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**“Einkorn – Ancient Innovation”**  
Project No 2013-1-BG1-LEO05-08705

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Agreement Title: Application of malted einkorn in food industry - Ancient Innovation

Project Acronym: EINKORN – Ancient Innovation (EINKORN)

Agreement Ref. No.: *LEONARDO DA VINCI (Decision N°1720/2006/EC)*

## Work Package 8

### Valorization and Dissemination

#### **Partner: INI-Novation GmbH**

#### **Initial steps towards the creation of a valorization network**

#### **Dissemination strategy**

#### **Dissemination action plan**

#### **Content: Summary Report**



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INI-Novation as leader of WP8 – Valorization and Dissemination – is supposed to perform the following tasks in the project:

- market analyses and international benchmarking analyses;
- provision of dissemination materials to the consortium partners;
- creation of a “we” presence and a virtual community to support the project by giving feedback and evaluating the results;
- identification of similar existing initiatives and estimation of the competitive situation; identification of new potential sectors for implementation and encouraging their stakeholders to adopt the new product, technology, and methodology;
- development of an exploitation plan;
- establishment of an effective European network of partners in various fields for the continuous active development of the properties of einkorn, creating opportunities for its use in other sectors like pharmaceutical and cosmetic industries.

To accomplish these tasks his WP icon consists of the three basic activities:

1. creating network of interested stakeholders;
2. organizing a dissemination conference; and
3. preparing a dissemination strategy, a dissemination action plan, and dissemination materials.

### 1) Creating a network of interested stakeholders

The goal of the establishment of a network stakeholders is to identify interested parties, involved in the food industry and cosmetics. Primarily beer brewing and whiskey distilling companies are targeted. This way the initiative will impact significant interest of



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the promotion of the ancient plant Einkorn (EINKORN) and its properties. Also the innovation regarding the technical process of its malting shall be exploited. The other aim is to increase the level of knowledge among the different industries also in cross-sectors regarding the einkorn, and to spread the results targeting its application in malt production. This will support strengthening the link between business, science and the VET system.

In the first project year this initiative started with a research on potential stakeholders, including different sectors – business sector, agriculture and cosmetics. The geographical focus on the analysis task in this period was Germany; within the next reporting period it will be expanded to Bulgaria and Czech Republic. The analysis was accomplished by desk research as well as by visiting potential partners (e.g. breweries) or networking events of beer brewers (e.g. a beer brewing fair and exhibition in Sofia in June 2013).

Collaboration partners for applying results of the EINKORN project may be found in different economic sectors. For instance, primarily beer brewing facilities and companies shall be targeted for a dissemination of the project results. As such - as a result of personal meetings and communication - interests were already expressed by companies like Schmucker Bier (Odenwald Region, Germany), Darmstädter Bier (Darmstadt, Germany), a small private brewery in the vicinity of Frankfurt, Germany, and Karlovaczko, (owned by Heineken) in Karlovac, Croatia.

In addition, in the effort to identify potential collaboration partners a meeting was held with representatives of the European Space Agency’s space incubator “CESAH” in Darmstadt, Germany. The Einkorn could not only be applied for beer



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brewing; because of its special consistency it may also be applied for food production, e.g. the production of a bread, which does not fall apart as bread does it, as it is currently available in the market. Thus, this EINKORN-based bread may be used as food product for astronauts. These circumstance raised the interests of ESA and it was discussed to take the initial steps to apply the technologies and methodologies developed within the EINKORN project also in the so called Spin-in Program of ESA.

Another important step towards creation of a topic oriented network is the establishment of an Advisory Board. INI-Novation prepared guidelines and so called Rules of Procedures for such a board (which will be called “EXTERNAL ADVISORY BOARD”) and delivered it to the co-ordinator to initiate the next steps (see attachment 1). During the course of the project the External Advisory Board members shall participate in the project activities in order to achieve a thorough understanding of the project’s accomplishments, and with the goal to advise the project activities.

In the next period, the already initiated activities will be followed upon. Furthermore, analysis work will be continued and expanded to other countries and regions. This activity will result in a database on stakeholders created, which will be published on the project website. A SWOT analysis will highlight the positive and negative impacts on the target groups (business, labor force and labor market). Finally, the network shall be created with an assistance of all partners in the consortium.



