



## Info Session on the Horizon Results Booster

# HRB for BRESOV project – Breeding for Resilient, Efficient and Sustainable Organic Vegetable Production

prepared by Dr. Amelie Detterbeck, Euroseeds/BRESOV  
for Horizon Results Booster

25<sup>th</sup> of May 2022

# BRESOV – Key data



<https://bresov.eu/>

  @BRESOV\_EU

The BRESOV project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 774222



			
<b>Budget</b> € 6 Mio	<b>Duration</b> 60 months	<b>22 partners</b> 13 countries	<b>Multi crops</b> 3 BRESOV crops

# BRESOV - Primary project objectives



Changing climate: increased pressure from heat, floods, droughts, pests and diseases

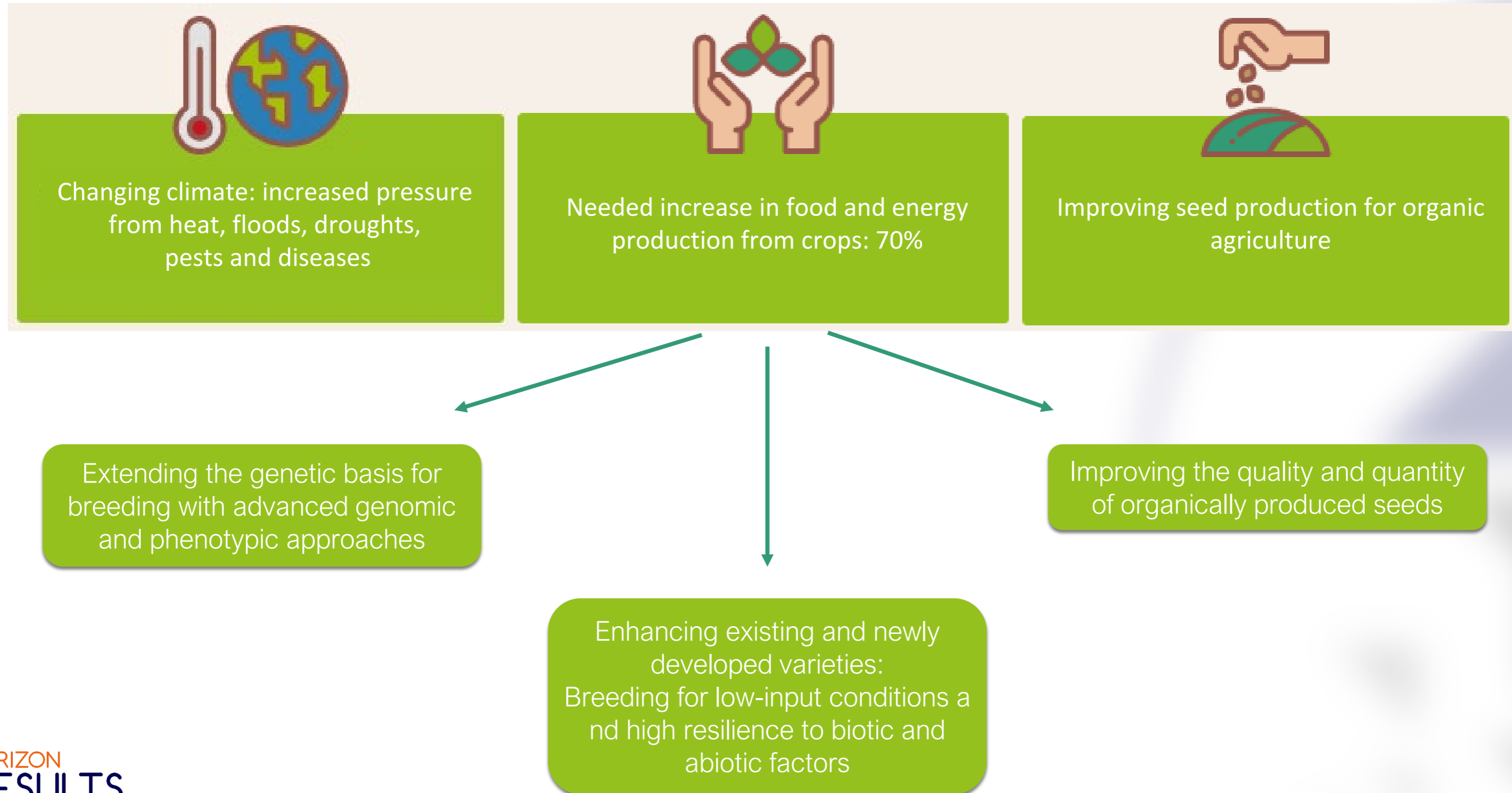


Needed increase in food and energy production from crops: 70%



Improving seed production for organic agriculture

# BRESOV - Primary project objectives



# Horizon Results Booster services (HRB)

## Available services:

### 1. Portfolio Dissemination & Exploitation Strategy

- ❖ Module A: Identifying and creating the portfolio of R&I project results;
- ❖ Module B: Helping projects from the portfolio to design and execute a portfolio dissemination plan;
- ❖ **Module C: Assisting projects to improve their existing exploitation strategy**

### 2. Business Plan Development

### 3. Go to Market



**BRESOV**  
Breeding for Resilient, Efficient and Sustainable Organic Vegetable production

## Exploitation Strategy Seminar with HRB service experts

15<sup>th</sup> and 16<sup>th</sup> of February, 2022



**HORIZON RESULTS BOOSTER**



An initiative of the  
European Commission

Horizon Results  
**Booster**



# HRB Exploitation Strategy Seminar

## Seminar preparation:

- Decide on max. three Key Exploitable Results (KERs)
- For each KER, several documents need to be prepared
- HRB experts prepare preliminary report as basis for seminar

## Seminar structure:

- Introduction to the topic of exploitation by HRB experts
- 1 ½ hr. discussion for each KER based on provided documents: Goals, processes, schedule, potential costumers, roles within partnership, financial aspects, ...

## Seminar follow-up:

- Partners need to update documents based on outcomes of the seminar
- HRB experts prepare a final report



# Exploitation Strategy Seminar - Summary

**Preparation of the seminar is time-consuming, but worth it!**

## WHY?

- HRB service is well structured and experts are highly service oriented
- Introduction to the topic of exploitation by HRB expert was very helpful for the BRESOV partners
  - Tools provided by the HRB service are valuable to structure the exploitation process and to clarify on roles between project partners
- HRB final report lays the basis to further develop the exploitation strategy of the project

→ **Helps to make use of the BRESOV results and to create impact**



PDES – Module C Final Report  
for  
« **BRESOV** »

Breeding for Resilient, Efficient and Sustainable Organic  
Vegetable production



Project ID Number  
774244

Exploitation Strategy Seminar

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