

BEXYL
BEYOND XYLELLA

Update of the Dissemination, Communication and Exploitation Plan

Deliverable 9.2

28 February 2025

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DELIVERABLE INFORMATION

Start of the project:	01 Sep 2022
Duration:	48 months
Coordinator:	Blanca B. Landa
Deliverable title:	Dissemination, communication and exploitation Plan
Deliverable n°:	D9.1
Nature of the deliverable:	R- Report
Dissemination level:	Sensitive
WP contributing:	WP9
Lead beneficiary:	CSIC
Due date of deliverable:	28 Feb 2025
Actual submission date:	28 Feb 2025

Deliverable status

Ver.	Status	Date	Author(s)
1.0	Final	28 Feb 2025	Ana Sánchez & Blanca B. Landa (CSIC), Darío Prestigiacomo (Surrender MS).

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ABSTRACT

This manual describes the dissemination and communications plan of the project BeXyl, with Grant Agreement 101060593. It aims to ensure that the project results reach the intended beneficiaries and provides a set of practical guidelines to the BeXyl consortium.

This document sets up the working procedures for dissemination and communication, indicating also the people in charge of some key roles. It will act as a guide for BeXyl consortium members, and it may, therefore, be considered crucial for the overall success of the project. Also, these rules will ensure comply with the obligations detailed in the Grant Agreement 101060593 signed with European Commission.

This document was jointly written by the Project's Coordination Team in collaboration with the WP9 leaders, to provide instructions and guidelines for the communication and dissemination activities of BeXyl project. It is a complement to all other key documents that the Coordination Team and BeXyl Consortium should have read and have access while the project is running including the EC Grant Agreement (GA) and its annexes, along with the Annotated Model Grant Agreement (AGA version 0.2, November 2021).

This deliverable presents the update of the DCE for BeXyl Project developed in month 6 (M6).

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1. INTRODUCTION

In order to meet the objectives of BeXyl project it is necessary to implement the project communication, dissemination and exploitation plan in order to maximize the project visibility and to ensure the best exploitation of project results.

Communication in and from the Consortium has to be precise, but flexible to the changing needs of different informative activities, transparent, attractive, innovative and unified within the large number of actors within the framework of the Consortium. Sustainable ways of conducting the informative activities are of high importance, utilizing virtual working environments whenever compatible with the dissemination objectives. In short, the leading principles of communication in the BeXyl Consortium are:

- Attractive, flexible and unified communication
- Precise and scientific
- Aligned to the needs of stakeholders

This Plan is being led throughout the project, by the WP9 Leaders (P26-Surrender MS and P31-BGCI), overseen by the Coordinator team (CT, P1-CSIC), implemented by all partners and monitored by the Management Board (MB). The content of the communication, dissemination and exploitation plan is being adjusted during the Consortium period.

This document provides an updated version of the Dissemination, Communication and Exploitation Plan (DCE) initially developed in M6. The primary focus of this update is to enhance the effectiveness of awareness-raising activities and dissemination efforts by better targeting key stakeholders identified within the project. By refining communication strategies and aligning dissemination activities with stakeholder needs, this revised plan aims to maximize the project's impact and visibility.

2. TARGET GROUPS

To reduce the economic and social impacts of *Xylella fastidiosa*, a complex emerging pathogen, BeXyl is promoting a comprehensive and multidisciplinary EU research strategy for settling an effective response and implementation of IPM approaches, to manage *X. fastidiosa*-associated diseases and to maximize exploitation of project results, hinging on establishing collaborative researcher-stakeholder partnerships.

The consortium relies on active cooperation and stakeholders' engagement before and during the project lifetime to ensure a multi-actor approach as enforced by the new plant health policies (Regulation EU 2016/2031). An active stakeholders' engagement has been promoted since the preparation of the proposal, considering the critical research gaps identified by EU farmers, Agri-Cooperatives, nurseries and risk managers (i.e., outcomes of the EU Conference on *X. fastidiosa* 2019 & 2021). An overview of the research gaps identified by the different actors are shown in **Figure 1**. A large board of stakeholders were already been engaged while Project preparation, and many other stakeholders are being involved during the project lifetime to ensure a wider participatory approach and effective knowledge transfer (Stakeholders update in Annex 1).

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Figure 1. Research needs identified by farmers and foresters, nursery producers, risk managers and policy makers during EFSA conferences on *Xylella fastidiosa*.

As result of the European Commission recommendations provided in the Reporting Period 1, the consortium has set up some commitments related to the dissemination and communication activities.

The efforts for identify and segment the main stakeholder groups for dissemination activities will help to tailored communication strategies for each stakeholder group, ensuring that the messaging is relevant, impactful, and aligned with their specific needs and interest.

Targeted measures for different types of beneficiaries are being used for dissemination, communication and exploitation of the project activities and results. The Consortium is combining events, publications, and internet tools to disseminate project results specifically oriented to different target groups described in sections 2.1 to 2.6.

2.1 Farmers

This group encompasses both professionals in the sector (leaders, technical staff, agronomy/forestry consultants, farmers/foresters and Nurserymen, technical operators, etc.) and related professional associations.

Their potential in communication tasks is enormous as they can function both as receivers and senders of information in task like definition of research needs, dissemination of the results, farmer/forester capacity building trainings, awareness campaigns, and promotion of farmer uptake of IPM management strategies (conventional and organic sectors).

2.2 Risk managers

This group consists of diagnostic laboratories and phytosanitary inspectors. Within their communication capacities, they highlight the training of laboratory staff and inspectors, as

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well as the training of their technical staff in all protocols related to *X. fastidiosa* diagnostics or monitoring and sampling.

2.3 Legislators

This group includes actors of vital importance for the dissemination and communication of the project that can be grouped into official agencies, plant health services and policy makers.

Its foreseen contribution to the project through the design and implementation of official control measures, optimization of surveillance programs for early detection and impact analysis based on project scientific outputs, is much more efficient if it is accompanied by a strong dissemination and communication campaign of these activities.

2.4 Research community

The role of the scientific community has three main pillar roles which are peer-review of BeXyl results, capacity building and dissemination of projects results.

Through instruments such as scientific papers, seminars, methods and protocols, databases, simulation models and algorithms the information to be disseminated and communicated is prepared.

2.5 Civil society

The general public is the widest and most diverse group in itself, offering challenges from heterogeneity at different levels to geographical distances between people, as well as diverse attitudes towards BeXyl's project objectives.

Messages are being tailored to suit the chosen target group's interests addressing issues, such as pest management programs, environment, and agricultural techniques instead of scientific jargon. Thus, the BeXyl Consortium intends to translate the EU priorities and objectives to a more general language shared by the citizens and the stakeholders though specific printed and digital material.

2.6 Industry

The agri-food industry focuses its involvement on project results and in the exploitation guidance and recommendation (case studies, applications).

This exploitation results can be reflected through scientific and technical publications, software and standards, new methods and prototypes.

3. DISSEMINATION TASK FORCES

The Consortium works with three key groups (Task Forces) of known composition to drive the key dissemination activities of the project:

- All partners: Activating and maintaining the **BeXyl network.**
- WP9 leaders and their teams: **Broadcasting project activities.**
- Stakeholders set: Forming the **Practitioner Panel** for continuous interactions.