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2) Organising a dissemination conference

Additionally, the establishment of a value-adding network will be achieved through the organization of a conference, which will be held in the last quarter of the project duration. The conference shall aim to disseminate project results and findings, to present the benefits of malting the einkorn, and to illustrate the whole research process and also its benefits.

The conference will be held in Darmstadt, Germany, and will last 2 days. All partner representatives will present the results from the project. Furthermore, external speakers will be invited to establish a community of stakeholders. This will increase the scientific interest and discussion in the field of einkorn malting and the use of the einkorn. The conference will bring together all interested parties to promote the project, but also will identify beer manufacturers, researchers in the field of food production and nutrition, food industry companies etc, who are interested in applying the new technology of malting of the einkorn. Thus, the once created network will be expanded and the groundstone for its sustainable operations will be laid.

3) Preparation of a dissemination strategy, a dissemination action plan, and dissemination materials

The main objective of this WP is to promote the results of the project on national, EU and international level. In particular, WP8 aims to:

- Develop a dissemination action plan, allocating and assigning clear responsibilities among all team members/partners.



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- Disseminate widely the results of the project at local, EU and international level.
- Disseminate benefits and availability of project-generated products.
- Publish articles with the main findings of the project in magazines, newspapers, online portals, web-sites and so on.
- Achieve a balanced geographical spread of dissemination through the partnership structure.
- Create, maintain and promote project's website and maintaining social network activities (Facebook, Twitter, etc.), serving as main information channel and exploitation tool once the project is completed.

An awareness campaign towards the public at large will take place through the whole period, performed by the partners in Bulgaria, by using radio channels, newspapers, magazines and web-portals. In regular terms a press conference shall be given to the news (publics) on regional, national and European media.

A project logo was already designed and is used during the project implementation.

Other dissemination activities will include creation of profiles in the popular social networks and creating and maintain web-page of the project. Also a booklet will be published, along with posters, leaflets, posters and other advertising materials on Bulgarian, English, and German and Czech language.

Based on the lessons learned from this initial dissemination measures, a detailed Dissemination strategy was developed and will be further detailed in the second project year, illustrated by a so

called



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"Dissemination action plan". The goal is to maximise the impact of the results of the project. The development of the action plan goes in line with the further conduction of the market analysis. This will ensure that the project results are usable and easily understandable by the partners.

The EINKORN dissemination strategy and action plan features the traditional and trending tools for the promotion of the project results. Internet promotion and online community creation will be the primary tools for the promotion of the application:

- Online dissemination

In the months leading up to the final results of the EINKORN project activities, the consortium will decide upon on an appropriate advertising campaign, considering the impact of to be implemented tools. The following platforms will be considered for purchasing advertisement:

- Facebook Ads
- Ads in specialized websites
- Ads and banners on partners websites
- Email advertising

- 3rd party websites

Offering the results and collaboration opportunities through related websites could provide a great exposure for EINKORN and widen the potential outreach of the promotional activities.



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- Social media

All feasible social media platforms will be utilized to promote the EINKORN project and create a significant viral dissemination of the system. The selection process will be based on an analysis of the target groups. Primary social media tools will be Facebook, Twitter, and YouTube. A systematic approach to creating creative content for the social media platforms will be created.

- Event promotion

Related events, conferences and seminars will be exploited to enhance the promotion of EINKORN through presentations of its project activities and results.

The consortium will benefit from the exposure and similar local events seeking larger audiences.

- On-site Advertising

The consortium shall create several different press release materials as flyers, posters and roll-ups that shall be placed in Germany, Czech Republic and Bulgaria.



