



Demonstration of circular bio-based fertilisers and implementation of optimized fertiliser strategies and value chains in rural communities

Deliverable D8.13

RUSTICA Project website

Project acronym	RUSTICA
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Summary

The RUSTICA project logo was created in the beginning of the project. The social media channels were created in the last 5 months. The website was launched in April 2021 and designed by IDConsortium with input from all consortium partners. The consortium partners' involvement in the design and content of the website was crucial for the development of an informative and up-to-date website and will continue to be crucial throughout the duration of the project.



List of partner acronyms

AVECOM	Avecom
BioSabor	BioSabor SAT
CIAT	Centro Internacional de Agricultura Tropical
CRAPDL	Chambre Régionale d'Agriculture des Pays de la Loire
CREA	Consiglio per la Ricerca in Agricoltura e l'Analisi dell'Economia Agraria
CropEye	Stichting CropEye
ENTOMO	Entomo Consulting SL
EVILVO	Eigen Vermogen van het Instituut voor Landbouw- en Visserijonderzoek
IDC	IDConsortium SL
KU Leuven	Katholieke Universiteit Leuven
OWS	Organic Waste Systems NV
PAR	Particula Group Drustvo S Organicenom Odgovornosc ZA Usluge
TNO	Nederlandse Organisatie voor Toegepast Natuurwetenschappelijk Onderzoek
UGent	Universiteit Gent
WIED	Wiedeman GmbH

Introduction

The RUSTICA website aims to make the project visible to stakeholders and the general public. It constitutes one of the most important communication channels for sharing all public information and data about the RUSTICA project.

1. RUSTICA project website and social networks

The RUSTICA project is utilising available social networks to create awareness about the project and its progress. The social media networks provide the opportunity to reach the general public and relevant stakeholders.

- Instagram:
Instagram offers inspiring and seamless ways to tell your story. This platform aims to share interactive and creative videos and photos about the project. As the scientific aspect of the project could be hard to convey with written texts, Instagram postings aim to convey the project's work by producing content that is fun and easy to understand by the general public.
- Twitter:
Twitter reaches valuable audiences through relevant conversations, engages with other active users on any related subject matter, and shares interactive and important contents. Twitter is used to publish relevant news, updates, interactive content that showcases the project's work regularly.
- Facebook:
With over a billion monthly users, Facebook is used to create awareness about the RUSTICA project to the general public and to reach a wider audience. The aim of this platform is to share the project's work among the younger generation and to increase the project's visibility and exposure.
- YouTube:
YouTube videos allow to produce visually appealing content for the target audience. The aim of this platform is to produce videos that interactively convey the project's work, allowing stakeholders and the general public to learn more about the project. As the project's communication strategy is to produce short videos, this platform will be a great tool to reach a wider audience.
- LinkedIn:
LinkedIn reaches a business-minded target audience. This platform is a powerful tool to reach companies, businesses, and professionals from any specific industry. This network is efficient to share project information and progress with peers and other stakeholders. LinkedIn will be used to support the exploitation of commercial results, engage industry professionals about the project's work, and reach a wider audience.

IDC will lead, organise, plan, and publish contents on the RUSTICA social media platforms, assisted by all partners. All partners are required to share the content published on RUSTICA's social media platforms.

2. Project logo

The project logo description: Demonstration of circular bio-based fertilisers and implementation of optimized fertilizer strategies and value chains in rural communities.

This logo signifies circular economy.

2.1. Main Logo



2.2. Logo without text



3. Project website

The website (<https://rusticaproject.eu/>) serves as the main platform for sharing information about the project with the main stakeholders and the general public. The website is live since February 2021 and several changes have been made to provide a comprehensive medium informing the stakeholders of the project's status.

The website is divided into 6 main menus and several submenus as follow:

3.1. About RUSTICA

3.1.1. Project Summary

3.1.2. Objectives

3.1.3. Project Partners

- KU Leuven
- Organic Waste Systems NV
- Chambre Régionale d'Agricultures des Pays de la Loire
- BioSabor, S.A.T.
- Consiglio per la Ricerca in Agricoltura e l'Analisi dell'Economia Agraria
- Fundacion para las Tecnologias Auxiliares de la Agricultura
- Avecom NV
- Entomo Consulting S.L.
- Particula Group d.o.o.
- Wiedemann GmbH
- IDConsortium SL
- Stichting CropEye
- Eigen Vermogen van het Instituut voor Landbouw, Visserij en Voedingsonderzoek
- The Netherland's Organisation of Applied Scientific Research
- Universiteit Gent
- Centro Internacional de Agricultura Tropical

