>;) will be strongly encouraged to disseminate NeoGiant results to a wider regional research and innovation community.

3.1.2.3 Government bodies and policy makers

Methodological and technical report and/or guidelines about the innovative approaches developed within the scope of NeoGiant will be disseminated at a local level (social networks and e-mail contacts of CONICET at Latin-American level) putting emphasis to invite government representatives and other policy-makers (e.g., veterinary associations, food regulation entities -e.g., National Food Institute -Argentina; Brazilian Agricultural Research Corporation -EMBRAPA-, depending on the National Agricultural Research System from Brazil; etc).

3.1.2.4 Society at large

People are increasingly concerned not only about the intake of healthy products but also about animal feed, as this latter will determine the quality and safety of the animal products consumed by humans.

In this context, general concepts about the importance of animal feed both in terms of sustainability and in terms of food safety for human consumption will be useful for improving the quality of human nutrition. Publication of articles in newspapers and magazines, interviews for TV or radio programs, seminars addressed to undergraduate and graduate students as well as high school students, will be used as instruments for such dissemination. Social networks (facebook, instagram, twitter) will be also used to this aim. CIDCA (the CONICET group participating in NeoGiant; <https://cidca.conicet.gov.ar/?lan=en>) is very active in this sense, having more than 1000 followers both from Argentina and neighbouring countries. Below, the links to the social networks:

<https://www.facebook.com/CIDCAFoodSci>

https://www.instagram.com/cidca_foodsci/

https://twitter.com/cidca_food

<https://www.linkedin.com/in/cidca-centro-de-investigaci%C3%B3n-2b029a181>

3.1.3 Management of dissemination in Latino-America, including tools and channels

CONICET will be in charge to disseminate and exploit results activities in Latin-America, to enlarge the impact of NeoGiant at an international level. Before any dissemination activity, all partners will be informed (at least 15 days before).

As stated before, green and gold open access will be ensured for reviews and other scientific publications. The EC will be duly acknowledged in all the published articles.

Below stated a list of dissemination tools foreseen to be implemented in Latin-America:

3.1.3.1 Publications in peer-reviewed journals and attending conferences:

As mentioned in section 3.1.2 (Target audiences), review articles (1 to 2) about the environmental problematic of livestock production in Latin-America and the available (or desirable) tools addressed to a greener production. The content of this/ese review/s will be adapted to target other audiences (industrials, society at large) using the other foreseen dissemination channels.

Participation to conferences will make possible to meet and exchange with other stakeholders, users and end-users, thus contributing to current debates and also learning about up-to-date industrial challenges and market positioning. At a local level, and taking advantage of the managerial position of A. Gomez-Zavaglia (CONICET) at Program CYTED, round tables and workshops will be organized at Latin-American level, both virtual and face-to-face.

In addition, the participation of CONICET in the Ibero-American night of researchers (organized by the Argentinean NCP; Ministry for Science and Technology) will be annually warranted (<https://oei.int/noche-iberoamericana-Investigadores.pdf>).

3.1.3.2 Social networking

The society at large will be able to follow the progress of NeoGiant on the available social networks (Twitter, Instagram, LinkedIn and ResearchGate) at a global level. CIDCA (the CONICET partner of NeoGiant) systematically shares and re-twit all information posted in NeoGiant networks, also labelling local (Argentinean and Latino-American) public institutions, professional associations, animal nutrition companies, agro-livestock sectors and as much as possible potential end-users of NeoGiant outcomes, thus contributing to substantially enlarge the audience at an international level. Table 1 shows the list and contacts of the main targets to be explored along the project.

Furthermore, podcasts and short videos (e.g., 1-minute pitches) are planned to be produced during the project for presenting the project, the people involved (biography and their role in the project) and the NeoGiant results at regional level.

