



## Consortium meeting

# WP6 Exploitation of results, Business and Policy

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## WP6 Exploitation of results, Business and Policy

### Task 6.1 – Characterization of innovations (bottlenecks and success factors)

Task leader: WBF, D6.1: M36

- Innovation prioritization
- Input for impact assessment (WP8)

### Task 6.2 – Successful implementation of innovations

Task leader: WBF, D6.2: M48

- Selection of 12 innovations for implementation during the project
- Creation of a best practice guide for practical implementation

### Task 6.3 – New business models

Task leader: IGA, D6.3: M48

- Recommendations for OFB

### Task 6.4 Legal and policy recommendations

Task leader: CEP-In, D6.4: M36

- Evidence-based recommendations
- Potential approaches to burdens



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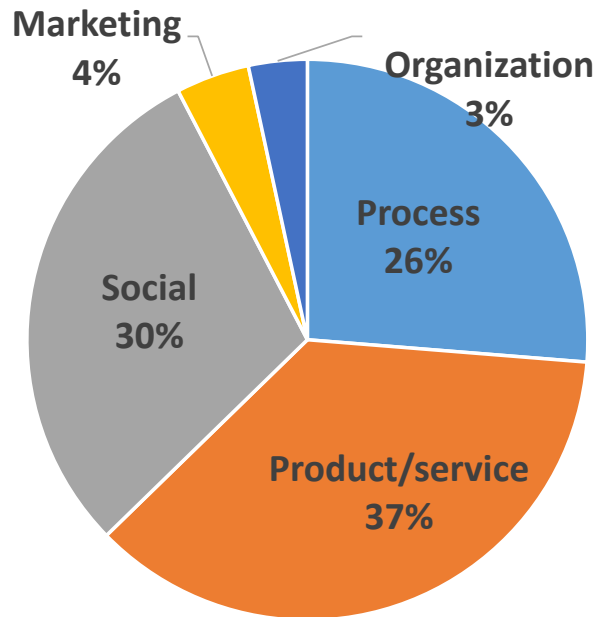
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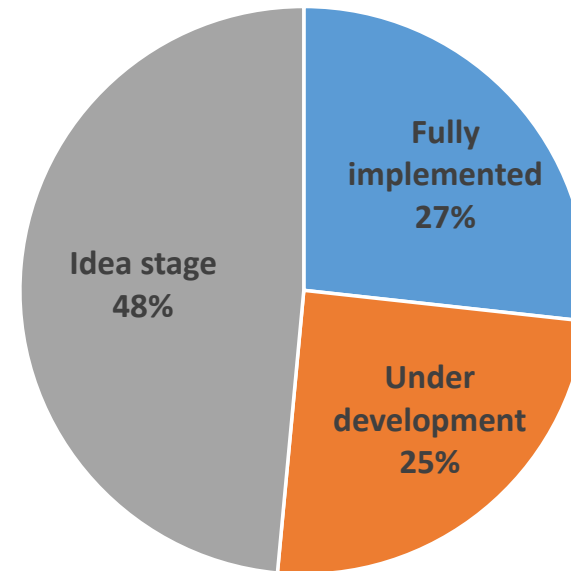
# List of innovations (110) within InnOBreed

→ Available on NextCloud ([here](#))

Type of innovation



Maturity of innovation



**Product, Process and Social innovations**

**A lot 'ready-to-use' !**



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## The most frequent innovation topics

### Tools

- Propagation materials, markers, QTLs, combinations variety x rootstocks, **digital tools**

### Methods

- Breeding, screening, evaluation, testing, orchard selection, soil improving and plant protection measures
- Characterization and maintenance of **gene banks**
- **Guidelines** for participative organic breeding

### Social

- **Collaboration and networking** for sharing material, experiences and knowledge transfer, co-creation of materials
- **Public-Private-Partnership**
- Consumers' **education** about new varieties (diseases' resistance, taste, textures, etc.)

### Adminis- -tration

- Reducing workload and procedures

### Marketing

- Skills training, support
- **Label** or trademark development
- **Promotion, valorization** of local cultivars

## Matching specific objectives and activities carried out

### Specific objective 1

Developing a procedure for innovation implementation, Identifying the **bottlenecks** and **success factors** of breeding innovation, Carrying out a **feasibility** and **transferability** study on the most significant innovations and methods to **identify success factors for implementation**.

### Specific objective 2

Creation of **tools and best practice guide to support the practical implementation** of innovative solutions.

### Activities

- Collection of innovations from WPs and Case Studies
- Analysis of SF, BN and implementation matrix  
➤ **Planned in Spring 2024**

- Bilateral meetings with Case Studies: selection of innovations for implementation in 2024-2025  
➤ **Ongoing process**



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## Matching specific objectives and activities carried out



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### Activities

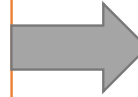
- Bilateral meetings in February and March 2024 with BOKU, GRAB, FIBL, AEGILOPS, CRSFA, POMA CULTA, CTIFL and CRA-W
- **Upcoming meetings** with SERIDA, ÖON, UNICO and CEP-IN planned between March 12 and March 25.