3.1.4. Activities

- WP1 Project management (Lead: KU Leuven)
- WP2 Multi-actor network (Lead: EV ILVO)
- WP3 Systemic feasibility assessment (Lead: PAR)
- WP4 Business model development (Lead: CREA)
- WP5 Technology optimisation (Lead: TNO)
- WP6 Integration and demonstration (Lead: OWS NV)
- WP7 Fertiliser blending and validation (Lead: CROPEYE)
- WP8 Communication, dissemination, and exploitation (Lead: IDC)
- WP9 Ethics requirements (Lead: KU Leuven)

3.1.5. Expected Impacts

3.2. Project Multimedia

3.2.1. Press Releases

3.2.2. Newsletters

3.2.3. Scientific Publications

3.2.4. Public Deliverables

3.2.5. Other communication and dissemination

3.3. Get involved!

The knowledge flow between the different partners and stakeholders is enabled through the creation of a knowledge exchange network. The aim is to involve all stakeholders along the value chain (e.g., waste producers, technology providers, farmer associations, biofertiliser producers & users, experts in legal/safety & sustainability analysis, business developers, etc.) in the development of the pilot demonstrations. This will be done via a series of six workshops in each region and five cross-visits, set up to actively gather feedback on the technological developments for further improvements to comply with the actual needs of the sector. During these workshops, the stakeholders will gain insights on how the technology is progressing and they will be invited to give input in order for RUSTICA outcomes to better match their interests.

3.4. Practice abstracts

The consortium of researchers, scientists, consultants, and academics for the RUSTICA project fosters the development of innovative technologies within the project thanks, in part, to the interactions between partners and stakeholders, including the sharing of knowledge, and effective intermediation and dissemination.

3.5. News

3.5.1. Events

3.6. Community

3.6.1. Contact

3.6.2. Links

All project progress, updates, results, milestones, etc. will be shared through this website. All content uploaded on the website will be shared through the project's official social media accounts as well as published in the yearly newsletter to generate more traffic and attract more visitors to the website.

The website will be translated in selected EU languages (Dutch, French, Italian, Spanish) in the future. IDC will be responsible for the maintenance of the website.

Click on the image to visit the website or copy this link: <https://rusticaproject.eu/>

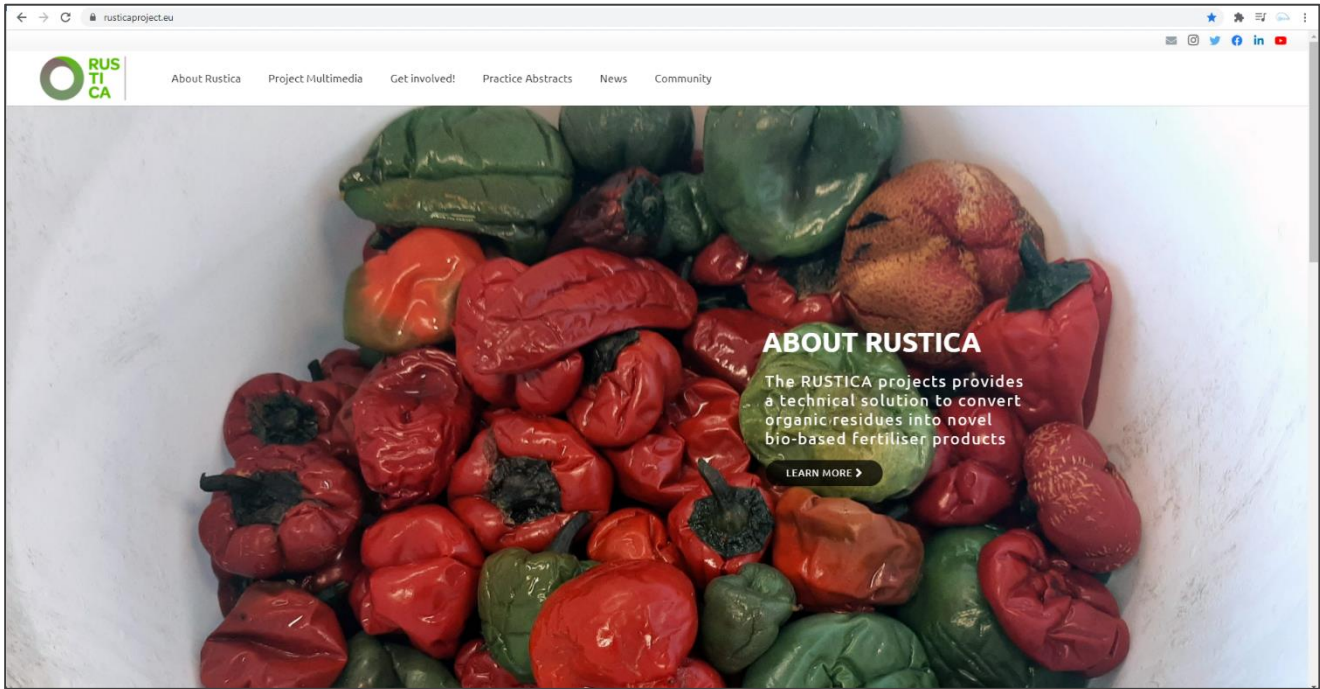


Figure 1 - Homepage

4. RUSTICA social networks

Below is an overview of the different social media profiles of the RUSTICA project. The profile can be viewed by clicking on the image.

