

# E-VitiClimate

E-learning for viticulture technicians for mentoring on climate change impacts and adaptations needed

Project number: 2011-1-FR1-LEO05-24427

## WP5 – Dissemination and valorisation Task 5.3 – Exploitation plan

### Deliverable 14: Exploitation plan

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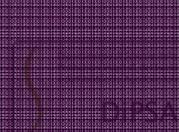
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Education and Culture DG

Lifelong Learning Programme



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### **POSITIONING OF THE PROJECT DELIVERABLES WP5 – Dissemination and exploitation - Task 5.3 – Exploitation plan**

#### **Aim of the WP5**

The aim of WP5 is to disseminate as widely as possible the project in order for its impact to be maximised; as well as to ensure a viability of the product of the end of the funding period.



#### **Organisation of the Task 5.3 – Exploitation plan**

This task aims at defining how partners will integrate the exploitable results of the project in their institutions. IFV will elaborate the exploitation plan in collaboration with EP. The detailed exploitation plan, including intellectual property aspects and possible marketing strategy, will be issued at the end of this task in M24 (Result 14).

#### **Aim of this report**

Present the exploitation plan envisaged by the partners after the end of the funding period.

**TASK LEADER: IFV  
CALENDAR: M20-M24 – June/September 2013  
PARTNERS INVOLVED: ALL**



## 1. Introduction

This report first aims at detailing the rules set between partners concerning the Intellectual Property Rights involved in this project.

The Exploitation Plan is also about showing to which extend and how the results coming from the project will be replicable, sustainable and impacting on the long term.

## 2. Intellectual Property Rights

E-VitiClimate has not lead to the production of new knowledge from scratch. Indeed as a Leonardo project of Transfer of Innovation the product generated has been a compilation of state-of-the-art information and documents available on the internet or in specialised libraries. Partners have leaned on their analytical and expert skills to present them in a pedagogical way, easy-to-use and replicable.

Therefore, the IPR rules within the Consortium have been very simple.

- There has been no content produced which may have needed to be patented or IPR protected.
- All partners have contributed to a comparable extend to the production of the final product and therefore can all claim the same legitimate interests, particularly as respect to a possible commercialisation of the product.
- All partners agree that there are no pre-existing obligations in respect of specific IPR that are valid for E-VitiClimate. None of the partners has provided a background excluded or included list and no access right was needed.
- The use of the content from IFV or from external sources has been done in great transparency and in conforty to the European Legislation. When needed, the consent of the authors at the origin of the content exploited has been requested by mail. When it was not done, a very clear reference to the source of origin has been made and a mention on the site explicited that would an author be unpleased of the use of his/her content, he/she should just write to the Project contacts and we would withdraw the reference to his/her work.

## 3. Project sustainability

### a. Platform upgrade for two years minimum

To ensure the project sustainability:

- The products will be sustained and activities will continue after the project ends. Each partner will contribute to this upgrade with no additional funding.
  - The platform will be **maintained for 2 years:**
    - **Technical** maintenance: EP will be in charge of maintaining the technical functionalities of the website.
    - **Tutorship:** Partners will have in charge to continue mentoring and sending certificates. The follow-up of each trainee by his/her dedicated tutor per country will still be available.

*Note:* Contrary to the initial plan, the consortium has decided **not to commercialise the product**. Indeed, E-VitiClimate is a compilation of state-of-the-art information and documents available on the internet or in specialized books, presenting contents in a pedagogical, easy-to-use and replicable way. But this website cannot become a commercial product, because it leans on the work and research of others.

- We are not allowed to sell the product of a synthesis of works (from other sources of information).
  - Professional training organizations have today a free access to the product and it will be difficult to make trainees pay to access to it.
  - Passing to a paid service could significantly limit its success (less connection) which is contrary to the goal to enlarge it and integrate it in training.
- A tool available for partners to **carry on publishing content to inform trainees:**

In the News section of the public portal ([www.eviticlimate.eu](http://www.eviticlimate.eu)), partners can publish short notices and upload documents by themselves, from the Private Area, to present the latest news and research findings in their scientific domain. So, after the end of the project, the website will stay active and available, continuously presenting the last news and advances on the field and providing updates with new prognoses (ICCP forecasts coming).

**The idea for this platform is to provide a reference for all viticulture actors on the last European advances in terms of research and techniques.**

The section 'Add News' in the Private Area will enable to present new innovations like experimental aspects more deeply analysed and developed: for instance, waste water management in Southern countries to reduce alcoholic degree and sugar concentration; or findings in collaborative work with the CNRS in Life+ projects, etc.