- Bilateral meetings with Case Studies: selection of innovations for implementation in 2024-2025 ➤ **Ongoing process**

## Matching specific objectives and activities carried out

### Specific objective 3

Creation of a best practice guide for the application of **reference exploitation models**, improving business performance.

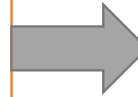


### Activities

- Business Model description by case studies in bilateral meetings helping definition of reference exploitation models
  - **Planned in Spring 2024**

### Specific objective 4

Identification of **legal and policy recommendations** and strategies to overcome regulatory barriers.



➤ **Ongoing process**



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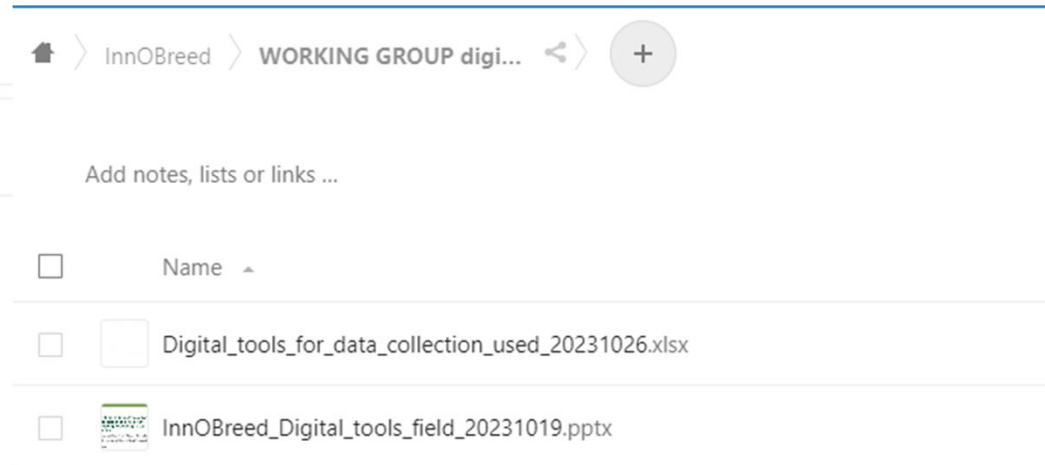
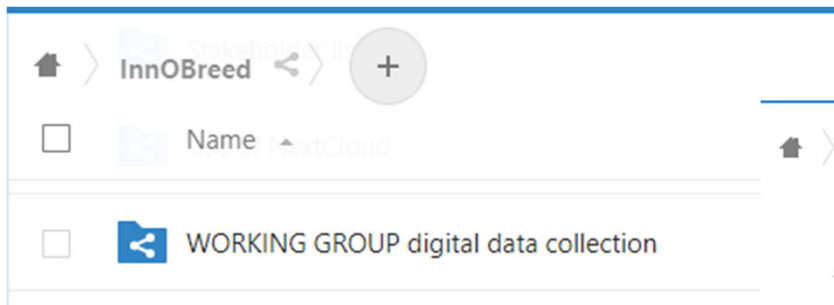


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## Concrete example of implementation with the Working group 'digital tools' for data acquisition

- Working group folder on Nextcloud under WP6 files with an Excel sheet with Apps, Tablets and Decision for testing





# Digital data collection: decision for testing

➤ **Please fulfil the Excel sheet asap**



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Name of case study	Name of innovation interesting to implement (App)	Name of innovation interesting to implement (Tablet)	When can the implementation start?	Innovation provider	For which crops?	Comment
CRA-W	Breeders database	interested to buy a tablet	Summer/autumn 2024	Poma culta		CRA-W gets in contact with Poma culta
CTIFL	<b>NOT for the moment</b>					Currently using RnD Exp mobile, deciding for 2024 if wanting to testing something new
GRAB						
CEP-Inn						
ÖON	Breeders database		Summer 2024	Poma culta		are in contact with Poma culta, will be adapted
SERIDA						
CRSFA						
UNICO						
BOKU	FieldBook App	Samsung Galaxy Tab Active 3	Spring 2024			
AEGILOPS	SeedLinked					
FiBL	FieldBook App	Zebra ET40	February 2024		apple, apricot, (cherry)	
PomaCulta	<b>NO</b>					Developing the Breeders database further



## Task 6.1 – Characterization of innovations

Task leader: WBF, D6.1: M36

### ➤ Full description of the innovative solutions (Apps and devices)

- The information collected from the **analysis of the breeding innovations** will be used for the **identification of the bottlenecks and success factors** by assessing the current status (strong and weak points) and the potential of implementation into different organic breeding situations.
- The **innovations will be prioritized** by the innovation testers based on the significance of the bottlenecks and success factors.
- The most promising innovative solutions will be analysed and characterised for **practical applicability and technological, financial feasibility and social suitability** using an **implementation matrix**.
- The results of this analysis will be provided as an **input for impact assessment**. It delivers input for the trainings/workshops and best practice guide developed in other WPs.