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3.1 Task Force 1: BeXyl Network

To amplify the reach of the communication, a European network of actors involved in grassroots communication on *X. fastidiosa* is being established, aimed at mitigating the risks of new *X. fastidiosa* introductions and further spread in the European territory. This community has been animated to provide inputs for the communication activity and to operate as a platform to amplify the outreach of messages and contents. Through the knowledge sharing, exchange experiences and good practices, the most relevant contents for the public will be posted on the website and social media. The social media management oriented to interact with the target audience, by documenting and sharing new project outcomes, workshops, meetings, seminars and other activities considered for external communication. After the completion of BeXyl an online community, connected mainly through the different social network's channels and the Xylella seminar's mail-list, will be operating to share science-based information on *X. fastidiosa* and contribute to expose misinformation at the European scale.

3.1.1 Ways of working

The activities of the BeXyl Network are being reflected in a variety of ways of working, as follows:

Documentation (Templates, seminars, conferences, training, workshops…)

For all these activities, guidelines have been established and are being updated, as needed, in line with the general communication strategy and the resources created are made available to all partners (Dissemination & Communication)

Specifically, a **toolkit** has been created containing the graphics to be used for the production of documents, articles, social media posts, and in general any material to be used for internal and external communication. The toolkit contains the visual identity of the project, including the visual identity of the European Horizon programme, and it is available through the partner's cloud and a private website section (Templates)

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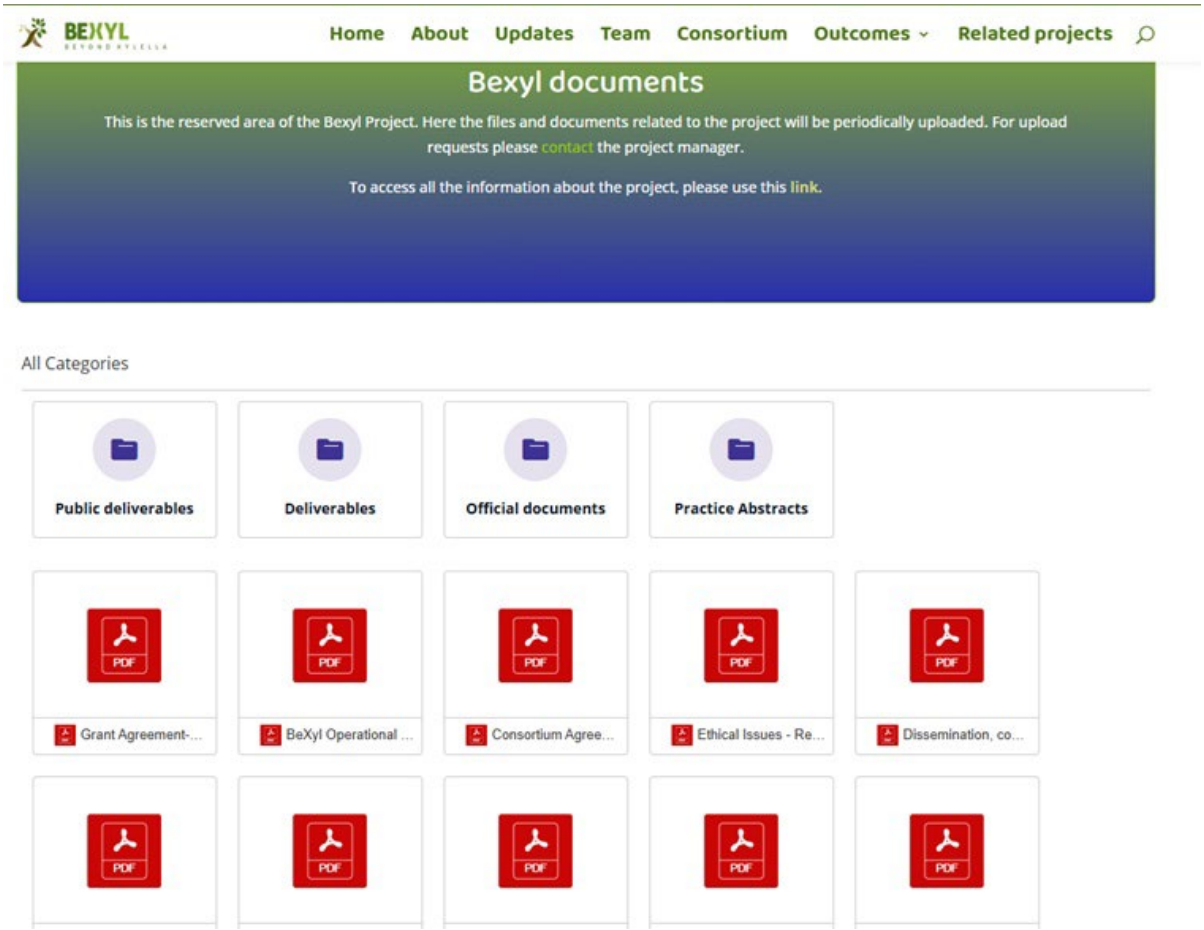


Figure 2. Documentation and project templates at "Members area".

Internal Communication

The internal communication between partners is defined at the D10.2 Operational Manual (Point 3.1). This deliverable specifies the communication channels between partners, such as e-mail, videoconference, cloud workplace (BeXyl management) and phone calls.

During each General Assembly, WP9 leader P26-Surrender MS and the Coordination Team explain how the D&C strategy is evolving, which follows these aims:

- Present the initiatives that every partner intends to develop in the project
- Exchange experiences and good practices
- Define and update the rules and recommendations for a correct use of external communication tools
- Launch of the intranet of the website as a platform for internal communication
- Study the map of interactions of the partners to expand the reach of communication, both in the social media and the press
- Inform our partners about the benefits of publishing in open access and the procedures for using open repositories and the open Research Europe Platform.

The information most useful for external communication (point 5.1) is chosen and adapted to the target audience.

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At this end, a "Members Area" have been created on the website for the consortium to use. In this section of the website, the most relevant material is shared (presentations, pictures, papers, minutes) produced in the project, and additionally to the project cloud, that it is a one-stop information spot reserved for the participants in the project (See Figure 2).

External Communication

The Consortium's lifetime consists of the start-up, implementation and final phases. Necessary communication actions are varying between these periods.

In the start-up phase, external communication has been focused on making the Consortium visible for the different actors and stakeholders outside the Consortium.

In the implementation phase as results are obtained, greater information flow is needed. Consolidated results are needed to be delivered to the broader academic public and other target groups (**Figure 1**), stressing the importance of EU funding in obtaining these results.

In the final phase, it is necessary to raise public awareness of the overall results, benefits and accomplishments of the Consortium.

The details for implementation and final phase, are defined at Task force 2: Broadcasting project activities.

3.2 Task Force 2: Broadcasting project activities

The BeXyl project web portal (**www.bexylproject.org/**) is the reference tool to support the project visibility and the dissemination of the results. It will provide an extensive overview of the project's aims, achievements and public deliverables, addressing technical aspects that are of interest to the stakeholders and end-users. The core of the dissemination strategies are emotional video stories, documentary and animated infographics for farmers and the society highlighting the scientific basis of control measures as well as the impacts of *X. fastidiosa*, focusing also on the research activities and sustainable management solutions provided by BeXyl.

Open access instructions are being respected for all scientific publications (See **Publications**) and relevant research data generated in BeXyl according to Articles 29.2 and 29.3 of the Grant Agreement (GA), and in line with FAIR principles (Section 1.2.4 of GA). The most applicable and relevant results are being disseminated by practise abstracts submitted to the EIP-AGRI platform and by specific formats for targeted communications with stakeholders.

The resulting innovative knowledge from this project will feed into the EIP-AGRI (The agricultural European Innovation Partnership) website for broad dissemination to practitioners. End-user material will be produced in the form of a number of summaries for practitioners in the EIP common format (**Practice Abstracts**).