### **b. Visibility increase**

To ensure the project visibility after the project ends:

- Partners will **continue to participate in conferences, workshops and press releases for two years**, for example:
  - Enhancement at the Cool Climate congress in the UK in 2016.
  - Group environment and climate: Climate Congress in July 2014 in Hungary and at GiESCO congress in 2015.
  - Meeting climate of OIV experts (October 2013, March 2014)
  - General Assembly of OIV in November 2014.
- IFV intends to develop a **portal on sustainable viticulture**. E-VitiClimate could be associated to up-to-date information on climate change and the newsletter of IFV (Themes included in the program 2014-2020 IFV).

### **c. Interest from potential multipliers**

As expected, the interest for the project has been strong. Some entities have expressed their will to collaborate with the consortium to either widen the geographical scope or to encompass more techniques and topics on the impact of climate change on vine and wine production.

- Most striking universities which have spontaneously contacted us or which have demonstrated a will to integrate the course into their teaching programmes:

- **Universidad politecnica de Madrid.** As anticipated, the project has spread new techniques and behaviors in the European vineyard. The trainings shall also spread to a larger portion of the viticulture technician population, thanks to its high potential for replicability. A Spanish university has contacted partners in order to set up a Spanish version platform.
- **School of Engineering of Changins (EIC)** – Switzerland
- Reims University of Sciences (Masters and oenologists)
- OIV Master (preliminary interest).

These renowned entities will integrate the E-VitiClimate e-learning in their teaching programmes, significantly expanding the number of students per year.

#### d. Replicability and further possible developments

On the long term, the project aims at gaining a European recognition, well beyond the consortium boundaries. The English version of the platform enables a worldwide expansion and replicability of the platform.

**Further developments** axes after the project end:

- **Thibaut SCHOLASCH**, founder of **Fruition Sciences** (fruitionsciences.com) is interested in E-VitiClimate and proposed to contribute to the platform content. He found the quality of the materials and the educational approach very good. He would consider including other sources of information to broaden the topic of climate change adaptation through ecophysical measurements. He organizes vintage conferences in France and the US to share scientific knowledge to better adapt to climate change and their effect on vineyard and wine composition. So, he can help to attract more users.
- IFV participates to **research projects and proposals** which results can later be integrated into the content of the e-learning platform:
  - o **Lacave project** (INRA approach to climate change).
  - o Setting up of a **Life+ project** in 2014 on climate change with a more scientific approach: Biodiversity-landscape adiclim.

## 4. E-VitiClimate consortium and network sustainability

At the final meeting in Plovdiv, partners have agreed on the following:

- The network of partners will be kept alive for 2 years: conferences and further joint projects. Ex: Cool Climate congress in the UK in 2016.
- The promotion actions of the project will last after the end of the project
- Update of the website with new researches. The website will stay alive and available, continuously presenting the last news and advances.
- Partners will organize press releases and publications in specialized magazines.

- Partners will develop and disseminate posters, leaflets promoting the project and more specifically the training.
- Partners will participate in conferences.
- Partners will develop the partnership with Universities programmes involved in viticulture and oenology. Moreover, the OIV disseminates her directives into Masters Programmes. So, this is a good opportunity to diffuse E-VitiClimate in universities. IFV will discuss with OIV in order to harmonize European educational programmes on viticulture, as soon as possible.
- IFV has begun this dissemination plan and will develop it in the future. Climate change is an actual topic and OIV and IFV will use this way of dissemination of the project.
- IFV will use his good international network dynamics to promote the project.

## 5. Conclusions

E-VitiClimate shows a great success already with nearly 500 subscriptions, 120 certified trainees and 62 surveys filled with very high satisfaction rates. An increase of nearly 25% of attendants and certified has been measured since May 2013.

The English version of the platform will permit a worldwide dissemination and OIV conferences will provide a global dissemination of the project. IFV enjoys a good international network dynamics and possibility of other projects referring. The project now reaches 28 different countries around the world and its dissemination will continue to increase enrollment and certification in the future. Through the interests of different stakeholders at national and international conferences, E-VitiClimate attendances will be enlarged.

However, there is only a small percentage of growers in the inscriptions on the site. This is mainly due to the fact that the years 2012-2013 have not been concerned by a temperature increase and therefore growers have not paid too much attention to the issue.

Delivering of courses E-VitiClimate in worldwide universities to future professionals will gradually accelerate the adoption of right attitudes to climate change (students currently represent 35% of those registered).