

## ARISTOIL

**“Reinforcement of Mediterranean olive oil sector competitiveness through development and application of innovative production and quality control methodologies related to olive oil health protecting properties”**

**PRIORITY AXIS 1:** Promoting Mediterranean innovation capacities to develop smart and sustainable growth

**OBJECTIVE:** 1.1 To increase transnational activity of innovative clusters and networks of key sectors of the MED area

**OUTPUT n. 5.2.**

**TITLE OF OUTPUT:** Plan of results portability

**WP n.: 5 - Transferring**

**NAME OF ACTIVITY:** Plan of results portability

**PARTNER IN CHARGE:** SVIMED

**PARTNERS INVOLVED:**  
**ALL partners**

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## Executive Summary

*(Importance and main scope of transferring phase and of the definition of Aristoil Cluster as a result of all the activities made during the project lifespan)*

The **Aristoil Mediterranean Healthy Olive Oil Cluster** (Aristoil Med Cluster) is a transnational innovation platform for open innovation aiming to raise overall capacity for green-economy development in Med countries through collaboration of research organizations, public government sector, civil society and enterprises and through the establishment of international Aristoil Living Labs (LL) all around Europe. The purpose of the Aristoil LLs is to strengthen local, regional and national competitiveness of olive oil producers and functional food industry through efficient stakeholder resource utilization and internationalisation olive oil products.

Aristoil partners started from the following statements:

- Since the EU 432/2012 health claim labelling regulation came into effect consumers' awareness in relation to the health benefits of high phenolic olive oil have increased. Health Claim allowed on the label: "Olive oil polyphenols contribute to the protection of blood lipids from oxidative stress." Minimum requirement: "The claim may be used only for olive oil which contains at least 5 mg of hydroxytyrosol and its derivatives per 20g of olive oil. In order to bear the claim information shall be given to the consumer that the beneficial effect is obtained with a daily intake of 20 g of olive oil."
- Consumer studies have established the main reason people buy olive oil is for health. Most people would be willing to pay a higher price for additional health benefits. Many if not most consumers have been cheated at some point due to improper labelling, poor storage conditions, substandard olive oil.
- Consumers faced with several health claims, taste profiles and almost daily news of fraudulent olive oils on the shelf are eager to verify for themselves exactly what is in the bottle. The Aristometro and the Aristometro is a key marketing tool for in store demonstrations and taste events and trade shows. The olive growers themselves need a way to measure every batch of olive oil at the olive mill so they can better understand their farming methods and begin to address issues that will help them raise the phenolic content and quality, e.g. time of harvest and amount of watering. Olive mills seeking to increase the value of their olive oil need a fast method to accurately measure the phenolic content at the point of production and separate and store the high phenolic olive oils. The wholesalers and traders require a handheld method to measure the quality of olive oil on the spot before they purchase.
- Phenolic compounds in olive oil continue to astound with their health benefits. "The scientists found that acute polyphenol-rich EVOO effects in healthy participants led to marked improvement in insulin sensitivity and glucose metabolism, at the same time supporting miRNA and gene expression in inflammation and immune responses. On the contrary, these biochemical and molecular effects of EVOO were largely absent in

patients affected by metabolic syndrome or participants who consumed low-polyphenol EVOO suggestive of a putative role for the phenolic component.”<sup>1</sup>

- Up until recently we lacked the tools to accurately measure specific phenolic compounds in olive oil. Polyphenols degrade depending on their concentration at time of bottling. Light, oxygen, temperature and time take their toll and they must be monitored in order for consumers to receive the minimum required healthy dose of polyphenol rich olive oil. The Aristometro and the Aristometro can be useful devices to monitor the quality all along the supply chain.

Olive oil companies and producers are eager to regain consumer confidence by employing handheld analytical devices, all along the supply chain. The Aristometro and the Aristometro, developed and tested during the Aristoil project, can be used in the mill at the moment of production, in the warehouse and during in-store demonstrations to prove the phenolic content of EVOO.

The Aristoil partners will draft the full set of preparatory documents required (from a legal, financial and technical perspective) to ensure participation in the cluster by its founding members – the ARISTOIL partners – as well as by any local business being part of the regional Living Labs set up during the project itself in each country.

## Aims and Vision

(what the **Aristoil Mediterranean Healthy Olive Oil Cluster** is about: a trans-regional cluster of ARISTOIL producers)

The **mission of the Aristoil project** is to create a network involving actively the value chain of olive oil sector (producers, millers, universities, research centers, associations, service providers, development agencies, etc.) to reinforce the Mediterranean olive oil sector competitiveness through development and application of innovative production and quality control methodologies related to olive oil health protecting properties.

Through this network, we aim to provide certification for health claim olive oil, training of producers and targeted innovation projects and research on the emergence of the health protecting and therapeutic properties of all olive products and the increase of their market value.

Training events, the use of the Aristometro and the promotion of the health benefits of high polyphenol EVOO content have been carried out by each partner.

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<sup>1</sup><http://www.oliveoiltimes.com/olive-oil-health-news/health-benefits-high-phenolic-olive-oils-decoded-gene-expressions/52578>

Branding and marketing positioning will be developed through the international cluster aiming at brand-recognition and information dissemination, stemming from the findings of scientific partner during the testing activity of the project.