Aligned with the recommendations made by the European Commission in the 1st report of the project, all practice-oriented materials will be submitted to the EU-wide Open source online platform through the EU-FarmBook project, where BeXyl is collaborating.

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3.2.1 Ways of working

Social media

The use of social media (Twitter, Facebook, Instagram, LinkedIn, YouTube) has to be always proactive and oriented to interaction with the public: every new discovery, event, public meeting, call for citizens and farmers surveillance from one partner – considered valuable for external communication – must be documented with videos and/or photos and shared.

A raising awareness campaign led by P26-Surrender MS has mostly focused on project results and is being launched on social media.

The project's social networks are being very active, reaching, for most of them, the Key Performance Indicators (KPI) before the end of the project. The accounts's current followers and published posts as of February 2025 are as follows:

- Twitter (@BexylP): Followers // 310 Posts: 371
- Facebook (@bexylproject): Followers 69 // Posts: 108
- Instagram (@bexylproject): Followers 165 // Posts: 79
- Linkedin (bexyl-project): Followers 272 // Posts: 87

Website

As indicated before, the BeXyl project website (**Figure 3**) is the reference tool to support the project visibility and the dissemination of the results. The main sections are as follow:

- **About:** An extensive overview of the Project's aims, the Work Packages, and some link to previous projects and the European Commission.
- **Updates:** A summary to all news of the project.
- **The consortium and team:** It show all organization and people engaged to the project.
- **Outcomes:** Information of project achievements and public deliverables organized in some categories as publications, practice abstracts, public deliverables and dissemination material.
- **Newsletter:** Links to all newsletter published.
- **Members area:** Private information for the consortium.

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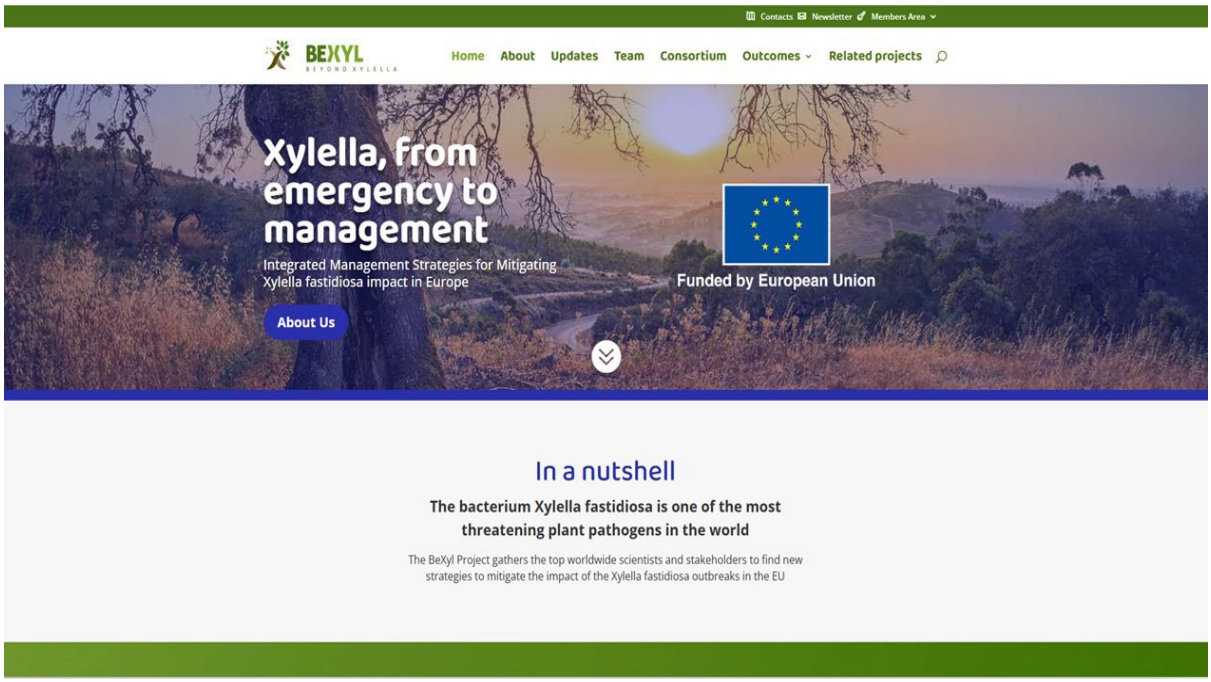


Figure 3: BeXyl website

Their contents will be used to provide information on the developments and results of the project actions. The website will be updated periodically by Surrender MS, and the news will also be the basis of posts on the project's social channels (Facebook, Instagram, Twitter, LinkedIn and YouTube). The general and national contents will also be disseminated by the websites and social media of the partners.

The project website (**Figure 3**) is running since the end of November 2022, and the number of visits is growing as expected. The statistics for the two and a half years of the project are shown in **Table 1**.

Table 1: BeXyl website statistics

Date from	Date to	Visitors	Unique Visits	New Visits	Return Visits
Sept 22	Febr 23	8.434	2.491	2.195	296
March 23	Aug 23	55.272	29.962	N.A	N.A
Sept 23	Febr 24	99.320	44.756	N.A	N.A
March 24	Aug 24	111.939	38.539	N.A	N.A
Sept 24	Febr 25	9.3553	42.492	N.A	N.A
TOTAL		**368.518**	**158.240**		

Some of the data (New visits and Return visits) are not available for some periods. This is due to a change of the Project server and this information is not generated on the new server.

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Newsletter

A monthly Newsletter is being disseminated throughout the community. The Newsletter has the main objective of informing the consortium members on the progress of the project, but will also contain useful information for readers outside the consortium and who are part of the dissemination target groups: consortium and individual partner activities, interviews with researchers from the consortium at from outside, news related to the project themes, videos and photos produced by the partners.

All the Newsletters have been distributed to subscribers and are also available in the website (See **Figure 4**). A list of all the Newsletter published and the number of subscribers reached is provided in Annex 2.