4.1. Instagram

@rusticaproject

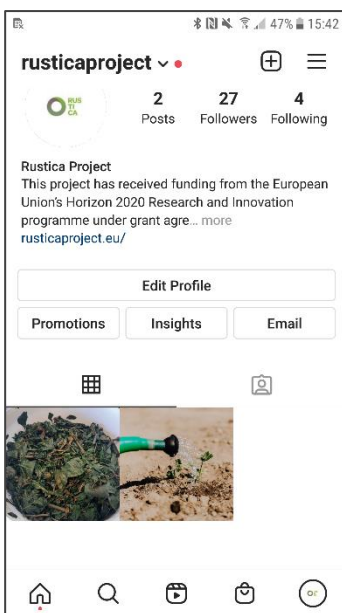


Figure 2 - Instagram account

4.2. Twitter

@rusticaproject



Figure 3 - Twitter account

4.3. LinkedIn

@ Rustica EU Project

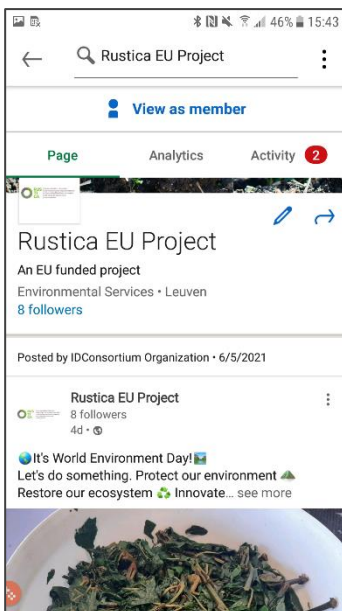


Figure 4 - LinkedIn account

4.4. Facebook

@rusticaproject

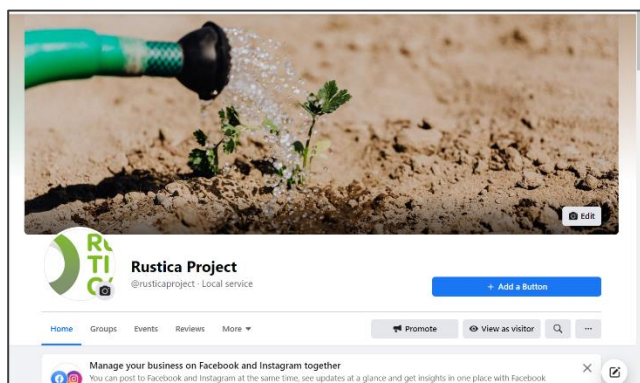


Figure 5 - Facebook account

4.5. YouTube

@rusticaproject

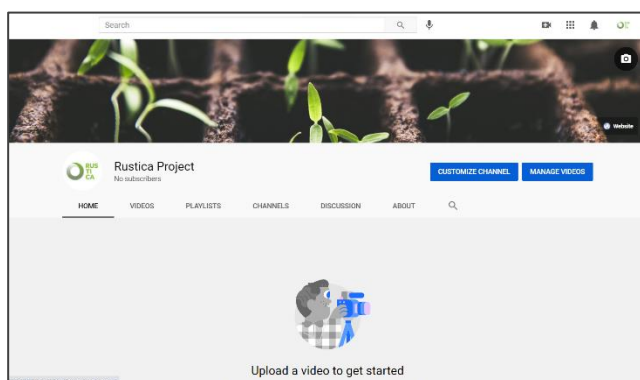


Figure 6 - YouTube account

5. RUSTICA Communication Plan

As a main source of information, the RUSTICA website will be updated on a regular basis. The website will be used to share all RUSTICA announcements, results, and any activities related to the project:

- officially announce the project website including sending a press release and sharing on social media;
- promote the project’s summary and objectives, create posts for social media;
- share the partners’ profile via social media channels;
- promote ‘Get Involved!’ page;
- create contents to post on the News section.

To increase traffic, pages of the website will be shared as the project moves forward, photos and content will be regularly updated and a direction to visit the website will be included with all multimedia.