The research of new targets coming from the Health sector (pharmacies, para-pharmacies, little gourmet shops, etc.) should be the shift to give to the future of the Cluster and the research of the link with other networks operating already at regional/national level with high quality products could be the opportunity to find the consumers looking for the Aristoil EVOO.

**What are the basic principles for the future of the Aristoil Mediterranean Healthy Olive Oil Cluster:**

Certification/Accreditation system to be developed, covering all stages from production to consumption of EVOO with health-protecting qualities (Health Claim, EU reg. n. 432/2012) taking into account the following basic considerations:

- Health Claim olive oil production and certification
  - Production: System similar to organic (record of olive orchards, individual trees and environmental conditions)
  - Record agricultural practices and system design
  - Olive mill: system similar to protected designation of origin (PDO) certification system
  - Tracking and database of production information
  - Stricter certification than other systems mentioned
- Special care to deal with the 4 enemies of olive oil:
  - Humidity (filtering max 30 days postproduction)
  - Light (storage in inert containers)
  - Oxygen (storage in tanks devoid of atmospheric air)
  - Temperature (storage in thermostatic containers)
- 4 types of certificates for:
  - producers
  - olive-millers
  - standardisers
  - produce
- Analysis in certified laboratories using methods evaluated in Aristoil project and in agreement with legislation
- Long term goal: Open Aristoil Mediterranean Healthy Olive Oil Cluster to other products, apart for EVOO, rich in polyphenols or other health protecting substances, functional foods
- Provide support tools for producers aiming to export their products in the international market, e-commerce platform
- Ensuring product quality:
  - Traceability, an important consideration (possibly use a system similar to PDO)

- Inspections

## Antecedents

During the Aristoil project many findings and tools have been produced and are now ready to be transferred at local and regional level in order to promote the benefit of high phenolic EVOO.

Some major tools that can be used at local level:

- Protocol of Cooperation with olive oil council
- Olive oil living labs
- Guide for production and quality control of olive oil with increased health protecting properties
- Automated measurement application – ARISTOMETRO
- Interactive Map of olive mills and olive varieties
- Certification Centre Operational e-guide
- Training Course for Olive oil producers and olive millers
- Protocol for Aristoil Med Cluster of olive oil actors
- E-hub for Med Olive Oil Cluster

Here a brief description of the main deliverables to capitalize:

### - **Protocol of Cooperation with olive oil council (by UoA and UCO)**

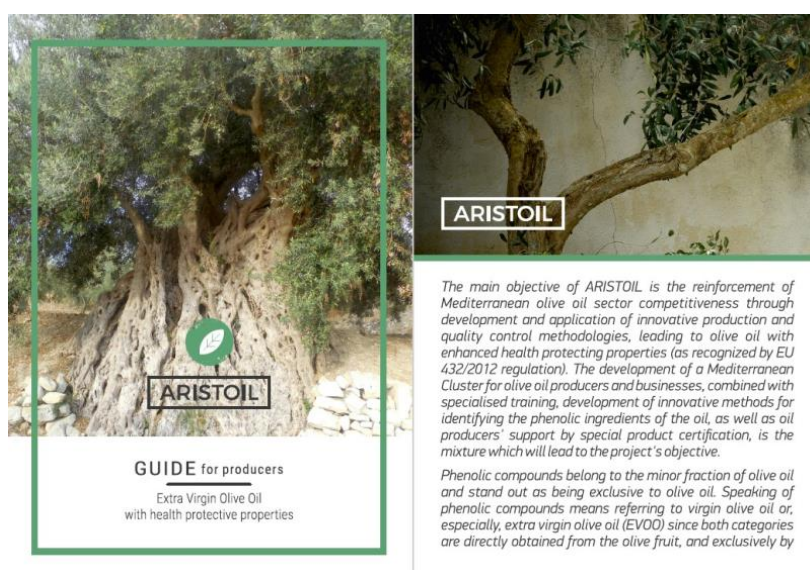
One priority of the project is to externalize its results and to attract key stakeholders to be actively involved in activities. For this reason, the lead partner is conducting direct links with International Olive Oil Council, and to establish a protocol of cooperation in order to agree on the methodologies to be utilised for the composition of the phenolic ingredients related to health claim (reg. 432/2012) The optimized methodologies that University of Cordoba and Athens have been developed for chemical analysis of olive oil ingredients related to health claim will be formally submitted to IOOC to be recognised as an official method of analysis.

### - **Olive oil living labs (by all partners) and Aristoil Family database**

1. Educate producers, oil mill-owners and other key actors in olive oil trade and processing on the health benefits of olive oil rich in polyphenols and train them in the use of Aristometro
2. Development of auditing and certification process for olive oil rich in polyphenols
3. Branding and the development of a marketing campaign
4. Development of a website and pages in social media, with educational material, news, interactive mapping tools and updates from scientific research, in order to maintain and extend international communication and exchange of ideas and experiences between cluster-participants, as well as for marketing purposes.
5. The olive oil living lab will act as an identifiable platform among ensuring competitiveness among producers and quality and product safety among consumers.