Table 1. List of potential end-users of NeoGiant outcomes

Organisms	webpage	social networks
Sociedad Rural Argentina	https://www.sra.org.ar/	Facebook: @sociedadruralargentina Instagram: @sociedadruralargentina Twitter: @SociedadRural
Colegio de Veterinarios de la Pcia de Buenos Aires	https://cvpba.org/	Facebook: @cvpba Instagram: @cvpba
Colegio Médico Veterinario de La Pampa	https://colegio-medico-veterinario-de-la-pampa.negocio.site/	no networks
Servicio Nacional de Sanidad y Calidad Agroalimentaria - SENASA	https://www.argentina.gob.ar/senasa	Facebook: @SenasaArgentina Instagram: @senasaargentina
Cámara Argentina de Empresas de Nutrición Animal	https://www.caena.com.ar/#/-home/	no networks
Bichos de Campo (revista-programa de radio, noticias especializadas en el agro)	https://bichosdecampo.com/	Facebook: @BichosdeCampo Instagram: @bichosdecampo Twitter: @BichosdeCampo

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Organisms	webpage	social networks
Mitre y el Campo	https://mitreyelcampo.cienradios.com/	Facebook: @MitreyelCampo Instagram: @mitreyelcampo Twitter: @mitreyelcampo
Asociación Argentina Productores de Porcinos	https://porcinos.org.ar/	no networks
CIAP – Centro de Información de Actividades Porcinas	http://www.ciap.org.ar/	Facebook: @InfoCIAP Instagram: @ciap_org Twitter: @Ciapinfo
Instituto de Promoción de la Carne Vacuna. Argentina	http://www.ipcva.com.ar/	Facebook: @ipcva Instagram: Twitter: @IPCVA
Sindicato Nacional Indústria Alimentação Animal (Brazil)	https://sindiracoes.org.br/	no networks
Servicio Agrícola y Ganadero (Chile)	https://www.sag.gob.cl/ambitos-de-accion/bienestar-animal	Facebook: Servicio Agrícola y Ganadero, SAG Instagram: @sagchile Twitter: @sagchile
Feedlatina - Asociación de las Industrias de Alimentos para Animales de América Latina y Caribe	https://www.feedlatina.org/	no networks
Consejo Nacional de Fabricantes de Alimentos Balanceados y de la Nutrición Animal – CONAFAB (Mexico)	https://www.conafab.org/	Facebook: @CONAFAB, A.C. Instagram: @conafab Twitter: @Conafab Linkedin: @conafab ac
CBNA - Colégio Brasileiro de Nutrição Animal	http://www.cbna.com.br/	Facebook: @CBNA - Colégio Brasileiro de Nutrição Animal Linkedin: @CBNA Colégio Brasileiro de Nutrição Animal Twitter: @CBNABrasil
Biofarma. Nutrición y Sanidad Animal	https://www.biofarmaweb.com.ar/inicio	Facebook: @Biofarmaweb Instagram: @biofarma.s.a Linkedin: @biofarma s.a. Twitter: @FollowBIOMIN
BIOMIN (Animal nutrition)	https://www.biomin.net/br/	Linkedin: @biomin (part of dsm animal nutrition & health)
Polinutri	https://www.polinutri.com.br/	Facebook: @polinutri Instagram: @polinutrioфициal
Calysta – Sustainable protein solutions for feed and food	https://calysta.com/	Linkedin: @calysta Twitter: @FeedKind
Timac Agro	https://ar.timacagro.com/	no networks
Prolesa (Uruguay)	https://www.institucional.prolesa.com.uy/	Facebook: @ProlesaUy Linkedin: @Prolesa Twitter: @prolesas_uy
Nuproxa	https://nuproxa.ch/es/	Facebook: @nuproxa Instagram: @nuproxa Twitter: @nuproxa Linkedin: @nuproxa group of companies
Insalcor	https://www.insalcor.com.uy/	no networks
Apsa Internacional	https://www.apsanet.com.ar/nutricion-y-salud-animal	Linkedin: @APSA internacional

3.1.4 Expected impact of the proposed activities/measures

The expected impact of our dissemination strategy is to increase the scientific recognition of NeoGiANT partners at an international level. The contribution of NeoGiANT in Latin-America is summarized as follows:

- **Scientific:** generation of awareness about the importance of implementing innovative products developed in NeoGiANT for the green livestock in Latin-America. The participation of industrial partners contributes to the development of realistic industrial strategies adapted to the local needs.
- **Technological:** results should contribute to better understand and evaluate the role and potentiality of grape extracts to substitute or, at least, decrease the use of antibiotics in livestock.
- **Environmental:** issues have been considered from the very beginning of the conception of the project, as the use of grape extracts as antimicrobial and antioxidant compounds will contribute to prevent the use of antibiotics in animal production. This is a very important issue in Latin-America, where the use of antibiotics is still largely spread. Besides, the use of grape marc, a winery byproduct, as raw material for the production of the extracts, opens a way to revalorize this waste in Latin America, where wine production is an extremely important sector.
- **Economic:** the commercialization of grape extracts is expected to have strong economic impact. New efficient formulations and sustainably obtained are of great importance for the livestock incomes market, which is constantly growing. This will also have indirect (positive) consequences in the market of human meat products, fed with NeoGiANT products.

