

PILLAR 7. DISSEMINATION AND TRANSFER OF KNOWLEDGE

This pillar will devise, prepare and establish activities aimed at disseminating and exploiting all the knowledge and know-how generated by the partners within ISAFRUIT, in the most appropriate ways. Of necessity, the mechanisms for knowledge dissemination will be determined by the nature of the new discoveries and/or information to be communicated, and its potential to benefit specific or generic stakeholder groups. Strong formal links will be developed with those responsible for demonstration activities within each of the other six Pillars. These activities will include, but not be limited to, the establishment of demonstration plots to show best-practice, the building of prototype devices, leaflets and training in new cultural practices and improved fruit chain management, as well as the range of traditional routes by which scientific knowledge and new technology are disseminated such as Conferences, refereed scientific Journal papers, Seminars and exhibitions. Issues related to use and commercial exploitation of pre-existing knowledge and new knowledge and results produced by the project will be managed and regulated within the Consortium Agreement (CA) specifically designed to co-ordinate, protect and exploit IP rights. All materials and information from RTD Pillars 1-6 will be co-ordinated and disseminated *via* Pillar 7, or protected in accordance with the CA, and in concert with the relevant partner organisations and WP leaders. Pillar 7 will endeavour to provide the partners with a 360° view of the potential for protection of knowledge products, either alone or in combination with the results of other partners, according to the concept of "Knowledge Bundles". The profile and promotion of ISAFRUIT will also be facilitated by the professional development and maintenance of a Website and by designing a striking, brandpromoting display stand for all major fruit Trade Shows and Fairs, and for fruit research Conferences.