## - Guide for production and quality control of olive oil with increased health protecting properties

The Guide for production and quality control of olive oil with increased health protecting properties is a guide including information about which factors (e.g. variety, harvest time, irrigation, olive mill operation parameters) should be taken in account and how the quality control should be done. The guide includes a report with the finally proposed methodologies for monitoring of olive oil quality in relation to its health-protecting properties and a guide with advantages and disadvantages of each method.



## - Automated measurement application – ARISTOMETRO (by ARISTOLEO)

The ARISTOLEMETRO is a method which is used for the measurement of the sum of oleocanthal and oleacein in olive oil and is based on the correlation between the intensity of the green color that appears on the aqueous phase and the concentration of oleocanthal and oleacein.

Aristometro is a device which was constructed for the measurement of absorption at 639nm in samples of olive oil in which we have implied the method of optical measurement of oleocanthal and oleacein (ARISTOLEO). Aristometro simplified the method of quantitative measurement of the sum of oleocanthal and oleacein. The Aristometro in conjunction with the Aristometro is a laboratory in a vial providing a fast and inexpensive method to analyse olive oil phenolic content. The most health promoting olive oils can then be discovered, verified by NMR or LC-MS/MS, demonstrated and marketed to health-conscious consumers who are seeking high phenolic olive oils for their enhanced health qualities. Aristometro and Aristoleo Kit measure the combined amounts of oleocanthal and oleacein; the two most prolific phenolic compounds found in most olive oils.

Consumers faced with several health claims, taste profiles and almost daily news of fraudulent olive oils on the shelf are eager to verify for themselves exactly what is in the bottle. Aristoleo is a key marketing tool for in store demonstrations and taste events and trade shows. The olive growers

themselves need a way to measure every batch of olive oil at the olive mill so they can better understand their farming methods and begin to address issues that will help them raise the phenolic content and quality, e.g. time of harvest and amount of watering. Olive mills seeking to increase the value of their olive oil need a fast method to accurately measure the phenolic content at the point of production and separate and store the high phenolic olive oils. The wholesalers and traders require a handheld method to measure the quality of olive oil on the spot before they purchase. AA offers transparency and trust for consumers willing to pay a premium for added health benefits of specific phenolic compounds in EVOO.

AA is an important development for 3 reasons:

- 1. **EASE OF USE.** Aristometro requires the user to compare the colour liquid to a colour chart to arrive at a value for concentration of the phenolic compounds contained in the olive oil sample. Approximately 10% of the male population in the EU have some degree of colour-blindness. Another large percentage have a decreased ability to make a judgement based on their insecurity or lack of experience. The Aristometro is specifically calibrated to detect the shade of green and provide the result electronically. The results are analysed and delivered in real time. The accuracy is 95%+ as compared to the NMR. Long term we foresee the Aristometro being verified and officially certified for its accuracy and become a standard analytical device in olive oil laboratories.
- 2. **RAPID & ACCURATE RESULTS.** The Aristometro analysis in only 25 minutes. This is much faster than the Aristoleo® test kit alone which is 45 minutes.
- 3. **TRACEABILITY, ACCOUNTABILITY& PROOF.** The Aristometro can be used to test the quality of samples tested, photographed and used as a visual demonstration of high phenolic olive oil.



#### - **Training Course for Olive oil producers and olive millers (by UCO)**

The Training Course for Olive Oil Producers is a deliverable obtained in the first stage of the Aristoil project that has been prepared according to the results of phenolic composition generated after analysis of olive oils samples provided by the different countries. This material is used by the different partners to carry out training seminars with producers interested in increasing the healthy value of the extra virgin olive oil they produce. The prepared material is generic to be followed by



different countries and each partner can introduce modifications associated to the peculiarities of each country (cultivars, oil extraction process, ripening, agronomic practices, etc.)

The Training Course has been translated to the national languages and is prepared in three different formats:

- Written material in a document for producers
- E-form
- Material distributed in websites by interested entities.

In general terms, the structure to be followed is here schemed:

1. Introduction
  - Healthy value of VOO and EVOO: monounsaturated profile and minor components
  - Health claims associated to VOO and EVOO composition
  - Phenolic compounds
2. Health claim associated to phenolic compounds
3. General results obtained in 2017/2018 season
4. Factors contributing to explain phenolic differences in VOO and EVOO
5. Description of the main factors identified to enhance phenolic content
6. Conclusions

The duration for these seminars should be 1-2 h, which depends on the audience.

Cultivars	Cultivation	EVOO production	Harvesting	At the olive mill	Storage & packaging
<p>Any cultivar is able to provide EVOO with high phenolic content</p> <p>Groves with diversity of cultivars provide balanced EVOOs in phenolic content</p>	<p>Irrigation reduces the stress level and, thus, phenolic content</p> <p>Avoid pests</p>	<p>Prioritize EVOO production</p> <p>Fruit quality</p> <p>Maximum hygienic conditions</p>	<p>Veraison</p> <p>Minimum time between harvesting and processing (&lt;24 h)</p>	<p>Two-phase extraction system</p> <p>Minimum water addition to avoid fractionation</p> <p>Malaxation temperature 24-28°C</p> <p>Malaxation time 15-30 min</p>	<p>Filtering</p> <p>Opaque containers made of inert materials</p> <p>Inertization with inert gases</p> <p>Stable low temperature (&lt;18°C)</p>