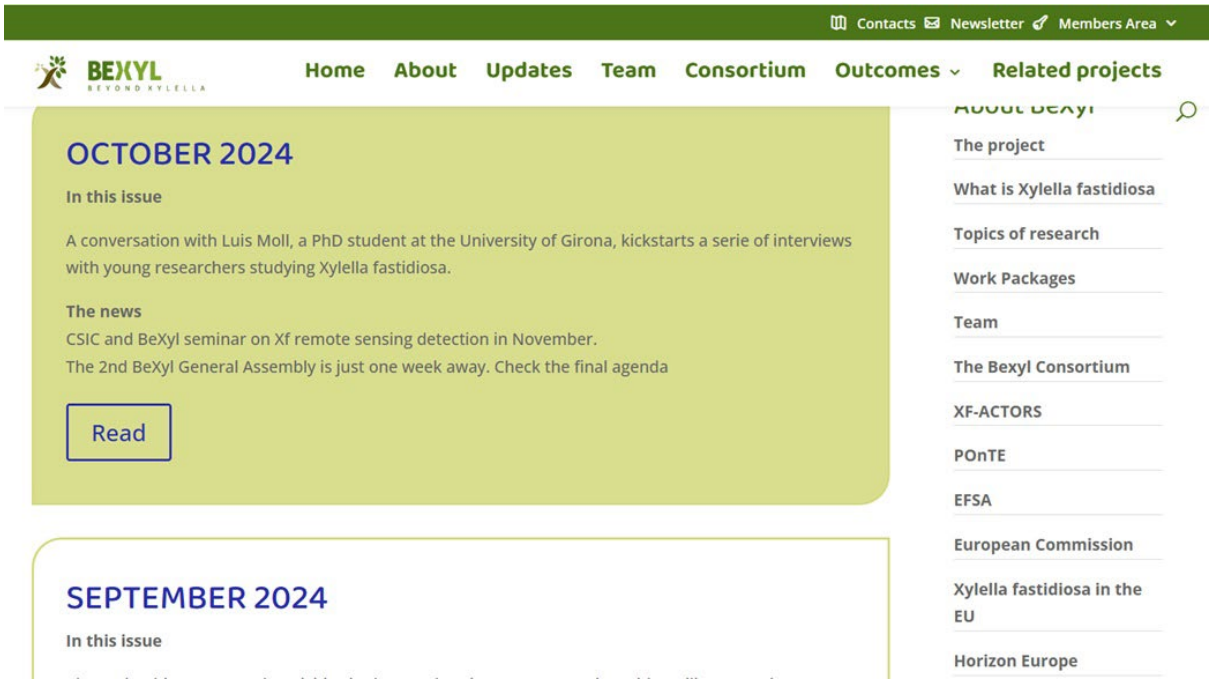


Figure 4: BeXyl Newsletter

Info Pack for media providers

In November 2023, SURRENDER MS started the dissemination and communication activities that is mainly aimed outside the consortium: i) The raising awareness campaign and ii) The media campaign. Both campaigns focus on the background, impacts and results of the project.

The media campaign started with the identification of European media providers that may be interested and/or useful for the dissemination of the project activities. A list of 359 Press contacts was created. The list contains the email addresses of editors and journalists of local and European media.

The list of identified media is used to disseminate press releases and other information material (Info Pack). The first press release and info pack were sent out in December 2023 and covered the 10th anniversary of the discover of *Xylella fastidiosa* in Italy and Europe.

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Thanks to an agreement with the press agency Ansa, the press release was disseminated and published in various Italian media.

The awareness campaign started from Apulia to leverage the 10th anniversary of the discover of *Xylella fastidiosa* in Italy and Europe. We produced one video teaser and three emotional video stories with animated infographics. Each emotional video has a maximum duration of 5 minutes and was edited with the use of graphics and animated video infographics. The videos have been re-edited to adapt to various social media of the project, and disseminated on the project website and social media.

In the next months the awareness campaign will involve the production of three emotional videos in different countries. The campaign will end with the realization of two more emotional videos and a documentary video, compiling information obtained throughout all the Project.

***Xylella* files**

First series of *Xylella* Seminars

During 2023 a series of seminars on different topics related to *X. fastidiosa* research were organized by partners P9-AU and P10-UC from USA. The speakers included not only researchers participating in BeXyl but any researcher, policy maker or stakeholder member, etc. involved on any field involving *X. fastidiosa* from basic research to applied management, policy, risk managers, etc.

All meetings were conducted by **Zoom** on Tuesdays at 11AM (Central Standard Time, UGM-6h). To attend the meetings, it was necessary to register in advance because the email list was curated. Talks were not recorded. Finally, the attendees were asked to respect each other and their mutual work as part of the shared community of researchers studying *X. fastidiosa*.

Second series of *Xylella* Seminar

Encouraged by the success of the first series, in February 2024 we started a new series of *Xylella* seminars organized jointly by BeXyl project (specifically P1-CSIC and P9-AU), and EFSA (European Food Safety Authority). This series continues the inspiring path of the *Xylella* Files organised previously by P9-AU and P10-UC groups, with the aim to provide a platform for informal exchanges and interactions on the state of the art of research and control on the epidemics caused by *Xylella fastidiosa* worldwide.

This time the seminars are hold each two weeks, and the attendees are also registered. The seminars are announced using all BeXyl social media accounts. For each seminar, they receive an email with the zoom link and the abstract of the talk. If the speaker agrees the seminar is recorded and upload to the You Tube Channel "Soluciones a *Xylella fastidiosa*" in the following days. The list of the seminar held in this series is provided in Annex 3.

Societal activities on plant health research

Co-design activities in BeXyl involve workshops and focus groups with stakeholders, NPPOs and EPPO participating in outbreak response programs for *Xf* as well as farmers implementing crop restoration and IPM programs in current outbreak areas in the EU.

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Co-creation activities in BeXyl are fully implemented through involving citizen science, that is also considered in WP2 to improve early detection of *Xf* with passive surveillance by citizens.

Likewise, the most relevant nursery association (P20-ENA) actively participates in WP6 to develop thermotherapy treatments (TT) for planting materials and will provide a tool for disseminating best practices for TT treatments to different nurseries in Europe.

Additionally, through the WP9 co-leader BGCI, a series of communication and dissemination activities are being performed in collaboration with the network of the botanical gardens and arboreta that form part of the BGCI network. The main aim is to develop citizen science, outreach activities, and knowledge exchange to improve awareness of *X. fastidiosa*, its potential impacts and how it spreads. For that, BeXyl will make use of the database and communication resources developed within the BRIGIT project (https://www.jic.ac.uk/brigit/) to adding value to those resources after the lifetime of the BRIGIT project.

3.2.2 Key Performance Indicators

The communication measures (defined in point 5 below) within BeXyl are tightly coupled with the different dissemination activities and the target audiences and expected metrics are shown in **Table 2**.

Updating the website and social media posts is being done periodically. We had expected a minimum of 60 blog posts and 60 newsletters to be published on the website. We had also expected a minimum publication of 240 posts and 40 videos on the project's social media accounts. Some of these contents are also been shared by the own websites and social media of the consortium members.

KPIs have been monitored periodically on a monthly basis. This monitoring is serving to evaluate any changes to the dissemination strategy, identifying themes and types of posts that are best suited to reaching the target groups.

The results of the general review of the KPIs for month 30 is showed at Table 2 and a Final Report deliverable is scheduled in month 47. The final report will be discussed with the consortium members for its approval.

After analysing the KPIs results at month 30 of the project, we have identified specific indicators that can be improved. The strategy for enhancing these KPIs should be aligned with the recommendations provided by the European Commission (EC) during the first reporting period.

- **Social Media:** Efforts should focus not only on expanding audience reach but also on enhancing dissemination by creating targeted materials for collaborators and distributing them effectively to the intended target groups.
- **Videos:** Certain formats, such as videos supporting social media posts and animated infographics, are currently lacking. Future content creation should prioritize these formats and be tailored to different partner groups. Additionally, campaigns should leverage resources across various channels to maximize audience engagement and impact.

