



Valorisation Approach in the PROGRASS Project

Proposal for possible dissemination and valorisation activities
provided by





Valorisation

- Originally a French term – “valeur” – give value.
- Dissemination and exploitation - often informally referred to in English using the French term *valorisation*
- Valorisation aims at disseminating, transferring and exploiting project outcomes in order to optimise their value and enhance their impact
- A plan for valorisation indicates those activities that are going to be carried out during the project’s lifetime.
- Valorisation ensures more impact and sustainability of a project.



Valorisation Approach

- Definition of valorisation aims and strategy
- Identification of potential target groups for dissemination and exploitation
- Definition of specific interests and demands of these target groups (External and internal)
- Definition of dissemination and exploitation activities
- Definition of expected results
- Delivery and evaluation of valorisation actions



Valorisation: Objectives #1

Information/Transfer/Exploitation in PROGRASS

- > local farmers and other relevant stakeholders will be informed and trained to achieve a high regional identification with the project and maximum regional transferability (*interface to Demonstration WP*)
- > Utilisation/Exploitation of the results of demonstration and research activities in guidelines for stakeholders, publications and learning materials (*interface to Feasibility and Sustainability WP*)



Valorisation: Objectives #2

Establishment of transferable ecological and socioeconomic studies with an extrapolation potential for most European NATURA grassland habitats

- -> reports will be the basis for **practical acting recommendations** for all relevant stakeholders and **information and learning units** (interface to *sustainability WP*)



Valorisation: Objectives #3

Transfer of pilot project into European Practice

- active **enlargement** of the demonstration area and the inclusion of **new partners** (2-3 EU-partners)
- creation of a **network** including a professional legal structure (e.g. Société Européenne or Cooperative with a sustainability strategy)



Potential Target Groups	Interests
EU	<ul style="list-style-type: none"> - Sustainable cultivation of NATURA grasslands - Conserve NATURA grassland habitats - Protect fauna and flora and promote biodiversity - Support EU-policy on climate change - ...
Members States EU (Governments)	<ul style="list-style-type: none"> - Protect fauna and flora and promote biodiversity - Sustainable cultivation of NATURA grasslands - ...
Municipalities, Districts	<ul style="list-style-type: none"> - Protect fauna and flora and promote biodiversity - Sustainable cultivation of NATURA grasslands - Promote regional tourism (eco-friendly tourism) - Additional incomes for small farm structures - As operator of biogas plant: generation of additional income - ...
Operators of biogas plant/farmers	<ul style="list-style-type: none"> - Income generated from electricity selling - Income generated from fuel selling - Return on investment - Use marginal agricultural areas - Job security - ...



Possible Valorisation Actions

ACTION 1: Valorisation and Transfer

- During 3-month operation of biogas plant:
Organisation of events to inform and consult potentially interested farmers, associations as well as other stakeholders (local Partners)
- Development of blended learning courses for farmers, responsible persons in relevant associations, decision makers, local politicians and administrators, researchers, and SMEs



Possible Valorisation Actions

ACTION 2: Dissemination

- Development and regular publishing of PR-materials (newsletters, articles in print media and in the web) (all partners)
- Development, maintenance and update of multilingual website including interactive services (LMS, WIKI, multilingual, blogs etc.)
- Development of comprehensive information and learning materials



Possible Valorisation Actions

ACTION 3: Networking

- Set up of a European PROGRASS network as umbrella organisation for European regions and stakeholders that apply the approach in practice

Aiming at

- Including additional partner countries already in the pilot project lifetime



Expected Results

- Regional and European dissemination and valorisation via extensive publishing and information
- Multilingual training units for different target groups
- Specific events during operating time of biogas plant
- Presentation of the project in (transnational, regional, local) conferences
- Web-platform with interactive services
- Growing European PROGRASS Network as legal body with a professional organisation



Perspectives beyond the Project's Lifetime

On the basis of studies carried out in the first 3 WPs the Valorisation WP will serve to:

- Preparing the implementation of larger scale units on the basis of secured approach (technical feasibility, ecologic and economic impact)
- to establish and transfer a *general implementation procedure* which will be the basis of the PROGRASS counselling offer for regional bio-energy production on abandoned grasslands
- Establishment of central counselling services on a permanent basis in the framework of the growing PROGRASS network to secure the transfer of the project results to a large European area