Tab. 1 Main factors identified to enhance phenolic content

### - **Transferability protocol for Med Cluster of olive oil actors (SVIMED – UoS - EP)**

The Aristoil Health Med Cluster in Olive Oil sector is the main output of ARISTOIL project. The Cluster is a model of transnational cooperation of innovation actors in olive oil production and trade. At the end of the project a detailed protocol will describe scope, priorities, field of action, external relations of this formalised grouping of actors and partners. The Cluster has a simple structure and is the mean to have:

- Direct Communication channel to EC
- International Brand increasing visibility of high phenolic local olive oils
- Easier access to Fund raising for LL research activities

The Cluster, through the protocol will promote:

- Olive Oil Research activities and science result promotion
- Promotion of healthy properties of olive oil
- Promotion of cluster certificated olive-oils

The transferability Protocol will be available in the Aristoil website and will be available for olive oil sector stakeholders to sign it and be added to the Aristoil Mediterranean Healthy Olive Oil Cluster mailing list. Participants will benefit from:

- being invited to participate in consultations,
- being invited to Aristoil events and trainings,

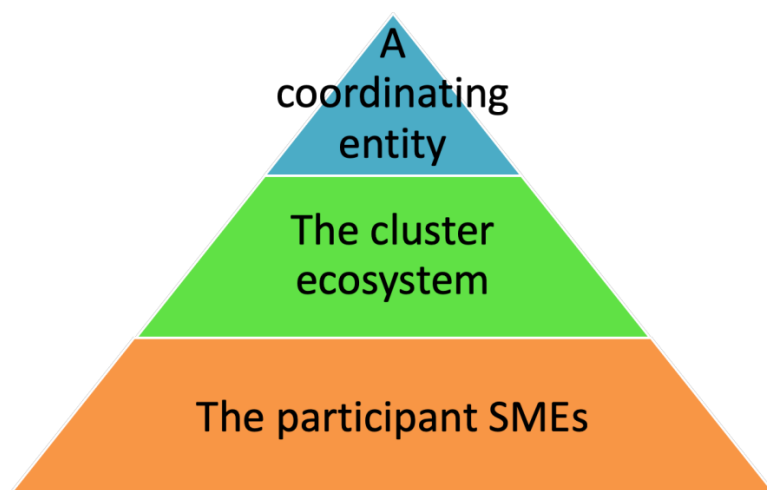
- connecting with other olive oil sector stakeholders,
- asking for the community's, as well as affiliated experts' opinions on olive oil-production-related issues.

### - **E-hub for Med Olive Oil Cluster (SVIMED)**

The e-hub is an instrument a tool to support the development of the Mediterranean Cluster of High Phenolic olive oil sector aiming to facilitate networking and cooperation across all Med area. A n on-line platform will support the communication and exchange of experience among the key actors. Information on new market opportunities, exhibitions, seminars, demand and other ideas will flow through this hub. This tool will give the opportunity to SMEs, producers, experts and LRAs to cooperate and share know-how. In addition, the development of two centres for certification of olive oils which have been developed in the project, according to the proposed methodology and their operation by the Universities of Athens and Cordoba will ensure the technical support needed by the olive oil producers. The E-hub supports the Transferability of the project's outputs, multiplying the effect created by the partnership's network with olive oil producers as well as LRAs. In the E-hub there are all the studies provided by the partners, the Guide for olive oil production is available to all partners' languages to support producers and millers.

## Economic and market perspectives of cluster formation

The key elements of a cluster in general – and of an interregional cluster in particular – can be represented as per the following diagram:

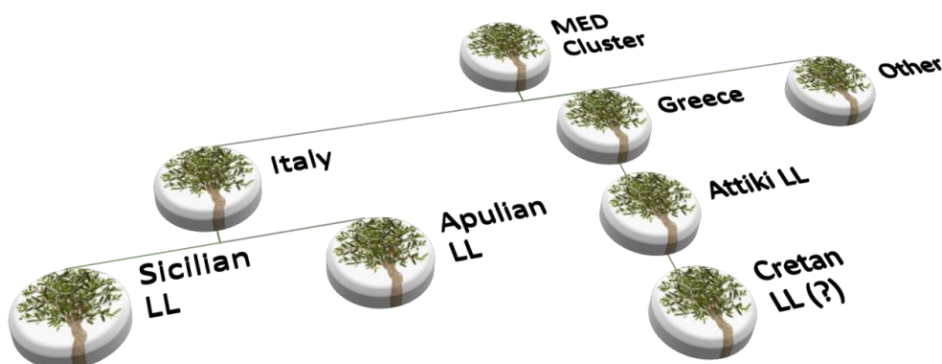


The bottom of the pyramid is constituted by the SMEs belonging to a single or to multiple sectors (think e.g. of service companies as opposed to manufacturing ones, or in the case at hand, olive mill owners as distinct from olive growers). In our targeted model, the SMEs participating in the cluster belong to the different countries and regions that are represented in the ARISTOIL project. In addition to that, it is

quite likely that cluster membership will not be confined to those countries and regions only but extended to new areas.

