



WP6 - MARKET COMPLIANCE, EXPLOITATION PLAN AND AFTER-LIFE PROJECT SETUP ACTIONS

NOVATERRA Final event
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The NOVATERRA project has received funding from the European Commission's Horizon 2020 Grant Agreement Number 101000554.



Introduction

Aim of the WP:

1. Analyse viability of solutions developed in the project;
2. Develop exploitation plans for each partner to deliver their products and services, taking into consideration IPR.

Duration:

M1 – M48, most of the activities from M36 - M48

Partners involved:

HORTA, IRTA, VITAGORA, CORTEVA, UPC, UCSC, EBS, IFV, TERRAS GAUDA, AGENSO, SOGRAPE, PTV, IPB, UBU, AUA, INESC TEC, MYROLION, APPITAD, UNAPROL

Task 6.1 NOVATERRA exploitation strategy plan definition

Task 6.2 Market, Productive and Economic feasibility study

Task 6.3 Regulatory compliance, freedom to operate and global IPR Management plan definition

Task 6.4 Open Access Platform creation and Data Management Plan



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Exploitation

- the **utilisation of results** in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities
- exploitation concretises the value and impact of the R&I activity for societal challenges, and **several ways are possible**:
 - commercial,
 - societal,
 - political,
 - for improving public knowledge
 - for policy making.



WP6

Identified NOVATERRA results

WP1

Contribution to knowledge on Plant Protection product market, technical and legal surveillance

Market study on the use and non-use and impact of pesticides

Pesticides techno-legal surveillance report



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Identified NOVATERRA results

WP2

Contribution to knowledge on Natural product, BioControl Agents, Resistance Inducers, mass trapping

Reports on Natural products, biocontrol agents and resistance inducers, innovative technologies, mass trapping, biostimulants

Commercial products

New Biostimulants and Biocontrol products tested



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Identified NOVATERRA results

WP3

Contribution to knowledge on technologies to improve crop management

Spectral disease detection algorithm

Canopy characterization and Variable Rate Application knowledge

Commercial products

Advanced NOVATERRA Decision Support System



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WP4

Contribution to knowledge on improved soil management

Knowledge on soil management options, cover crops, floral margins, pruning wood management

Commercial products

Nitrogen stabiliser and Biostimulants developed and tested

IT tool for soil management in vineyard and olive orchards

Prototype of Robot for soil management



WP6

Identified NOVATERRA results

WP5

Contribution to evaluation of comprehensive IPM strategies

Definition of IPM strategies

Studies on social and economic impacts, Cost benefit analysis

Commercial products

IT tool for sustainability evaluation



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Task 6.1 NOVATERRA exploitation strategy plan definition

A questionnaire was prepared to collect information for the drafting of the exploitation plan. Each partner will be asked to fill in the questionnaire **for each of the result** it produced in the NOVATERRA project.

Result description, and characteristics that make it beyond the state of the art

Intended exploitation, not only commercial

Market and potential users information

Deliverable / Milestones	Due date
D 6.2 Partners Exploitation strategy plan	HORTA / M48



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Task 6.2 Market, Productive and Economic feasibility study

The activity target specifically results with a commercialization potential developed form companies in the consortium.

An economic and productive feasibility analysis is being developed, which addresses the growth expectations according to market study, values, needs and expectations.

Nitrogen stabiliser, Biostimulants, Bio-insecticides, NOVATERRA DSS, IT tools for soil management and sustainability evaluation, Robot

Deliverable / Milestones	Due date
D 6.3 Companies market, Productive and Economic feasibility study	CORTEVA / M48



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Task 6.3 Regulatory compliance, freedom to operate and global IPR Management plan definition

A basic guide and good practices for results protection and exploitation, is being prepared, which will serve as a support for partners in the result exploitation.

