



D9.2 Dissemination & Exploitation Plan

Version 2

Authors:

Greenovate! Europe & BaxCo



The HOOP project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°101000836

Executive summary

This report gives an overview of the dissemination and exploitation (D&E) strategy of the HOOP project.

The overall aim of the strategy of HOOP is to maximise the visibility of the project and the uptake of the results. This will include optimal D&E of the project results to a wide group of stakeholders at European, national and local levels.

The different D&E measures mentioned in this deliverable will be the reference for these activities for all project partners. Since the consortium is not limited to the described activities in this deliverable, further actions in this direction, e.g. presentations and publications, will be undertaken by partners throughout the duration of the project.

This document describes the target audiences, activities, D&E tools and channels that will enable the HOOP project to be the flagship initiative in catalysing the circular bioeconomy in Europe.

In total, 20 key project results are identified, which are categorised into the following typologies: Knowledge outputs, Tools & methodologies, Collaboration platforms, and Educational materials.

The dissemination strategy explains the methodology the project will employ to ensure that the Knowledge outputs and Educational materials are disseminated to the widest possible cross-section of possible users.

The exploitation strategy outlines how partners will develop a plan to ensure the wide uptake of the project's Tools & methodologies and Collaboration platforms among the core user groups of cities and regions and waste managers.

This current version updates and expands the last version of the deliverable, which was submitted at M24 (September 2022). The main changes relate to:

- *Added details about specific dissemination activities (past and future) such as publications and presentations.*
- *Updated dissemination and exploitation Key Performance Indicators.*
- *Developed business plan for the UCBH and service descriptions for specific HOOP results.*
- *Added details on the 3rd exploitation workshop.*
- *Reviewed IPR strategy.*