As far as the “bottom of the pyramid” is concerned, in case of an interregional cluster a preliminary dissemination and engagement activity is required, to mobilize and attract potentially interested olive sector stakeholders residing in different regions and countries of the Mediterranean.

To that end, the consortium has chosen to make recourse to the Living Lab approach, consisting in the creation of Quadruple Helix partnerships – involving stakeholders from academia, businesses, civil society/consumers and government – in the different partner locations. These partnerships, most of them informal and based on sharing common purposes as well as the ideas of joint initiatives and targeted actions, are acting as a sort of preliminary screening service, ensuring that a critical mass of members is achieved in every site. This is leading to the **creation of a number of regional Living Labs**, the key aim of which is to promote the diffusion of the ARISTOIL project principles – notably the classification of olive oil’s health qualities according to the phenolic content – as well as its analytical tools – notably the Aristometro – to measure the combined amounts of oleocanthal and oleacein, the two most prolific phenolic compounds found in most olive oils.



While the effective launch of such Living Lab partnerships is ongoing at different speeds in the various locations, a diffuse question has been what kind of activities should be planned and done within each of them. To answer this question, one should keep two major things into consideration. One is that a critical mass of participant SMEs is obviously required to ensure that the interregional (MED level) cluster gets enough momentum. Second is that, while the local/regional Living Labs can be a good bridge to attracting people and organisations joining the cluster, the kind of answers they can provide to sectorial needs are obviously local or at best regional, while the cluster is supposed to achieve a trans-local or cross-regional integration and ultimately cohesion.

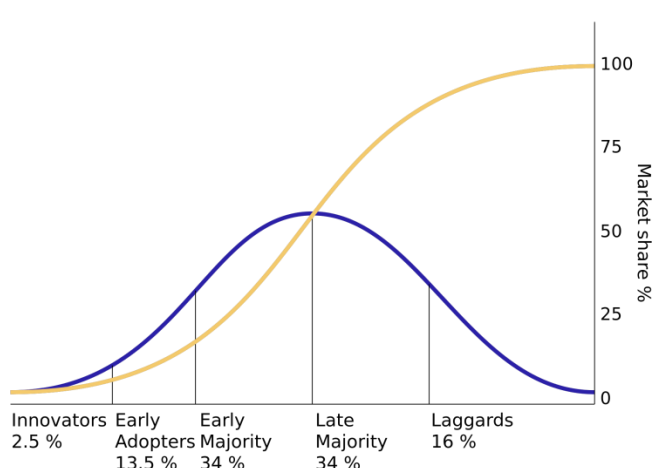
These two considerations jointly imply that **the Living Labs agendas must be focused on awareness raising and dissemination of the interregional cluster**, paving the way for a formal inclusion of as many olive growers as possible in the measurement of phenolic content, but also in the organisation

of production and commercialisation under a common brand – the ARISTOIL. A non-exhaustive list of activities being run now within the different Living Labs includes the following:

Local/regional Living Lab initiatives	Sicily	Apulia	Attiki	Peloponnese	Cyprus	Croatia	Andalucia
Measurement sessions	√	√	√	√	√	√	√
Thematic workshops	√	√	√	√	√	√	√
Training sessions/infodays	√	√	√	√	√	√	√
Social media groups	√	√	√				
International networking events			√				

Being (treated as) an ecosystem brings very important analytical consequences. From this assumption follows first that its internal processes are unlikely to be linear (i.e. action x will not lead straight to result y). This makes both the management and the impact assessment of a cluster virtually impossible to handle. However, a positive benefit of the high level – i.e. the intensity and frequency – of the interactions between cluster actors is that once a certain stimulus has been given to a few of them, mass imitation and multiplication effects can be ignited, leading a growing share of target members to react to that stimulus in a rather predictable manner.

To describe the problem at hand, we take the inspiration from Everett Rogers (1995) theory on the diffusion on innovations<sup>2</sup>.



With an initial, very small number of cluster actors (as low as 2.5% of the overall size of potential members) we can predict an immediate benefit from an early adoption and widening use of the Aristometro and the Aristoleo Kit. This may help reach 50% of the target market within a convenient time, as more and more olive producers and mill owners will be convinced about joining the cluster to take benefit from its advantages (incentivisation factor) and cooperate with other producers to achieve a critical mass of production and/or share the costs of tackling a global consumer market that with their own forces alone, they would never be able to attain and maintain.

<sup>2</sup>Source of the picture: [https://en.wikipedia.org/wiki/Diffusion\\_of\\_innovations#/media/File:Diffusion\\_of\\_ideas.svg](https://en.wikipedia.org/wiki/Diffusion_of_innovations#/media/File:Diffusion_of_ideas.svg)

Another important factor already mentioned previously, and that has to be considered jointly with the incentives as an enabling factor for those percentages to be reached more swiftly, is the contribution from the local Living Labs in bringing more and more people – and particularly small and micro businesses – close to the idea of forming and being part of an international cluster. This contribution among other things, will be in the direction of breaking up the language barriers – and to some extent, the IT divide still present among certain categories of Agri-foods actors – that would otherwise prevent them from joining an online/virtual community based on a single portal with all its materials available in English only. Therefore, a very important role not to be forgotten about or overlooked will be played by **the facilitators of the Living Labs** activated in the different national and regional contexts. These will act as “middle persons” between the cluster’s coordinating entity and the participant SMEs, ensuring a continuous flow of information from and to the individual Living Lab members and the top-level organisation.