Deliverable / Milestones	Due date
D 6.4 Guide on good practices for results protection and exploitation	IRTA / M48



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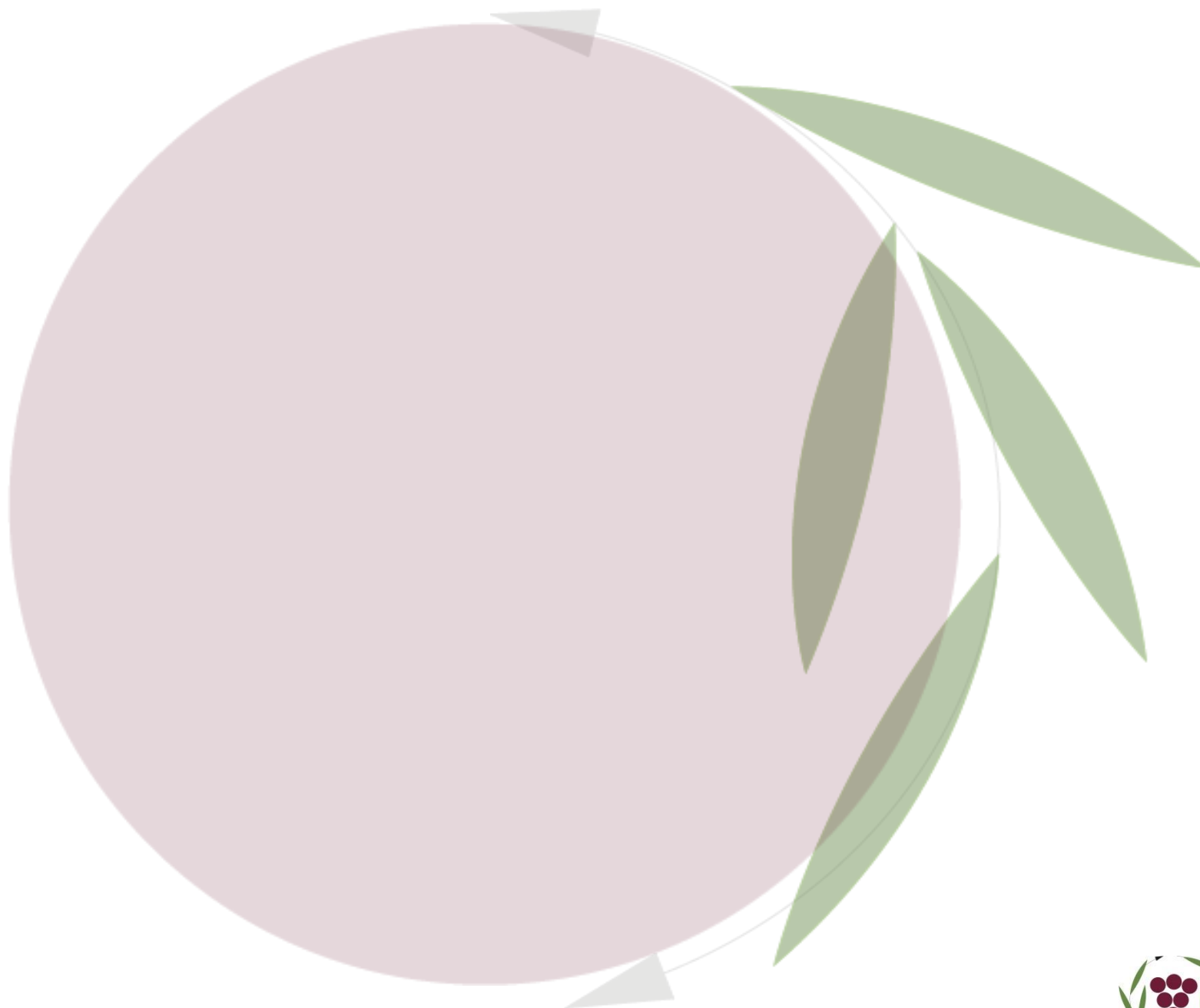
Task 6.4 Open Access Platform creation and Data Management Plan

All Open Access publications produced by the project are being uploaded in the dedicated space in the ZENODO repository.

Data management plan was defined at the beginning of the project and is periodically updated

Deliverable / Milestones	Due date
D 6.1 Data Management Plan	IRTA / M6
D 6.5 Open Access Platform design and creation	IRTA / M48





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