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Table 2. Communication metrics and audience indicators

Communication Channel	Key Performance Indicator	Stakeholders/ Target audience	KPI target	12 months	24 months	30 months	TOTAL
Website	No. of visitors to the **BeXyl** website during the project lifetime	ALL	**250K**	47K	208K	96K	**351K**
	No. of blog post on BeXyl website 'News' section	ALL	**60**	50	39	13	**102**
Social media	No. of posts via social media channels	ALL	**240**	390	327	113	**830**
	Expected audience	ALL	**500K**	51K	54K	38K	**143K**
Website, social media channels & other online	No. of articles /posts in consortiums' newsletter/ website/social media/other comm. platforms	ALL	**60**	440	366	126	**932**
	Expected audience	ALL	**300K**	97K	75K	133K	**305K**
Press media & articles	No. of press releases & articles	ALL	**10**	0	1	1	2
	Expected audience	European and local media					
Videos	Videos supporting social media posts; emotional videos (5 minutes) for website and social media; video documentary; animated infographics	Scientific community - General public	**40; 8; 1; 9**	4;0;0;0	16;3;0;3	4;0;0;0	**24;3;0;3**
Events	No. of BeXyl conferences and workshops at which consortium will promote organized with EFSA or other national agencies, and events organized with the network of botanical gardens from BGCI	Academia-Scientific Community-General public	**8**	1	2	0	**3**

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Seminars	No. of seminars	Academia, Scientific community, Policy makers,	**95**	22	14	8	**44**
	Expected audience (live views/deferred views)	Academia, Scientific community, Policy makers,	**1000**	353	729/1625	239/538	**1321/2163**
Simulation exercise	No. of simulation exercises organized by BeXyl	ALL	**1**	0	0	0 (planned for May 25)	**0**

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3.3 Task Force 3: Practitioners Panel

To facilitate the continuous interactions and their active involvement BeXyl has created a Practitioner Panel (PP) of stakeholders representing different sectors and profiles:

- Official agencies, Plant Health Services, policy makers;
- Farmers/foresters and nurserymen;
- EIP-AGRI OGs;
- Diagnostic laboratories and phytosanitary inspectors;
- Companies providing agricultural inputs or services;

BeXyl employs diverse dissemination strategies targeted to the different stakeholders and adapted to specific regional, national, and socio-economic contexts of each crop system (Table 3). Dissemination activities are a core part of the project, with clear, specific, and measurable objectives that are essential for the success of any dissemination strategy. These objectives will be closely aligned with major project deliverables to maximize impact and ensure strong coordination across all work packages (WPs).

The Practitioner Panel (PP) is composed of representatives from international and national plant protection and quarantine services, policymakers, growers, producers, nurserymen organizations, EIP-AGRI Operational Group members, and extension services. When relevant to specific project tasks, the PP provides input and guidance. Established in month 9 of the project, the panel's conclusions will be documented and reported as a project milestone in month 36.

Table 3. Description of stakeholders and target audience profiling and contribution to BeXyl impact

Stakeholder profile	Major contribution toBeXyl impact	Target audience	Main Instruments	Main dissemination activity or event	Exemplar stakeholders (not exhaustive lists)
Professional associations of farmers-foresters, nurserymen, Operational Groups (OG)	Definition of research needs, dissemination of the results, farmer/forester capacity building trainings, awareness campaigns, promote farmer uptake of IPM management strategies (conventional and organic sectors)	Leaders, technical staff, agronomy / forestry consultants and farmers/ foresters Technical operators	Stakeholder board meetings. Project meeting minutes. Training materials: videos, webinar, best management practices, digital applications	Collaborative platforms, networking meetings, social media, web page, workshops, field demonstrative events. Practise abstracts, other materials	COPA-COGECA(EU), IOC (Int.) Coldiretti (IT), P24-UNAPROL (IT), DOP Terra d'Otranto (IT) OGs from Italy & Spain, Az. Melcarne CIVITALIA, P27-AI and P19-ENA associates

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Stakeholder profile	Major contribution toBeXyl impact	Target audience	Main Instruments	Main dissemination activity or event	Exemplar stakeholders (not exhaustive lists)
Official agencies, Plant health services, Policy makers	Design and implementation of official control measures, optimization of surveillance programs for early detection. Impact analysis based on project scientific outputs	Policy makers, risk managers and risk assessors and technical staff	Practice abstracts, technical reports, disease risk maps, optimized surveillance guidelines, contingency plans, policy recommendations	Collaboration platforms, networking, workshops, simulation excises, printed or electronic materials	P20-EPPO, EURL in Bacteriology, EFSA, National PPOs (NPPOs) of the EU participating countries
Diagnostic laboratories &phytosanitary inspectors	Capacity building of lab staff and inspectors, training of its technical staff.	Lab technical staff and field inspectors	Trainings, tutorials, best laboratory practices, inspection and sampling guidelines	Networking events, training workshops. Open science database.	EURL in Bacteriology and its network of NRLs, NPPOs
Research community	Peer-review of BeXyl results, capacity building, dissemination of projects results	Scientists, research managers, students	New knowledge, scientific papers, methods and protocols, databases, simulation models &	Scientific meetings, publications. Open science databases.	R&D+i professionals
Civil society, citizens	Communication of project results and practical outcomes	Lay public, general audience	Specific printed and digital material on IPM programs and impacts of invasive diseases for different audiences	Educational materials, brochures, press releases, news in different media, awareness campaigns	Non-Governmental Organizations (NGOs), social action groups
Industry	Project results and exploitation guidance and recommendation (case studies, applications)	Innovators, industry consultants	Scientific and technical publications, software and standards, new methods and prototypes	Innovation networks and workshops	Industry platforms, innovation hubs

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3.3.1 Ways of working

Co-assessment activities will be implemented through the Practitioners Panel, to monitor and evaluate the progress of the activities and check that proper interactions with the civil society are made.

Periodic meetings with the Practitioner Panel to discuss with stakeholder's representatives of the TT treatments potential, implementation of IPM tools, etc. will be organized, mainly during the last year of the Project.

Disseminate the decisions taken at the Expert Group's meeting to all interested parties, respecting confidentiality.

4. EXPLOITATION OF PROJECT'S RESULTS

4.1. Management of intellectual property

BeXyl proposes a complete range of activities leading to the optimal visibility of the project and its results, increasing the likelihood of market uptake and ensuring a smooth handling of the individual intellectual property rights (IPR) of all Partners, thus paving the way to knowledge transfer.

A specific task in WP10 will articulate an IPR observatory by means of the General Assembly. The overall IPR strategy will be established to ensure that all Partners are free to benefit from their complementarities and to fully exploit their market position, and will support the further exploitation of the project results, ranging beyond the project's actual duration.

For the three SMEs (P22-ACIES BIO, P23-RG PROJECTS, P25-AIBE) participating to the consortium, exploiting the project results offers a key strategic opportunity for the longer-term development of their business (e.g., P22-ACIES BIO, will scale up the microbiological formulations; P23-RG PROJECTS can manufacture and sell the validated equipment for TTs to members of P19-ENA; P25-AIBE can produce and commercialize at large scale resistant/tolerant almond and olive genotypes). The IPRs to be declared in the frame of the proposed activity will be limited to the partners of BeXyl, which will respect the confidentiality of facts, information, knowledge, documents or other matters communicated to them as confidential.

BeXyl will provide innovation potential in three categories covering different technology readiness levels (TRL) from TRL3 'experimental proof of concepts' to TRL8 'system complete and qualified'. Transdisciplinary research conducted in cooperation with stakeholders will develop and validate new solutions from experiments (basic research innovations) to market ready products and services (technological innovations):

- Identification of cultivars, accessions and rootstocks of grape, olive, almond and other important crop species with enhanced resistance to *Xf* to be used in restoring outbreak areas or in breeding programs (TRL4/5).
- Validation under field conditions of environmentally-friendly approaches for *Xf* control (use of plant resistance, microbiome-primed plants more resilient to *Xf*

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infection, bacteriophages, new antibacterial compounds) and its vectors (Entomopathogenic fungi (EF), virus, predators) (TRL4/5).
- Validated protocols of thermal treatment to guaranty production and safe trade and movement of healthy material of different *Xf* host and specified plant species for nursery industries and germplasm banks (TRL7/8).
- New innovative and validated tools for monitoring and detection of *Xf* and its vectors including molecular methods and remote sensing (TRL7/8).
- Optimized statistical designs for surveillance of *Xf* and its vectors (TRL7/8).