4 EXPLOITATION PLAN

This Exploitation Plan describes the progress of exploitable results of NeoGiANT (e.g., scientific, societal, economic) in Latin-America. This plan can be finely tuned along the project whenever new exploitable results/stakeholders will be identified.

4.1 Exploitation strategy

The exploitation strategy of results in Latin-America is focused on increasing the impact of the obtained results and prepare the knowledge transfer to industry and the commercial development of products/processes developed by European partners within the scope of NeoGiANT. This section includes the activities foreseen to ensure the exploitation beyond the project itself. To this aim, the market trends, potential users, financial sustainability and end-users will be carefully identified.

Once the exploitable results will be identified, assessed and protected by the European partners that created them, exploitation/dissemination or communication (not compromising intellectual property rights -IPR-) will take place in Latin-America in an open access manner to favor a wider knowledge transfer. This requires an efficient communication within the consortium and with the Exploitation Manager, to avoid potential problems.

4.2 Business model

The NeoGiANT business model includes Licensing, B2B and B2C strategies and cross-linked exploitation routes when required. Licencing business model (technology transfer) and direct sales (B2B & B2C) based technology for Latin-America will be integrated in the NeoGiANT draft Exploitation Plan to be detailed and validated within the 3 years' implementation plan.

4.3 Marketing strategy

As a general rule, and given the different business models involved, different markets will be studied depending on the results to be exploited. The European partners in charge of the **LICENSING** of the formulations (USC, BIAN) and of the **SALE OF NeoGiANT EXTRACT** (i-GRAPe) are well identified (project description). For the **SALE OF PRODUCTS CONTAINING NeoGiANT** functional ingredients in Latin-America, CONICET will thoroughly investigate the feed animal market, the feed additives market, the animal health market and the sperm extenders market. A complete Market Analysis, including bioactive compounds, animal feed market and artificial insemination market, will be conducted during the project implementation (D9.11).

Commercial strategy proposed is to deliver high value products at low cost to existing growing markets in Latin-America, with similar SPECS to others in the market. CONICET will contribute through its wide network of enterprises having different business models and that can be end users of **NeoGiant** products in Latin-America. In addition, prospective actions at local level will be part of the implementation of **NeoGiant**.

5 MONITORING AND EVALUATING THE SUCCESS OF DISSEMINATION AND EXPLOITATION ACTIVITIES IN LATIN-AMERICA

5.1 Strategy of monitoring

The goal of monitoring and evaluating dissemination and exploitation activities during the action is to improve them and re-define the promotion activities and the whole strategy, for ensuring a high-quality D&E of **NeoGiant** results. The main dissemination and communication activities in Latin-America include the organization of conferences/workshops, press release, non-scientific and non-peer-reviewed publications, social media, website, communication in mass media (e.g., radio, TV), participation in conferences and workshops, videos, among others.

5.2 Evaluating the impact

Quantitative and qualitative evaluation should be considered for the activities/actions. For each activity, the following information will be provided:

- the number of activities for each category previously cited (organization of conferences, workshop, press release, etc.);
- the estimated number of persons reached for each type of audience: scientific community (higher education, research), industry, civil society, general public, policy makers, media, investors, customers, other.
- the statistics provided by social networks (facebook, instagram, etc) to the local community manager (e.g., how many times the posts were shared, how many "likes" they have, how many e-mails posing queries have been received, how many interviews have been provided, etc)

5.3 Reporting

Every communication, dissemination and exploitation activity (articles, publications on blog, etc) carried out by CONICET in Latin-America will be reported at **NeoGiant** webpage. This will enable all partners to follow the procedures settle in this document; to register the activities in a shared document; and to save evidence of the activities conducted.