## Cluster implementation-Scenario 1 for cluster formation

### What kind of services will be offered to the cluster members and how will they be paid back?

We chose to adopt (in the following table) the distinction between “**strategic**” and “**tactical**” services. The former are those without which, the ARISTOIL cluster would not exist nor resist the challenges it is supposed to react to. The latter are no less crucial for the long-term survival of the cluster – at least with the model proposed and hypothesized here – but mainly because they are instrumental to the achievement of the goals lying behind the strategic services. For example, registering the ARISTOIL brand – as already done for the Aristoleo name – can be considered as a supportive activity, though not strictly indispensable, to brand management. Or the administrative management of the cluster membership is certainly important, but not decisive for the long-term survival of the ecosystem.

	<b>Strategic services</b>	<b>Tactical services</b>
<b>Supplied by the NGO</b>	Brand management Global advertising Standard setting for audit and certification	Brand registration Membership management Access to EU/VC funds Audit coordination
<b>Supplied by the ecosystem</b>	Management of local LLs Coordination of production Checks and audits	1:1 services to local producers (e.g. accounting, quality measurement, etc.)

(please note that the above list is not final)

Another distinction, which is reflected in the above table, has been proposed between services that the NGO (or cluster’s coordinating entity) should directly deliver, and services that other entities in the ecosystem are enough to provide.

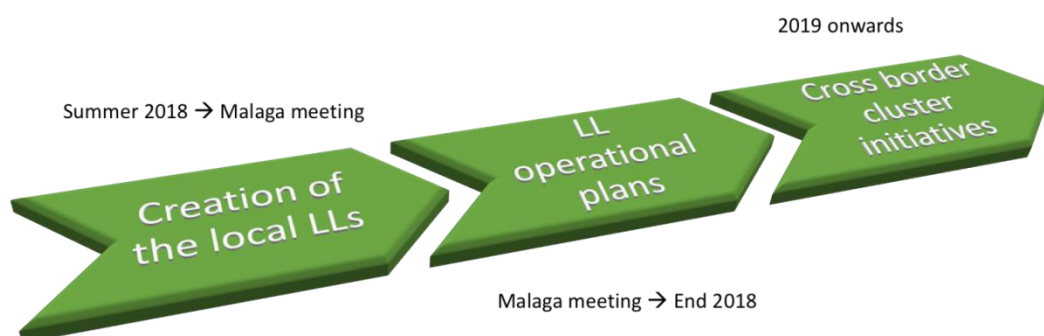
Ideally, for each of the above services, a mini budget should be defined, outlining the information contained in the following sheet:

Service name	Service description	Costs of running the service	Target beneficiaries	Revenues from running the service (if any)
(picking up from the previous table)	What the service is about and aimed at, in a nutshell	Split up by main activity or budget items (e.g. rents, maintenance...) or both ways	Who are the people served and how do they take benefit or what should they be willing to pay for it	Split up by fixed membership fees (by the cluster associates), payment for on-demand services (e.g. periodic tests and analyses), other sources (such as EU grants).

The ARISTOIL consortium agrees on the fact that after the end of the project the Aristoil partnership will oversee drafting a business plan for the cluster' coordinating entity and durability.

In attachment to the **business plan** there must be the following documents:

- The participant's package (for the enrolment of prospective cluster members)
- A final/confirmed list of strategic and tactical services with the corresponding mini budget
- The articles of association, statutes and governance rules for the new entity
- The resulting financial requirements in terms of start-up capital
- The identification of any missing key partner in the initial ownership.



The creation of the Local Living Labs should follow this timeline:

- Starting event (e.g. Ragusa, 7 June 2018)
- Creation of a FB group (Aristoil Living Lab Puglia, Aristoil Living Lab Greece, ....)
- Initial assessment of people, resources, wishes and wills etc.
- Vision shaping event (e.g. Sciacca, November 2018)
- Bottom up definition of an agenda of events / initiatives meeting the requirements of participants

- Definition of a (yearly) operational plan
- Signature of a memorandum of understanding