A consortium agreement (CA) has defined in detail rights and obligations of the partners with respect to the IPR, among other aspects. The overall purpose of this agreement is to maximize the return on investment for the European Commission, as well as maximizing the partners chance to offer innovations to the market, jointly or alone, under the fairest conditions for all. The CA will be tailored to the partners needs and have clauses facilitating industrial exploitation of the project results concerning: i) background knowledge; ii) results; iii) access right in general; and iv) open access to scientific publications.

4.2. Potential business exploitable opportunities

The potential business exploitable opportunities that BeXyl has identified concerning technological innovations are defined before (Section 4.1). Some examples of potential business exploitable opportunities are:

- New entomopathogenic fungi and other potential natural enemies including viruses with an insecticidal effect and predatory insects could act as biocontrol agents against *Xf* vectors. The use of these agents as biocontrol agents could be patented.
- Novel compounds showing antimicrobial activity against *Xf* and/or with plant defence elicitor activity, based on functional peptides, glasses/glass-ceramics and natural plant extracts from side-streams of 'alperujo' could be patented.
- The industriability potential of synthetic microbial communities of xylem-inhabiting bacteria with key traits against *Xf* to increase plant resilience to infection will be determined and the procedure for its cultivation in low-cost media can be patented.
- The discovery of plant effectors, metabolites, or physiological signatures that can discriminate between susceptible and resistant genotypes could be patented as fast and reliable tools for breeders to screen germplasm for resistance.
- New olive and almond genotypes (cultivars) resistant to *Xf* obtained through controlled cross-breeding.
- Novel protocols to sanitize plant propagation materials by TTs.

4.3. Exploitation Plan to end users and companies

Analysis of research results in terms of innovation potential, implementation of IPR protection measures, or open innovation models will be done by the Exploitation Committee (EC) based on the internal project reports, deliverables and ad hoc meetings.

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The role of the EC is to assist the partners with an Exploitation Plan to facilitate the proper exploitation of both for the background and for the results developed within BeXyl. It will also include actions such as the presentation of the Exploitation Plan to end users and companies (month 47) to ensure exploitation of project results (not restricted to marketable products) beyond the project lifetime, for a period of at least 3 years after the end of BeXyl.

4.4. Exploitation Committee

The Consortium acknowledges the importance of IPR and innovation management for research results developed within the project. To support this task an **Exploitation Committee** (EC) has been appointed at month five from the beginning of the project, with members (experts in legal protection and commercialization) chosen within the consortium and outside. Each member has signed a letter of commitment and confidentiality, which is attached in Annex 4. The role of the EC is to assist the partners with an Exploitation Plan to facilitate the proper exploitation of both for the background and for the results developed within BeXyl.

The Exploitation Committee has been appointed with the mission or ensuring the best path to achieve the market uptake of the project results, through:

- identification and assessment of all the project results
- reporting the marketable project results
- preventing unapproved public disclosure of results by the RTD performers
- ensuring the quality of the protection strategy in accordance with the CA
- ensure adequate protection is in place prior to exploitation and dissemination.

4.4.1 Members of the Exploitation Committee

The Exploitation Committee for BeXyl Project will consists of the following members of the consortium:

- P1-CSIC: B. B. Landa (Experience in protecting by patents by patents molecular diagnostics protocols and Microorganisms of agronomical interest)
- P1-CSIC: P. Domingo (Experience in protecting by patents bacteriophages against multi-drug resistant bacteria, in protecting know-how, and by contracts with private companies. In addition, experience launching a spin-off)
- P3-UCO: E. Quesada (Experience in protecting by patents microorganisms for use as biocontrol agents of pests)
- P4-UdG: E. Montesinos (Experience in protecting by patents microorganisms for use as biocontrol agents of plant pathogens and functional peptides for plant disease control).
- P11-ARO: O. Bahar (Experience in protecting patents for microorganisms use as biocontrol agents)
- P18-IFAPA: L. León (Experience in protecting new olive cultivars from cross-breeding programs by Plant Breeder Rights)
- P22-ACIES: G. Kosec (Experience in IP protection and commercialization of innovative biotechnological products and technologies)

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- P23-RG PROJECTS: S. Giménez (Experience in designing of thermotherapy equipment and protecting them)
- P25-AGROMILLORA: M. Bordas (Experience in protecting by patents new varieties of fruit trees by Plant Breeder Rights and Patents)

Additionally, the following members are proposed outside the BeXyl Consortium:

- P1-CSIC: J.R. Domínguez Solís (experience in management of Intellectual Property Rights – in particular Patents; he Works at the Commercial Strategy and Internationalization Area of the Deputy Vice Presidency of Knowledge Transfer, CSIC)
- P5-CNR: A. Naso (experience in management of Intellectual Property Rights – in particular Patents, New Plant Varieties and Trademarks - and related tech transfer actions; she works at the Unità Valorizzazione della Ricerca, CNR)

5. COMMUNICATION ACTIVITIES

Communication activities aim to draw attention of target audience on the project activities, fostering their engagement. Communication is thus an important component of the action implementation and will complement the dissemination and exploitation of results. The communication strategy is intended as outreach activities for public engagement beyond peer-to-peer communication and information transfer. That is, the communication, dissemination and exploitation activities jointly aim to promote the project purpose, actions and results to reach out to a wider audience than the project's own community.

To communicate the action beyond the academic community, BeXyl will develop in cooperation with the project network of stakeholders a communication strategy combining tailored activities aimed to different audiences, with a major focus in public engagement measures. Communication activities add public value to the achievements of the project as it aims to reach a wider audience than the academic community. To this end, research activities must be communicated in a way that can be graspable by non-specialist audiences (e.g. the media and the public) using for this purpose specific communication channels as illustrative videos, documentary and presentations.

5.1 Communication strategy

The core of the communication strategy is the establishment of a European network of actors involved in grassroots communication about *Xylella fastidiosa* as a first step to build up a community of scientists, stakeholders and citizens on *Xylella fastidiosa*, to mitigate the risks related to further spread of *Xylella fastidiosa* in the European territory.

The innovative character of the communication activities of BeXyl relies on the integration of traditional media tools with communication grassroots initiatives in the consortium. In particular, the integration is crucial for the currently fragmented communication initiatives from each member of the consortium, as it is a first step to establish a long-term community of researchers, working beyond the end of the project, in which scientists, stakeholders, and lay public are involved in preventing new *Xf* introductions and spread of current outbreaks

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in Europe. Also, the global scale of the Consortium enables to expand the communication network beyond the EU.

Community building will follow three main phases.

The first phase is the strengthening of internal communication between partners.

For this purpose, annual meetings (defined at point 3.1.1 Internal Communication) will serve to define a work plan for the following months. Details has been defined at Point 3.2: Broadcasting project activities.

The second phase will concern the involvement of actors external to the consortium, but active in direct communication to stakeholders and lay public about *Xf (*websites, social media profiles and citizen-science based projects such as infoxylella.it in Italy, SolXyl in Spain, and BRIGIT in the UK. These experiences often do not effectively intercommunicate each other, owing to the various platforms refer to different MSs and territories. The BeXyl project represents a great opportunity for a supranational level of integration of these platforms, resulting in an enhanced exchange of good practices in communication and improved effectiveness, both at internal and external level.

The third phase concerns the involvement in the community of stakeholders, farmers, journalists, social media influencers, students, researchers, and citizens who may be interested in *Xf*-related issues.

In the second and third phases, the engagement strategy of potential community players first of all foresees the use of the monthly Newsletter, which will also be sent to contacts outside the consortium who will give their consent to receive it. The second tool involves social media community management: sharing content from players outside the consortium, reposting, tagging, launching and animating discussions. To this end, targeted calls to action could also be launched.

