



Project acronym: *InnCoCells*

Grant agreement no: **101000373**

Project full title:

**Innovative high-value cosmetic products
from plants and plant cells**

Start date of project: 01/05/2021

Duration: 48 months

Deliverable number	D7.6
Deliverable title	First industry event including an <i>InnCoCells</i> stand or exhibition
Work package	7
Lead beneficiary	CosVal
Due date of deliverable	30/06/2022
Actual submission date	30/06/2022

Summary

This deliverable report describes the first of many industry events at which the InnCoCells project runs a stall, booth or stand to showcase the project's aims, specific objectives, results, achievements and participating organizations.



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1. Executive summary

The *InnCoCells* dissemination strategy is composed of two kinds of activities: continuous activities, such as the running of the project website, and time-limited specific events such as conventions and exhibitions. **Deliverable 7.6** concerns the latter category, and marks the first industry event including an *InnCoCells* stand or exhibition. Project partner **CosVal** will play the key role in organising *InnCoCells* participation at such events. **CosVal** will organise one major workshop per year linked to a prominent perfume and cosmetics industry event (congress or exhibition), focusing on the engagement of SMEs to increase the uptake of project outcomes, initially in France, then expanding across Europe.

2. Description of the first industry event with an *InnCoCells* stand/exhibition

2.1 Location and topic of the congress

CosVal presented the *InnCoCells* project at a congress organized specifically on the theme of the use of plant resources in the formulation of cosmetic products. The event was held 28–30 March 2022 in Cayenne, French Guiana. The title of this congress was **Trees and other plants of the cosmetopeia**. This congress brought together 150 researchers and representatives of international companies interested in the use of plants in cosmetics.

The following topics were covered: ultramarine cosmetopea, forest cosmetopea, cosmetopea in other territories, and structuring of supply chain for cosmetopea.

Some images from the congress are shown in **Figure 1**, below.



Figure 1. Photos from the International Congress of Cosmetopeia, 28–30 March 2022.

2.2 The *InnCoCells* stand/exhibition

A kakemono was printed to present the objectives of the *InnCoCells* project and its partners. The first *InnCoCells* project leaflet (**Deliverable 7.4**) was also printed and distributed to the congress participants. Some images of the *InnCoCells* stand are shown in **Figure 2**, overleaf.



Figure 2. Photos of the *InnCoCells* stand at the International Congress of Cosmetopeia, 28–30 March 2022.

2.3 Further dissemination activities related to the congress

The participation of CosVal and its promotion of the *InnCoCells* project were publicized on social media and the event website ahead of and during the congress. **Figure 3** shows an example of this promotional activity on social media. **Figure 4** shows the promotion of the event on the Cosmetopeia website.



Figure 3. LinkedIn publication promoting the *InnCoCells* stand at the Cosmetopeia congress.



Figure 4. Screenshot of the Cosmetopeia congress website promoting the *InnCoCells* project.

3. Outcome

The presentation of the *InnCoCells* project during the Cosmetopeia congress made it possible to raise awareness of this consortium among the delegates. This increase in visibility will create links between the overseas Cosmetopeia network and the *InnCoCells* consortium.