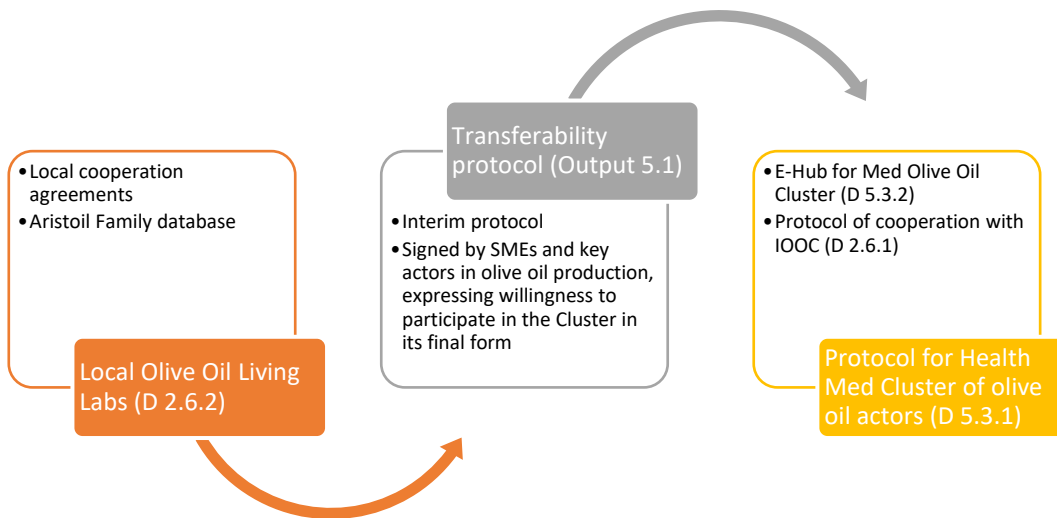
An example of the Living Lab operational Plan:

- Product identification, branding and market positioning
- Low cost advertising material (paper/dematerialised)
- News spreading/enrolment campaign of local producers, mills and bottlers
- Definition of rules and procedures for product traceability/certification
- Setup and running of verification/audit processes
- Animation of the FB group
- Training events on the Aristometro
- Consumer information / advertising plans and activities
- Involvement of the pharmaceutical industry/restaurants
- Finding testimonials
- Etc.

How the Aristoil project can help:

- Tailored events (meetings, seminars, info-days and national conferences) at national level in 5 countries with three main objectives:
  - Foster networking among olive oil producers, traders and SMEs to set up priorities and purposes of a med cluster
  - Spread the project's objectives and to attract key actors in olive oil sector to participate in Med Cluster
  - Inform the general public and consumers about the common deliverables and their reflections on general public health
- Transferring tested processes, techniques, models, tools, methods and services.
- Development of detailed protocol describing scope, priorities, field of action and external relations of this formalized grouping of actors.
- Development of an innovative e-hub tool to strengthen the Aristoil Med Cluster
- International networking event in Greece for potential members of Aristoil Med Cluster (October 2019).





## Post-project exploitation plans

Based on the activities that each partner has been developing during the ARISTOIL project and based on the competences of each partner the proposal of a Plan for the exploitation of the Cluster after the end of the project is related to the following antecedents.

**EFXINI POLI** is the lead partner of the project and has been responsible for promotion and dissemination strategy of the entire project, so the role in the Cluster should be that one of continuing coordinating promotion and dissemination activities through the elaboration of a **UNIQUE BRAND** for the Cluster.

**UNIV.of ATHENS** has been responsible of leading the research concerning the analysis of samples for Greece, Cyprus and Italy and disseminating the scientific results of the project during the national and international conferences throughout Europe. It is also responsible for the signature of Protocol of Cooperation between the ARISTOIL partnership and International Olive oil council with the other partners (D2.6.1). They also created a Certification Center in Athens that can provide services to the CLUSTER. In the last phase of the project UoA should be in charge of the promotion of the Certification Centre as a service provided by the ARISTOIL CLUSTER, together with the non-profit organisation, which will be created by Aristoil partners to promote the project in the following years.

**ANETEL** has been in charge of promoting the projects results in Cyprus, collecting samples and in the last phase of transferring is in charge of collaborating to the development of the business plan of the Cluster mission. It should oversee the marketing and **BRANDING** of the ARISTOIL label and the possible business plan for the continuation of the project in the following years.

**UNI Cordoba** has been responsible of leading the research concerning development of the Guide for Producers for production and quality control of olive oil with increased health protecting properties,

developing the analysis of samples for Spain, Croatia and Greece and disseminating the scientific results of the project during the national and international conferences throughout Europe. They also created a Certification Center in Cordoba that can provide services to the CLUSTER.

In the last phase of the project it should oversee the section of the online platform concerning the opportunity to download the training modules organised in e-modules and the uploading of the scientific docs on extra virgin olive oil (TRAINING)

**UNI Split** has been responsible of leading the research concerning development of the Guidelines and Training in Croatia, developing and collecting the analysis of samples for Croatia and disseminating the scientific results of the project during the national conferences. In the last phase of the project should oversee promoting the Aristoil Cluster in the other territories of Croatia, translating the Aristoil results in local language in order to spread the outputs and involve more producers and millers in Croatia.

**ARISTOLEO** has overseen the scientific development together with UOA for the prototype of an instrument permitting automated colorimetric measurement of polyphenols in olive oil. In the last phase It is also in charge of creating a link with IOC for the formalisation of the method for the certification of the Aristoil Certification Centers in Athens and Cordoba and NMR, as well as HPLC-MS as certified methodologies to measure polyphenols in olive oil.

**Ragusa Consortium** has been in charge of promoting the projects results in Sicily, collecting olive oil samples and organising infodays and events to involve producers and millers, also stakeholders at national and international level. In the last phase of transferring oversees collaborating to the development of the collection of best practices in olive oil sector for the Living Labs development. So, it should oversee the collection of best practices of olive oil projects at EU Level to insert in the E-hub and always updating it.