The establishment of a community has huge potential in terms of exploitation, as it has multiplier impact on the communication activities (on websites, social media and citizen science initiatives) of the members of the Consortium beyond the duration of the project. The cross-fertilisation of those fragmented experiences can work also as a learning experience for scientists, as they are not always prepared to deal with the dynamics and potential risks of direct engagement with press, media and the general public. The results of this kind of “training by doing” is exploitable beyond the term of the project. In 4 year-time, this endeavour will take us to build a first online community sharing science-based information on *Xf* and debunking fake news at the European scale.

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ANNEX 1

List of confirmed BeXyl Stakeholders

Agricultural associations, Forestry, Nurserymen and Plant Producers		
Country	**Acronim**	**Organization**
International	IOC	Internacional Olive Council
Spain	AEMO	Asociación Española de Municipios del Olivo
Spain	ASAJA	Asociación Agraria - Jóvenes Agricultores
Spain	La Unió de Llauradors	La Unió de Llauradors i Ramaders
Spain	Camp Mallorquí	Camp Mallorquí
Spain	GTA FS	Grup de treball autonòmica de fruits secs
United Kingdom	Westonbirt-The National Arboretum	Westonbirt-The National Arboretum
France	SIDOC	Syndicat Interprofessionnel des Oleiculteurs de Corse
Argentina	CIOLAR	Cámara Industrial La Rioja
Unites States	Agromillora California	Agromillora California
Unites States	Agromillora Florida	Agromillora Florida
Unites States	Georgia Berry Exchange	Georgia Berry Exchange
Israel	Israeli Almod Board	Israeli Almod Board
Brazil	Agromillora Produçao	Agromillora Produçao
Australia	Wine Australia	Wine Australia for Australian Wine
Argentina	Cámara Olivícola Riojana COR	Olive producers
Italy	Consorzio Terra DOP Otranto	Consorzio Terra DOP Otranto
Italy	COLDIRETTI	COLDIRETTI
Spain	Plantas Continental	Plantas Continental
Spain	Viveros Villanueva	Viveros Villanueva
Spain	Lainco	Lainco
Spain	OIAOE	Interprofesional del Aceite de Oliva
Spain	APROVE	Asociancion Empresarial Andaluza de Proteccion Vegetal
Spain	OLEOPALMA	Oleopalma-Coare
Spain	Luque ecologico	Luque ecologico

National PPOs and Government agencies		
Country	**Acronim**	**Organization**
Spain	MAPA	Ministry of Agriculture
Spain	Plant Health services of Valencia	Plant Health services of Valencia

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Spain	Plant Health services of Cataluña	Plant Health services of Cataluña
Australia	DAWE	Department of Agriculture Water and the Environment
Argentina	SENASA	Servicio Nacional de Sanidad y Calidad Agroalimentaria
Brazil	CODEAGRO	Coordenadoria de Desenvolvimento dos Agronegócios
The Netherlands	NPPO The Netherlands	National Plant Protection Organization. The Netherlands
Portugal	NPPO Portugal	National Plant Protection Organization. Portugal
EIP-Groups and Operational Groups		
Country	**Acronim**	**Organization**
Spain	BIOLIVAR	BIOLIVAR
Slovenia	Automation & economic viability in Olive Growing	Automation & economic viability in Olive Growing

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ANNEX 2

List of project newsletters

Newsletter	Sending date	People Reached
BeXyl Project Newsletter No. 1	30-11-2022	42
BeXyl Project Newsletter No. 2	30-12-2022	40
BeXyl Project Newsletter No. 3	29-01-2023	156
BeXyl Project Newsletter No. 4	27-02-2023	160
BeXyl Project Newsletter No. 5	29-03-2023	167
BeXyl Project Newsletter No.6	30-04-2023	175
BeXyl Project Newsletter No.7	31-05-2023	189
BeXyl Project Newsletter No.8	30-06-2023	182
BeXyl Project Newsletter No.9	22-07-2023	181
BeXyl Project Newsletter No. 10	30-08-2023	184
BeXyl Project Newsletter No. 11	30-09-2023	188
BeXyl Project Newsletter No. 12	31-10-2023	198
BeXyl Project Newsletter No. 13	30-11-2023	198
BeXyl Project Newsletter No. 14	31-12-2023	202
BeXyl Project Newsletter No. 15	28-01-2024	203
BeXyl Project Newsletter No. 16	29-02-2024	206
BeXyl Project Newsletter No. 17	31-03-2024	205
BeXyl Project Newsletter No. 18	20-04-2024	205
BeXyl Project Newsletter No. 19	29-05-2024	206
BeXyl Project Newsletter No. 20	29-06-2024	205
BeXyl Project Newsletter No. 21	22-07-2024	205
BeXyl Project Newsletter No. 22	31-08-2024	207
BeXyl Project Newsletter No. 23	26-09-2024	208
BeXyl Project Newsletter No. 24	21-10-2024	208
BeXyl Project Newsletter No. 25	24-11-2024	210
BeXyl Project Newsletter No. 26	23-12-2024	210
BeXyl Project Newsletter No. 27	20-01-2025	212

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ANNEX 3

Speakers of Xylella files for Spring 2023

Date	Speaker	Affiliation	Title	People reached
13/02/2024	Donato Boscia	IPSP-CNR Bari, Italy	Epidemics of Xylella fastidiosa in Salento (Italy): the current status	606
05/03/2024	M.A. Miranda and Miriam Rivera and Ewelina Czwienczek	UIB, Mallorca, Spain; BIOMIICS, Spain; EFSA, Italy	Communicating plant health to the broad public: the making of the Xylella comic	375
02/04/2024	Marta Lopez-Serra and Pilar Velasco-Amo	NPPO- Balearic Islands, Spain	Surveillance success: tracing X. fastidiosa subsp. pauca ST53 in Mallorca Island	249
16/04/2024	Pablo Zarco	University of Melbourne, Australia	Modelling imaging spectroscopy for biotic and abiotic stress detection	394
23/04/2024	Maria Saponari and Danielle Cornara	IPSP - CNR, Bari Italy; Università di Bari, Italy	Finding of X. fastidiosa ST1 in almond crops in Apulia via vectors surveillance	275
21/05/2024	Danielle Cornara	Università degli Studi di Bari, Italy	Host finding and probing behavior by Philaenus spumarius on olive varieties.	161
19/11/2024	Navdeep Kaur	Auburn University, USA	Unravelling factors influencing host specificity in Xylella fastidiosa	37
26/11/2024	Luis Moll	Universitat de Girona, Spain	Mitigation of almond leaf scorch by novel peptides targeting key processes of Xf	214
10/12/2024	Valerio Mazzoni	Fondazione Edmund Mach, Italy	Biotremologyapproach to interferwith Xylella fastidiosa vectors behaviour	126
14/01/2025	Monica Donegan and Alexandra Kahn	University of California, Berkeley, USA	Using herbarium sampling to understand Pierce's disease of grapevines emergence in the Americas	50
28/01/2025	Alberto Fereres	Spanish National Research Council (CSIC) SPAIN	An American sharpshooter in Europe: Draeculacephala robinsoni	210
11/02/2025	Ranlin Liu	Auburn University, USA	Natural Competence and its role in evolution and adaptation of Xylella fastidiosa	148

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25/02/2025	Lindsey Burbank	United States Department of Agriculture, USA	Screening for Xylella fastidiosa genes important in plant infection with transposon mutagenesis sequencing	29

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ANNEX 4

Letters of acceptance for Exploitation Committee

MINISTERIO
DE CIENCIA
E INNOVACIÓN

CSIC
CONSEJO SUPERIOR DE INVESTIGACIONES CIENTÍFICAS
IAS
INSTITUTO DE AGRICULTURA SOSTENIBLE

To:
BeXyl Consortium
Instituto de Agricultura Sostenible, CSIC
Av. Menéndez Pidal s/n
14004, Córdoba
Spain

ACCEPTANCE LETTER

It is my pleasure to accept the invitation to be part of Exploitation Committee of BeXyl Horizon Europe project (Integrated Management Strategies for Mitigating *Xylella fastidiosa* impact in Europe, nº 101060593).