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## ATTACHMENT 1

### EXTERNAL ADVISORY BOARD (TF) of the EINKORN Project

#### **Internal Rules of Procedure Version 0.1**

##### **Rule 1 – Mission**

- 1.1 The main purpose of this EXTERNAL ADVISORY BOARD is to represent the interest of the stakeholders of the EINKORN project. The main goal of EINKORN is [please add text here]. The project is co-funded by the European Commission’s [please add information here].
- 1.2. This EXTERNAL ADVISORY BOARD will serve as a forum to discuss topics, priorities and issues of concern of the project’s stakeholders. It will encourage the information exchange, and discussion among the stakeholders, inform about the project’s activities, provide ideas and recommendations to the members of the project consortium, and promote and lobby the project’s interests. The EXTERNAL ADVISORY BOARD shall supervise the accomplishment of the targeted project operations and its further expansion into other European regions.
- 1.3. One representative of each project consortium member is permanent guest of this External Advisory Board.

##### **Rule 2 – Membership and Terms**



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- 2.1. The Founding Members of the EXTERNAL ADVISORY BOARD (**EXTERNAL ADVISORY BOARD members**) shall be appointed upon recommendation of the project consortium.
- 2.2 Each project consortium member shall have the right to nominate one (**EXTERNAL ADVISORY BOARD representative**) in EXTERNAL ADVISORY BOARD.
- 2.3 After constitution the EXTERNAL ADVISORY BOARD shall appoint its members every two years.
- 2.4 Changes due to major causes shall be communicated to all members of the EINKORN consortium.

**Rule 3 – Chairman, Co-Chairman and Secretary of the EXTERNAL ADVISORY BOARD**

- 3.1 The EXTERNAL ADVISORY BOARD will elect among its EXTERNAL ADVISORY BOARD representatives a Chairman and a Co-Chairman for a term of two years in the corresponding meeting.
- 3.2 The Co-Chairman will act as Secretary of the EXTERNAL ADVISORY BOARD.
- 3.3 The Secretary will be responsible for the call of the EXTERNAL ADVISORY BOARD meetings.
- 3.4 The filing of all EXTERNAL ADVISORY BOARD documentation and minutes will be held by the Secretary.

**Rule 4 – Meetings**

- 4.1 The EXTERNAL ADVISORY BOARD will meet at least twice a year.



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- 4.2 Any other meetings of the EXTERNAL ADVISORY BOARD could be considered at the request of two or more EXTERNAL ADVISORY BOARD members to the Chairman of the EXTERNAL ADVISORY BOARD.
- 4.3 The provisional agenda of the meeting shall be prepared by the Secretary in consultation with the co-ordinator of the EINKORN consortium.

### **Rule 5 -- Languages**

- 5.1 English shall be the working language of the EXTERNAL ADVISORY BOARD. Documents, working papers and reports will be prepared and distributed in English.
- 5.2 Any member of the Committee or person invited may use any other language provided he or she makes available facilities for interpretation.

### **Rule 6 -- Quorum**

- 6.1 A majority (more than a half, including proxy) of the representatives of the EXTERNAL ADVISORY BOARD shall constitute a quorum. Presence can be substituted by proxy.
- 6.2 The EXTERNAL ADVISORY BOARD shall not decide on any matter unless a quorum is present.

### **Rule 7 -- Voting rights**

- 7.1 The EXTERNAL ADVISORY BOARD shall endeavour to arrive at its decisions by consensus. In the event of a vote being taken, each representative member of the EXTERNAL ADVISORY BOARD, including the ones represented by a proxy, shall have one vote. The decision will be taken by majorities of the votes present (half



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plus one). In case of an even vote, the vote of the Chairman will decide.

## **Rule 8 -- Reports**

- 8.1 The Chairman of the EXTERNAL ADVISORY BOARD shall inform the co-ordinator of the EINKORN consortium about the EXTERNAL ADVISORY BOARD activities including the minutes of the EXTERNAL ADVISORY BOARD meetings
- 8.2 The Chairmen and the co-ordinator of the EINKORN consortium will have a permanent contact about topics related with the project activities.
- 8.3 The co-ordinator of the EINKORN consortium will report to EXTERNAL ADVISORY BOARD members the main actions taken at the project consortium, and periodically, about any relevant activity within the project.

## **Rule 9 -- Amendment**

- 9.1 These Rules of Procedure may be amended or suspended by a decision of the EXTERNAL ADVISORY BOARD taken by a two-thirds majority of the members present and voting, including proxy. This decision will be communicated to the project consortium at the first opportunity.



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