**Region of Peloponnese** has overseen promoting the projects results in Greece and in places external to the MED AREA, contributing to organize the SIAL Paris, in order to promote the High phenolic EVOO by the partner countries.

In the last phase of the project the Region should oversee the updating news on olive oil sector in general for the E-hub and always updating it, in particular through the social network.

**Provincial Government of MALAGA** has been in charge of promoting the projects results in Spain and collecting a lot of samples in collaboration with UNI CO and organising training events to involve producers and millers, also stakeholders at national and international level. They have been produced a video for promoting the project at EU level and in the social media channels.

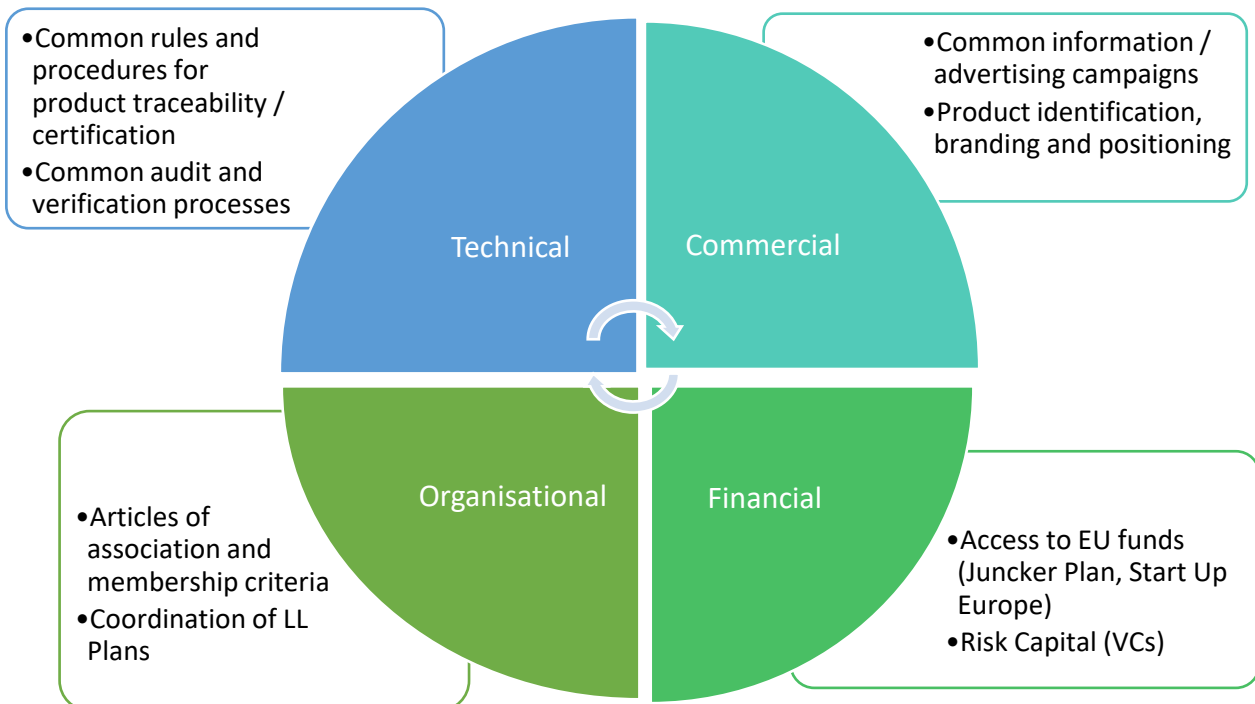
In the last phase of the project they should oversee the promotion of the Aristoil BRAND in the main regional and national blog of Olive oils, promoting the CLUSTER and the Aristoil BRAND at national level.

**SVIMED** has been in charge of promoting the projects results in Sicily and Apulia Region in Italy and also contributing to promote the ARISTOIL project in the Italian social media. They have been collecting n. 400 samples during 2016-2017-2018 campaign and organising infodays training events and Living Labs in Sicily and Apulia in order to involve producers and millers, also stakeholders at national and international level.

In the last phase of the project they should be in charge of developing and managing the E-hub (online platform to link all partners, producers, stakeholders, citizens) and the Protocol of Cooperation for the Cluster and the promotion of the Aristoil BRAND in the main regional and national organisations. Svimed will continue to run and coordinate the E-hub also after the end of the project together with the other local partners.

All associated partners are invited to sign the PROTOCOL for the Cluster configuration.

How can the MED cluster dimension help:



## Cost of Seminars per beneficiary

In the table below, differences of cost per beneficiary may be related to the fact that certain partners have produced training and communication material, may have had to travel away from the area where they are based, or may have had to rent conference or seminar rooms, as opposed to others who may have had them available without charge. In addition, certain expenditures may have been made, but not paid yet. A more complete summary may be available after the end of the relevant action (September 2019).

Partner	EP	Svimed	Anetel	Split	Ragusa	RegPel	UCO	Dip. Malaga	Mean
<b>No of seminars</b>	2			3	2	2	3		2.4
<b>Participants</b>	107			214	48	80	165		122.8
<b>Cost</b>	58.66	3205.44	36	1595.28				630.15	1105.1
<b>Total cost per beneficiary</b>	0.5			7.5		0.0	0.0		2.0