As member of this committee, I am committed to assist the partners with an Exploitation Plan to facilitate the proper exploitation of both, the background and the results developed within BeXyl.

The contribution of the Exploitation Committee will consist of the analysis of research results in terms of innovation potential, implementation of IPR protection measures, or open innovation models. All information generated will be shared with the consortium and it will keep strictly confidential.

Córdoba, February 13th 2023

LANDA DEL CASTILLO BLANCA BEATRIZ - 30542791X

Firmado digitalmente por LANDA DEL CASTILLO BLANCA BEATRIZ - 30542791X
Fecha: 2023.02.13 14:30:49 +01'00'

Blanca B. Landa del Castillo
CSIC-IAS

CAMPUS ALAMEDA DEL OBISPO
AVDA. MENENDEZ PIDAL, S/N
14004 CORDOBA
TEL.: 957 499200
FAX.: 957 499252

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To:
Dr. Blanca B. Landa del Castillo
Instituto de Agricultura Sostenible, CSIC
Av. Menéndez Pidal s/n
14004, Córdoba
Spain

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Paterna, 7 February 2023



Dr. Pilar Domingo-Calap

Institute for Integrative Systems Biology

Universitat de València-CSIC

Spain

Pilar Domingo-Calap
Institute for Integrative Systems Biology (I2SysBio)
University of Valencia, Spain
Phone: +34 963 543 261
E-mail: pilar.domingo@uv.es / domingocalap@gmail.com
C/ Catedrático Agustín Escardino 9,
46980 Paterna, Valencia, Spain

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UNIVERSIDAD D CÓRDOBA

EXCELENCIA MARÍA DE MAEZTU 2020-2023

To:
Dr. Blanca B. Landa del Castillo
Instituto de Agricultura Sostenible, CSIC
Av. Menéndez Pidal s/n
14004, Córdoba
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Córdoba, February 8 ,2023

QUESADA MORAGA ENRIQUE - 24247227Y
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Signature

Enrique Quesada Moraga

Organization: Universidad de Córdoba

Dirección: Edificio Celestino Mutis (C4). Campus Universitario de Rabanales. Ctra. Madrid, Km. 396. 14071–Córdoba.
Tfno.: +34 957 218502 Fax: +34 957 218569. E. mail: ag3vacea@uco.es

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To:
Dr. Blanca B. Landa del Castillo
Instituto de Agricultura Sostenible, CSIC
Av. Menéndez Pidal s/n
14004, Córdoba
Spain

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Girona, February 7, 2023

Signature Emilio Montesinos Segui - DNI 36924117D (TCAT)
Firmado digitalmente por Emilio Montesinos Segui - DNI 36924117D (TCAT)
Fecha: 2023.02.07 15:09:53 +01'00'

Name: Emilio Montesinos
Organization: University of Girona

Contact information:

Emilio Montesinos
Institut de Tecnologia Agroalimentària
Universitat de Girona
Maria Aurèlia Capmany, 61
17001 Girona
Tel. +34639763764
E-mail: emilio.montesinos@udg.edu

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To:
Dr. Blanca B. Landa del Castillo
Instituto de Agricultura Sostenible, CSIC
Av. Menéndez Pidal s/n
14004, Córdoba
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Place, day month year: Rishon LeZion, Israel, February 8th, 2023

Signature:

Name: Ofir Bahar

Organization: ARO – Volcani Institute

Contact information:

(A.R.O. Volcani Center, HaMakkabbim Road 68, Rishon LeZion, P.O.B 15159, 7528809, ISRAEL; ++972-39683561; ofirb@agri.gov.il)

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Junta de Andalucía

Consejería de Agricultura, Pesca, Agua y Desarrollo Rural
Instituto Andaluz de Investigación y Formación Agraria, Pesquera, Alimentaria y de la Producción Ecológica

To:
Dr. Blanca B. Landa del Castillo
Instituto de Agricultura Sostenible, CSIC
Av. Menéndez Pidal s/n
14004, Córdoba
Spain

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Córdoba, 08/02/2023

LEON MORENO LORENZO - 30809160Q

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IFAPA Centro "Alameda del Obispo"
Avda. Menéndez Pidal s/n, C.P. 14004 Córdoba
Tlf: +34 671532697
E-mail: lorenzo.leon@juntadeandalucia.es

Funded by the European Union

To:
Dr. Blanca B. Landa del Castillo
Instituto de Agricultura Sostenible, CSIC
Av. Menéndez Pidal s/n
14004, Córdoba
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Ljubljana, 09 February 2023

Signature:

Gregor Kosec

Acies Bio d.o.o.

(Tehnoloski park 21, 1000 Ljubljana, Slovenia, +38659075990, gregor.kosec@aciesbio.com)

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To:
Dr. Blanca B. Landa del Castillo
Instituto de Agricultura Sostenible, CSIC
Av. Menéndez Pidal s/n
14004, Córdoba
Spain

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La Pobla del Duc (Spain), 9 February 2023

Rodrigo Gomar Micó

Soluciones Energéticas Levante SLU

20445564J RODRIGO GOMAR (R: B98196785)
Firmado digitalmente por 20445564J RODRIGO GOMAR (R: B98196785)
Fecha: 2023.02.09 11:30:20 +01'00'

Contact information

C/ Bodegas Gomar, 11. 46840. La Pobla del Duc (Spain),

+34 639 53 28 37, admin@rg-projects.es

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AGROMILLORA
It's in our nature

To:
Dr. Blanca B. Landa del Castillo
Instituto de Agricultura Sostenible, CSIC
Av. Menéndez Pidal s/n
14004, Córdoba
Spain

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Sant Sadurní d'Anoia, February 8th 2023

Signature
Name MIREIA BORDAS BALIU
Organization AGROMILLORA IBERIA, SLU

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Funded by the European Union

To:
Dr. Blanca B. Landa del Castillo
Instituto de Agricultura Sostenible, CSIC
Av. Menéndez Pidal s/n
14004, Córdoba
Spain

ACCEPTANCE LETTER

It is my pleasure to accept the invitation to be part of Exploitation Committee of BeXyl Horizon Europe project (Integrated Management Strategies for Mitigating *Xylella fastidiosa* impact in Europe, nº 101060593).
As member of this committee, I am committed to assist the partners with an Exploitation Plan to facilitate the proper exploitation of both, the background and the results developed within BeXyl.

The contribution of the Exploitation Committee will consist of the analysis of research results in terms of innovation potential, implementation of IPR protection measures, or open innovation models. All information generated will be shared with the consortium and it will keep strictly confidential.

Seville, 17th February 2023

Signature DOMINGUEZ SOLIS JOSE RAMON - 07010682Y

Firmado digitalmente por DOMINGUEZ SOLIS JOSE RAMON - 07010682Y
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Funded by the European Union

Consiglio Nazionale delle Ricerche

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Genoa, 07 February 2023

Signature



ALESSIA NASO
CONSIGLIO NAZIONALE DELLE RICERCHE (National Research Council)

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