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## Task 6.2 – Successful implementation of innovations

Task leader: WBF, D6.2: M48

### ➤ Analysis of the implementation of the innovative solutions (Apps and devices)

- The results obtained from WP 2-5 will feed an **inventory of available innovations, practical solutions and recommendations** that are relevant to the needs of organic fruit breeding sector and that could be implemented.
- Based on a maximum of **12 successful ongoing innovations, interactive tools** will be developed for the successful implementation of innovations in different situations, contexts and EU countries. Interactive tools will provide information on the applicability and transferability of an innovation, as well as on economic, environmental and social benefits.
- **A best practice guide** for helping organic fruit breeding sector in the **practical implementation of innovation** will be created. The regional effect, especially related to economic, environmental, socio-cultural and legal-governance indicators will be highlighted. This guide will be a tool for identifying opportunities and strategies to enable the successful implementation of organic breeding initiatives.

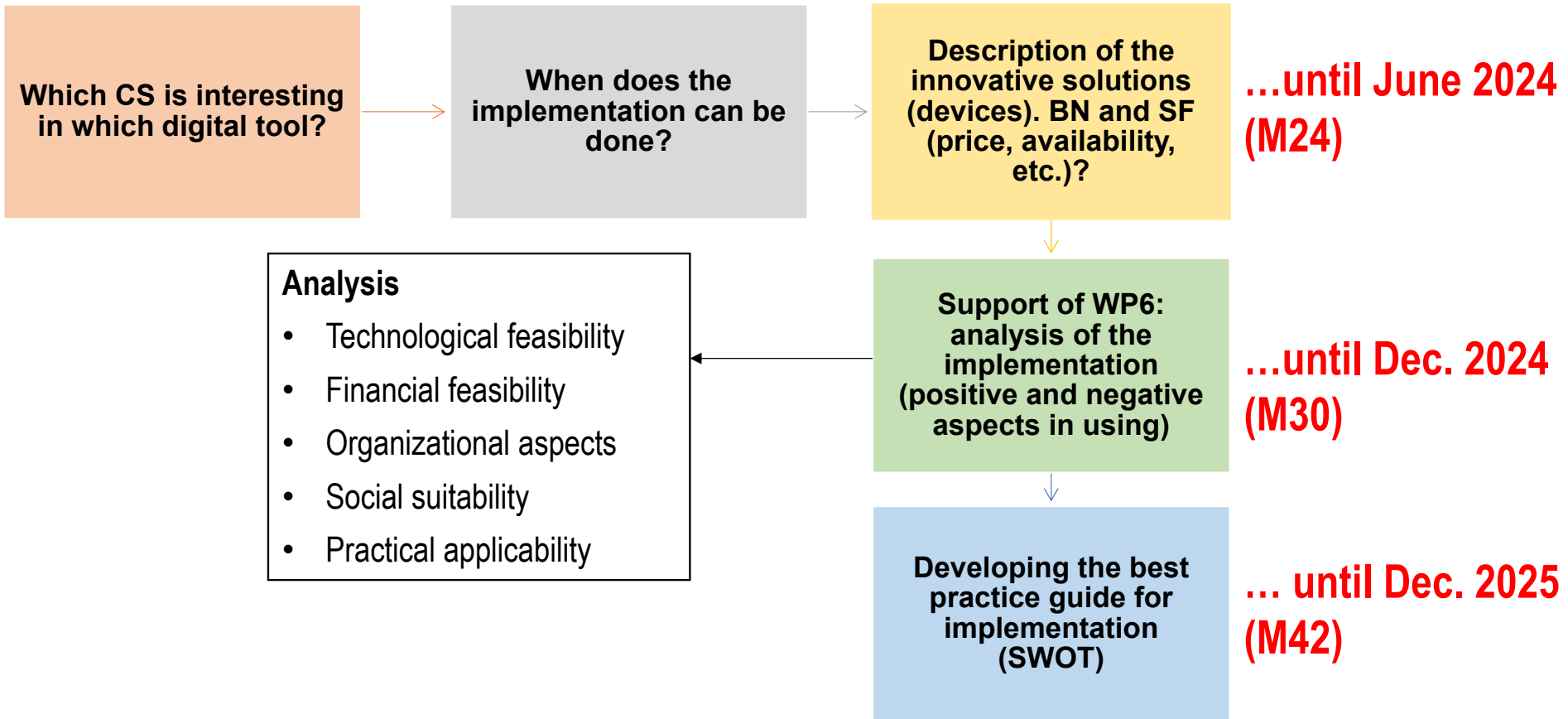


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# Method for the implementation of digital tools



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# Thank you!

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